

## CLASSIFICATION OF CULTURAL VALUES

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**Abstract:** Cultural values are the foundation of human societies, guiding behavior, interactions, and social norms. The classification of these values is essential for understanding the diverse ways people live, work, and interact across the globe. This thesis explores various models used to classify cultural values, such as Hofstede's cultural dimensions, Schwartz's theory of basic values, and the GLOBE study. By critically analyzing these frameworks, the study aims to present a synthesized approach that offers both universal insights and regional specificity. The research also examines the implications of cultural value classification for cross-cultural communication, international relations, and global cooperation. Key challenges in accurately classifying these values are also discussed, alongside potential solutions.

**Key words:** cultural values, Hofstede's dimensions, Schwartz's value theory, GLOBE study, cross-cultural communication, global cooperation.

Cultural values are the deeply held beliefs and principles that shape the behavior, attitudes, and social norms within a society. They provide a framework for individuals to understand what is considered acceptable, moral, and important in their culture. These values influence everything from family structures to work ethics and societal roles, guiding how people interact with one another.

In a globalized world, where people from different cultural backgrounds interact frequently, understanding cultural values is essential. Classifying these values helps to bridge communication gaps, reduce misunderstandings, and foster collaboration across borders. It also enables organizations to operate more effectively in diverse environments, promoting cultural sensitivity and inclusivity.

The purpose of this study is to critically evaluate existing cultural classification frameworks and propose a comprehensive model that is both flexible and culturally specific. By analyzing widely used models such as Hofstede's and Schwartz's theories, the study seeks to develop a new classification approach that can be applied to various sectors, including education, business, and international relations.

In an increasingly globalized world, interactions between people from different cultural backgrounds are more common than ever. This creates a need for tools that can help individuals and organizations navigate the complexities of cultural differences. The classification of cultural values offers a structured way to understand these differences and foster mutual respect and cooperation. Furthermore, such classifications are critical in international business, diplomacy, and global governance, where cultural misunderstandings can lead to conflict or inefficiency. This study contributes to this growing body of knowledge by offering a framework that is flexible enough to be applied in a variety of settings while maintaining cultural sensitivity.

The central problem this research addresses is the difficulty of creating a cultural classification system that is both universally applicable and respectful of cultural specificity. Existing models often fall short in this regard, either by oversimplifying complex cultural phenomena or by being too narrowly focused on specific regions. These limitations can result

in miscommunication and misunderstandings, particularly in international contexts. Additionally, the rise of multicultural societies and digital communication further complicates the task of developing a one-size-fits-all classification system.

The primary aim of this thesis is to evaluate and refine existing cultural classification models to create a more comprehensive framework. This framework should be flexible enough to account for the universal aspects of cultural values while also recognizing the unique characteristics of specific cultures.

The study seeks to bridge the gap between theory and practical application, ensuring that the classification system can be used effectively in areas such as education, business, and diplomacy. The ultimate goal is to enhance cross-cultural communication and reduce the likelihood of cultural conflict.

This study highlights the critical role that cultural value classification plays in fostering better global understanding. The analysis of existing models, including Hofstede's dimensions, Schwartz's value theory, and the GLOBE study, reveals both strengths and weaknesses in current classification systems. By synthesizing elements from these frameworks, this research proposes a more adaptable and inclusive approach. Such a system can help individuals and organizations navigate cultural differences more effectively, promoting better cooperation and reducing the risk of conflict. Further research is recommended to test the applicability of this new classification framework in specific industries and regions, especially in light of rapid global changes.

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