

## Sociocultural Competence and its Place in Teaching Listening in Journalism

**Kuchimova Parizod Tulqin qizi**

Lecturer at Journalism and Mass Communications University of Uzbekistan

### **Abstract:**

The development of sociocultural competence plays an important role in mastering a foreign language, since effective communication with representatives of a different linguistic and cultural community is impossible without understanding the cultural background in which communication partners exist, without knowledge of the national and cultural specifics of language units, the rules of speech and non-verbal behavior, and etiquette norms, values and mentality characteristics of native speakers of the target language. In this article, sociocultural competence is considered as an important part of listening training, which largely determines the success of intercultural communication, as well as an important factor in the general cultural development of students, since the formation of knowledge about another culture makes it possible to develop a tolerant attitude towards foreign cultural values and ideas.

**Keywords:** *sociocultural, competence, sociocultural competence, communication, listening, listening for journalists, cultural development of students, sociocultural aspects.*

**Introduction.** Sociocultural competence plays an important role in teaching listening as it helps students understand and interpret information based on sociocultural contexts. This includes knowledge of social customs, norms, values, stereotypes, historical and cultural characteristics of the country and the language in which the listening takes place.

Sociocultural competence helps students broaden their horizons and understand the differences in mentality and value systems of different cultures. This allows them to better interpret audio materials and understand their true meaning, rather than being limited to superficial translations of words.

Teaching sociocultural competence in relation to listening may include studying and discussing the sociocultural aspects of texts, conducting discussions about differences and similarities in the behaviors and traditions of different cultures, and learning cross-cultural communication strategies.

Lustig and Koester indicated that cultures have unique communication patterns that restrict effective listening if listeners are unaware of appropriate language patterns. Comprehending culture properly endows every word with the right context and meaning. Knowledge of a language's sociocultural background makes it easier to learn new expressions, words, and speaking methods. Besides, understanding the role of culture is crucial for successful communication with native speakers. It increases engagement levels and promotes thinking in foreign languages. Understanding the lifestyles of native people personalizes the language, making it easier to learn the language[1].

The inability to understand social behaviors and cultural settings of a language may result in breakdowns, errors, misunderstandings, and misinterpretations during communication. Language is not just about receiving or sending information, it also maintains appropriate social behaviors in a culture. Communication and culture are two branches of the same tree. Culture dictates both the path and the form that communication takes – a message cannot be understood without knowledge of one's culture[2].

Language is not an isolated entity; it is a part of the society which uses it. It is “a system of signs that is seen as having itself a cultural value”. At the same time society and its culture are reflected in its language. Every proposition pronounced in a particular language contains culturally specific meaning which can be easily overlooked unless one is familiar with the culture. “There is a natural connection between the language spoken by members of a social group and that group's identity”. It is thus necessary to stress the importance of incorporating the “sociocultural competence” into the foreign language teaching and learning. Learning a foreign language also means learning a foreign culture because one cannot separate one from the other[3].

People around the world come from varied cultural backgrounds and speak different languages. While culture and language may seem distinct, there is an entangled mutual relationship between them. Language is a defining characteristic of culture and plays an integral role in its creation. When outsiders interact with a language, they are interacting with its culture. Understanding a person's culture without knowledge of their language is infeasible. Language is not just a product of culture, it is also an important symbol. Language and culture develop reciprocally, with customs, cognition, and other cultural patterns being overtly coded into language[4].

Knowing your counterpart's culture enables you to speak eloquently. Instead of translating phrases developed in one's native language, you can think, speak, use appropriate words within the right context in the foreign language. For instance, certain concepts only make sense in English, which do not translate accordingly into other languages. But by understanding a language and its sociocultural context, you can develop alternative phrases to express them. Understanding the cultural background of a language, including lifestyle, literature, art, and other factors, makes you proficient in it[5].

Cultural differences involving speakers and listeners may possibly create communication barriers. Such differences comprise variations in vocabulary, accents, confusion regarding roles, and assumptions regarding shared data. Therefore, an effective communicator understands the cultural biases inherent to them. Exercising empathy, a focus on content, and suspending arbitrary judgments can alleviate such biases effectively[6].

For journalists, sociocultural competence is key in teaching listening. After all, to be successful, journalists need to understand and interpret information based on sociocultural contexts in order to accurately and objectively convey information to their audiences.

Sociocultural competence will help journalists understand and appreciate the social and cultural characteristics of different population groups, countries and regions. This will allow them to correctly interpret sources of information that spoke a particular dialect or within the framework of particular sociocultural norms.

Teaching sociocultural competence for journalists in the context of listening may include studying the language and culture of various population groups, analyzing audio materials that include speeches from people from different cultures, conducting interactive lessons and discussions about cultural differences.

Thus, sociocultural competence is an important component of listening training for journalists, helping them to better understand and analyze information related to different sociocultural contexts and convey it objectively to their readers or viewers.

There are several methods for incorporating sociocultural competence into listening instruction. Below are some of them:

1. Study of sociocultural aspects of language: Students can study the social norms, traditions, customs and values of the country whose language they are studying. This will allow them to better understand the context in which audio texts are spoken and make more accurate conclusions.
2. Analyze audio materials with native speakers: Students can analyze audio materials with native speakers and discuss the sociocultural context and meanings expressed in the materials. This will help them better understand the culture and behavior of people who speak that language.
3. Interactive discussions about cultural differences: Conducting discussions and exercises aimed at discussing the cultural characteristics of different countries will help students broaden their horizons and improve their sociocultural competence.
4. Study of cross-cultural communication strategies: students can learn various strategies for communicating with representatives of other cultures, apply them in listening and analyzing audio texts.

The combination of these methods in teaching listening will allow students not only to improve their language skills, but also to gain a more complete understanding of the sociocultural context in which the target language functions.

For journalists, sociocultural competence is of particular importance in teaching listening, since they need to be aware of sociocultural contexts for high-quality and objective perception and transmission of information. The following are methods for incorporating sociocultural competence into listening training specifically for journalists:

1. Study of media materials from different cultures: Students can listen to and analyze audio materials created in different countries with different cultural characteristics. This will help them better understand the differences in communication approaches across cultures and adapt their style and approach to suit the sociocultural context.
2. Participation in interactive culturally oriented workshops and discussions: Organizing workshops and discussions on cultural topics will allow journalists to immerse themselves in the sociocultural context of the target language and develop their listening skills in real-life situations.
3. Analysis and discussion of context in audio materials: students can analyze and discuss the sociocultural context in audio materials, paying attention to the characteristics of communication, the use of language, cultural norms and values.
4. Study of cultural differences in information materials: students can conduct a comparative analysis of information materials from different cultures, identifying the characteristics of the presentation of information, the level of objectivity and the influence of the sociocultural context on the presentation of events.

**Conclusion.** Using these methods will help journalists develop their sociocultural competence and effectively adapt their listening skills to the demands of their professional work, improving the quality and objectivity of their work.

**REFERENCES:**

1. Diaz F.C. Multicultural education in the 21st century. New York: AddisonWesley. – 2001
2. Emitt M.P., Komesaroff L. Language and Learning. Oxford: Oxford University Press. – 2003
3. Koester J. Intercultural Competence: Interpersonal Communication Across Cultures, 7th Edition. Pearson. – 2013
4. Lustig M.W., Koester J. Intercultural Competence: Interpersonal Communication across Cultures (6th ed.). Boston: Pearson. – 2010
5. Namaziandost E., Sabzevari A., Hashemifardnia A. The effect of cultural materials on listening comprehension. Cogent Education. – 2018
6. Samovar L.A., Porter R.E., Jain N.C. Understanding intercultural communication. Belmont, CA: Wadsworth Publishing Company. – 1981