

PHRASEOLOGY AS A CULTURAL TOOL IN INTERCULTURAL COMMUNICATION

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Annotation. This article explores the role of phraseology in developing intercultural communication in the context of globalization. Phraseological units such as idioms and fixed expressions are culturally bound and often difficult to interpret in cross-cultural interaction. Using a qualitative and comparative approach, the study analyzes phraseological data from dictionaries, literary texts, media discourse, and spoken communication. The findings show that phraseology reflects cultural values and worldviews and plays an important role in preventing misunderstandings in intercultural communication.

Key words: Phraseology; intercultural communication; cultural identity; idiomatic expressions; phraseological competence; language and culture; communicative competence.

Аннотация. В данной статье рассматривается роль фразеологии в развитии межкультурной коммуникации в условиях глобализации. Фразеологические единицы, такие как идиомы и устойчивые выражения, являются культурно обусловленными и часто вызывают трудности при интерпретации в межкультурном взаимодействии. В исследовании используется качественный и сравнительный подход, основанный на анализе фразеологического материала из словарей, художественных текстов, медиа дискурса и устной речи. Результаты исследования показывают, что фразеология отражает культурные ценности и картины мира и играет важную роль в предотвращении недопонимания в межкультурной коммуникации.

Ключевые слова: Фразеология; межкультурная коммуникация; культурная идентичность; идиоматические выражения; фразеологическая компетенция; язык и культура; коммуникативная компетенция

Annotatsiya. Mazkur maqolada globallashuv sharoitida madaniyatlararo muloqotni rivojlantirishda frazeologiyaning o'rni tahlil qilinadi. Idiomalar va turg'un birikmalar kabi frazeologik birliklar madaniy jihatdan bog'liq bo'lib, madaniyatlararo muloqot jarayonida ularni talqin qilish ko'pincha qiyinchilik tug'diradi. Tadqiqotda sifatli va qiyosiy yondashuv qo'llanilib, frazeologik materiallar lug'atlar, badiiy matnlar, media diskurs va og'zaki nutq asosida tahlil qilinadi. Tadqiqot natijalari frazeologiya madaniy qadriyatlar va dunyoqarashni aks ettirishini hamda madaniyatlararo muloqotda tushunmovchiliklarning oldini olishda muhim ahamiyatga ega ekanini ko'rsatadi.

Kalit so'zlar: Frazeologiya; madaniyatlararo muloqot; madaniy identiklik; idiomatik ifodalar; frazeologik kompetensiya; til va madaniyat; kommunikativ kompetensiya.

Introduction. In the context of rapid globalization, intercultural communication has become an essential component of modern social, educational, and professional interaction. Increased mobility, international cooperation, migration, and the widespread use of global media have brought people from different cultural and linguistic backgrounds into closer contact than ever before. As a result, successful communication now requires not only grammatical accuracy and lexical knowledge but also a deep understanding of culturally embedded meanings conveyed through language. One of the most challenging aspects of intercultural communication is the use and interpretation of

phraseological units, which often reflect national mentality, historical experience, and cultural values.

Phraseology is a branch of linguistics that studies stable word combinations, such as idioms, proverbs, sayings, collocations, and fixed expressions. These units are characterized by semantic integrity, figurative meaning, and relative stability of structure. Unlike free word combinations, phraseological units often cannot be understood through the literal meanings of their individual components. Their meaning is shaped by cultural conventions and shared background knowledge within a speech community. Therefore, phraseology occupies a special place in linguistic studies, as it connects language structure with culture, cognition, and social practice.

The relationship between language and culture is particularly evident in phraseological units. Language serves not only as a means of communication but also as a repository of cultural memory and collective experience. Phraseological expressions frequently encode cultural norms, traditions, beliefs, and values that are specific to a particular society. For example, idioms related to food, animals, colors, or historical events often carry symbolic meanings that may be clear to native speakers but obscure or misleading to representatives of other cultures. Thus, phraseology functions as a cultural marker and plays a significant role in shaping intercultural understanding or misunderstanding.

Despite the growing importance of intercultural communication, phraseological differences remain a major source of communicative difficulties. Learners of a foreign language often struggle with idiomatic expressions because direct translation may result in semantic distortion or pragmatic failure. Misinterpretation of phraseological units can lead to confusion, breakdowns in communication, or even unintended offense. These challenges are especially relevant in educational settings, translation practice, and international communication, where accurate and culturally appropriate language use is crucial.

Methods. This study employs a qualitative, descriptive, and comparative research design to investigate the role of phraseology in developing intercultural communication. A qualitative approach is chosen because phraseological units carry figurative, cultural, and contextual meanings that cannot be adequately measured through quantitative methods. The descriptive method allows for a detailed examination of the semantic and cultural features of phraseological units, while the comparative approach makes it possible to identify similarities and differences in phraseological usage across different languages and cultures.

The data for the study are drawn from a variety of authentic and authoritative sources to ensure reliability and representativeness. These sources include phraseological and idiomatic dictionaries, which provide standardized meanings and usage examples of fixed expressions. In addition, literary texts are analyzed as they reflect culturally rich and stylistically diverse uses of phraseological units. Media discourse, such as newspapers,

online articles, films, and television programs, is included to observe contemporary and context-dependent phraseological usage. Spoken communication data, including everyday conversations and public speeches, are also considered in order to capture naturally occurring phraseological expressions used in real-life intercultural interaction.

The selection of phraseological units is based on several specific criteria. First, the units must demonstrate semantic stability and figurative meaning, distinguishing them from free word combinations. Second, preference is given to culturally marked phraseological units that reflect national traditions, values, or historical experiences. Third, the selected expressions must be relevant to intercultural communication, particularly those that are prone to misinterpretation or translation difficulties. Finally, frequency of use in both written and spoken discourse is taken into account to ensure the practical significance of the analyzed material.

Several methods of analysis are applied in this research. Semantic analysis is used to examine the meanings of phraseological units and to identify discrepancies between literal and figurative interpretations. This method helps reveal how meaning is constructed and understood within a particular linguistic community. Cultural and contextual analysis focuses on the sociocultural background of phraseological units, exploring how historical, social, and cultural factors influence their formation and use. Contextual factors, such as situation, register, and communicative intent, are also considered to understand pragmatic aspects of phraseological usage. In addition, comparative analysis across cultures is employed to contrast phraseological units from different languages, highlighting both universal patterns and culture-specific features that affect intercultural communication.

Results. The analysis of the collected data reveals that a significant number of phraseological units are culturally marked and closely connected to the historical experience, traditions, and social values of a particular linguistic community. These culturally marked phraseological units often include references to national symbols, customs, religious beliefs, and everyday practices. For instance, idioms related to food, animals, or traditional occupations tend to reflect the lifestyle and environment of a given culture. The findings indicate that such expressions carry implicit cultural meanings that are easily understood by native speakers but may pose serious challenges for non-native speakers in intercultural communication.

The results also demonstrate that certain types of phraseological units are more likely to cause intercultural misunderstanding than others. Idioms with highly figurative meanings, proverbs rooted in specific historical contexts, and metaphorical expressions based on culture-specific imagery are among the most problematic. When these units are translated literally or interpreted without sufficient cultural knowledge, their intended meaning is often distorted. As a result, misunderstandings may occur, leading to communicative breakdowns or pragmatic failure in intercultural interactions. The study

shows that learners frequently avoid using such expressions due to fear of misuse, which further limits their communicative competence.

Another important finding concerns the reflection of cultural values and worldviews in phraseology. Phraseological units often encode collective attitudes toward concepts such as time, work, family, success, and social relationships. For example, some cultures emphasize individual achievement and competition, while others highlight cooperation and social harmony, and these differences are clearly reflected in their phraseological systems. The results suggest that phraseology serves as a linguistic mirror of cultural mentality, allowing researchers to identify underlying value systems and patterns of thinking characteristic of different societies.

The comparative analysis reveals both similarities and differences in phraseological usage across cultures. On the one hand, some phraseological units express universal human experiences and emotions, such as love, fear, or hope, and therefore show functional or semantic parallels across languages. On the other hand, even when similar meanings are conveyed, the imagery and metaphorical basis often differ significantly. These differences highlight the importance of cultural specificity in phraseology and demonstrate that apparent equivalence between expressions in different languages does not always guarantee communicative appropriateness.

Discussion. The results of the study can be effectively interpreted within the framework of intercultural communication theory, which emphasizes the role of cultural knowledge and pragmatic competence in successful interaction between speakers of different linguistic backgrounds. The findings confirm that communication is not limited to the exchange of linguistic forms but involves the interpretation of culturally embedded meanings. Phraseological units, as carriers of figurative and culture-specific content, function as key elements in this process. The difficulties identified in the use and interpretation of phraseology support the theoretical view that intercultural misunderstandings often arise from differences in cultural conceptualization rather than from grammatical or lexical errors alone.

The study also highlights the significant role of phraseology in shaping cultural identity and perception. Phraseological units reflect collective experience and shared cultural models that influence how individuals perceive the world and interpret social reality. Through idioms, proverbs, and fixed expressions, speakers express attitudes, values, and emotional responses that are deeply rooted in their cultural background. The findings suggest that phraseology not only represents cultural identity but also reinforces it by transmitting culturally specific norms and perspectives from one generation to another. As a result, understanding phraseology is essential for gaining insight into the cultural mindset of a speech community.

Furthermore, the results support the view that phraseological competence is an integral component of intercultural communicative competence. In addition to

grammatical, sociolinguistic, and pragmatic competence, the ability to recognize and appropriately use phraseological units enables speakers to communicate more naturally and effectively in intercultural contexts. The study demonstrates that learners with higher phraseological awareness are better equipped to interpret implicit meanings, manage culturally sensitive situations, and avoid pragmatic failure. This confirms the assumption that phraseological competence contributes significantly to communicative flexibility and cultural adaptability.

Finally, when compared with previous research, the findings of this study are largely consistent with existing literature that emphasizes the cultural nature of phraseology and its role in intercultural communication. Earlier studies have similarly pointed out that idiomatic expressions pose challenges for language learners and translators due to their figurative and culture-bound nature. However, this study contributes to the field by providing a more integrated perspective that connects phraseological competence directly with intercultural communicative effectiveness. By focusing on both theoretical interpretation and practical implications, the research extends previous findings and underscores the need for further interdisciplinary studies in this area.

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