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**MADANIYATARO ALOQADA ONOMASTIK BIRLIKLARNI
O‘ZLASHTIRISH MUAMMOLARI
CHALLENGES OF ADAPTING ONOMASTIC UNITS IN
INTERCULTURAL COMMUNICATION
ПРОБЛЕМЫ АДАПТАЦИИ ОНОМАСТИЧЕСКИХ ЕДИНИЦ В
МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ**

Annotatsiya

Hozirgi kunda globallashuvning shiddatli rivojlanishi turli xalqlar va mamlakatlar o‘rtasida madaniy va iqtisodiy aloqalarni mustahkamlashga olib kelmoqda. Bu jarayon tilda ham o‘z aksini topib, lingvokulturologik birliklarni boshqa madaniyatlar tiliga moslashtirish masalalari dolzarb bo‘lib bormoqda. Ayniqsa, onomastika sohasida shaxs ismlari (antroponimlar)ni boshqa tillarga moslashtirishda yuzaga kelayotgan muammolar, madaniyatlararo muloqotning samarali bo‘lishi uchun muhim ahamiyatga ega. Ushbu maqolada madaniyatlararo muloqot, shaxs ismlarining madaniy kontekstda to‘g‘ri ishlatilishi va ularni o‘zlashtirishdagi qiyinchiliklar tahlil qilinadi hamda bu masalalarni yechish yo‘llari ko‘rib chiqiladi.

Abstract

The rapid development of globalization today is strengthening cultural and economic ties between different nations and countries. This process is also reflected in language, as the adaptation of linguistic and cultural units to other languages becomes an important issue. In particular, challenges in adapting personal names (anthroponyms) in the field of onomastics play a significant role in ensuring effective intercultural communication. This article analyzes intercultural

communication, the correct use of personal names within their cultural context, and the difficulties involved in adapting them, while also exploring possible solutions to these challenges.

Аннотация

Быстрое развитие глобализации в настоящее время укрепляет культурные и экономические связи между различными народами и странами. Этот процесс также отражается в языке, так как адаптация лингвокультурных единиц к другим языкам становится актуальной проблемой. Особенно в области ономастики проблемы адаптации личных имен (антропонимов) играют важную роль в обеспечении эффективного межкультурного общения. В статье анализируются межкультурное общение, правильное использование личных имен в культурном контексте и трудности их адаптации, а также рассматриваются возможные решения этих проблем.

In today's rapidly intensifying globalization, the strengthening of cultural and economic relations between different nations and peoples has led to the exchange or adaptation of values. This trend has also influenced linguistics. The adaptation of linguistic and cultural units to another language and culture has become one of the primary issues for linguists and translators. Particularly in the field of onomastics, which is closely related to linguistic and cultural studies, the adaptation of language units, especially personal names (anthroponyms), has been a subject of concern. This article discusses the problems of adapting anthroponymic units, which are deeply connected to cultural heritage, and emphasizes the importance of understanding, respecting, and correctly using personal names while preserving their original meaning and essence. The article seeks to find solutions to these challenges through the exploration of intercultural communication, the issues that arise in it, and how the correct use of personal names can prevent cultural misunderstandings and conflicts.

Intercultural communication refers to the direct or indirect exchange of information between representatives of different linguistic cultures, where both participants need to understand each other sufficiently. The participants in such communication must be aware of each other's cultural contexts for effective interaction. According to anthropologist Edward T. Hall, the connection between communication and culture was first theoretically examined in his book *Silent Language* in 1959. Since the 1970s, intercultural communication has been studied more broadly in fields like comparative cultural studies and translation theory. Today, intercultural research focuses on the challenges caused by differences in worldview, behaviors, and verbal and non-verbal communication styles among people from different cultural backgrounds. The importance of the individual's name in communication cannot be overstated, as it serves as a crucial component in avoiding cultural conflict.

In conclusion, adapting onomastic units from one culture to another presents significant challenges in intercultural communication, particularly when it comes to personal names. These names carry deep cultural significance, and incorrect use or misunderstanding can easily lead to miscommunication or cultural conflict. Therefore, it is essential to understand the cultural context of personal names and adapt them carefully in communication to ensure mutual respect and effective interaction. As global interconnectedness continues to grow, linguistic and cultural awareness in onomastic adaptation will play a key role in fostering successful and harmonious intercultural exchanges.

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