

THE IMPACT OF KOREAN CULTURE ON UZBEK PEOPLE

Student: Nag'matullayeva Ra'no

Kimyo international University of Samarkand branch

Scientific adviser: Maftuna Nurova Teacher of

English Language Department, Kimyo

International University in Tashkent

Annotation

In today's world, motivating people and laborers in their individual and proficient lives is pivotal. This paper investigates how Korean culture, particularly by means of media, dialect, and way of life impacts, rouses youthful Uzbeks to consider their careers and seek after individual development. The discussion centers on social and mental inspiration components, together with the affect of outside social impacts like K-pop, K-dramas, and Korean work morals on individuals' objectives and activities in Uzbekistan.

Key words: *Korean culture, media, language, lifestyle, motivation, personal growth, professional life, psychological factors, cultural influence, K-pop, K-dramas, work ethics, career development, young Uzbeks.*

Introduction

The affect of Korean culture, broadly signify to as the "Korean Wave" or Hallyu, has altogether get greater universally in later times. Uzbekistan moreover encounters this event. Korean culture has exceedingly impacted Uzbek community, particularly among the youth, through K-pop music, Korean tv appears, cookery, and corrective items. This article analyzes how Korean culture impacts the individual and career goals of Uzbek individuals, especially understudies and those beginning out in their careers.

Motivation:

A Mental and Social Point of see Inspiration, from a mental perspective, assign the method that begins, coordinates, and moderate deportment pointed at accomplishing objectives. It can be classified into natural motivation motivated by intramural rewards and unessential motivation motivated by outside rewards or comes about. Social variables can significantly influence both shapes of inspiration, molding people's sees on achievement, exertion, and individual advancement.

Drive-Reduction and Incentive Approaches

The drive-reduction hypothesis proposes that people are driven to perform activities in arrange to ease inner weight coming about from unfulfilled needs. Among Uzbek youth, the depiction of cutting-edge innovation, design, and instructive models in Korean media ingrains a "inspiration" for an progressed way of living. This

inspiration might result in increased endeavors to memorize the Korean dialect, seek after grants, or pick up work in Korean-owned undertakings in Uzbekistan. The motivating force strategy, which emphasizes outside components that draw in people to engaging targets, is especially germane in this setting. The impressive delineation of Korean celebrities, the proficient triumphs of Koreans, and the idealized city ways of life give solid inspirations that change the goals of Uzbek people.

Cognitive and Socio-cultural Approaches

The cognitive see of propelling drive underline purposefulness determination, arranging, and how independents supposition their claim abilities. Uzbek onlookers frequently create self-efficacy by locks in with Korean social substance, feeling that they as well can fulfill victory through exertion, preparing, and instruction, much just like the victory portrayals replicated in Korean media. This set of convictions adjusts with the Confucian values of tirelessness and regard for learning, predominant in Korean culture and progressively esteemed in Uzbekistan. In differentiate, sociocultural learning proposes that people procure and adjust behaviors through conjugal assentions in social collaboration and social experiences. Korean culture, characterized by its communal standards, center on agreement, and built up pecking order, adjusts closely with endless conventional Uzbek values. Hence, Korean social conventions are not as it were steady but too conclusive, particularly among youthful individuals looking for personality and heading.

Intrinsic vs. Extrinsic Motivation and Korean Influence

The truth that numerous Uzbeks ponder Korean for genuine mindfulness in Korean writing, media, or social development instead of for brief budgetary or instructive picks up proves how Korean culture has an impact on inborn inspiration. This passion-driven engagement is discernible in a part of dialect centers and online communities. Outwardly, Korean culture too makes chances, such as social media victory through Korean-themed advancement, work arrangements in Korean organizations, and grants from Korean colleges. These comes about act as effective unessential inspirations that empower youthful Uzbeks to put out persistent exertion. Proficient Yearnings and the Korean Part Demonstrate Korean work culture, which highlights assurance, change, and collaboration, has ended up a proficient part show for numerous in Uzbekistan. Korean companies working in Uzbekistan frequently present unused organizational benchmarks that challenge the conventional work mentality. For case, reliability, project-based work assessment, and merit-based advancements are more common in Korean-owned businesses, empowering Uzbek workers to receive unused proficient states of mind. Moreover, the taught way of life depicted in Korean dramatizations or documentaries such as understudies planning for exams, experts adjusting family and career acts as a motivational show. Numerous

youthful Uzbeks presently set career objectives motivated by the organized victory ways portrayed in Korean stories.

Language as a Motivational Tool

The rise in Korean dialect learning is maybe one of the foremost apparent motivational results of social impact. Dialect serves both as a instrument for more profound social understanding and as a bridge to scholarly and proficient openings. The expanding number of candidates for the TOPIK (Test of Capability in Korean) in Uzbekistan reflects this slant. The inspiration here is both inborn (cherish of dialect and culture) and outward (grants, employments, social status).

Challenges and Cultural Misunderstandings

Whereas the affect is generally positive, there are challenges. Unreasonable desires shaped through media can lead to dissatisfaction. A few youthful individuals idealize Korea to an degree that the real-life battles of Korean society pressure, competition, and mental wellbeing issues are neglected. Thus, portion of instructive and motivational endeavors ought to include basic media education and adjusted social trade.

Gender and Motivation Patterns

Interests, the inspiration motivated by Korean culture contrasts over sex. Female understudies in Uzbekistan frequently respect the autonomy and proficient competence of Korean female characters, driving to desires past conventional parts. In the interim, male understudies may be drawn to the teach and advancement portrayed in Korean commerce culture or military expressions.

Conclusion

The impact of Korean culture on Uzbek individuals, particularly the youth, illustrates the capable part of delicate control in forming inspiration, character, and proficient goals. Through music, show, design, and dialect, Korean culture has made both natural and outward inspiration among Uzbeks to memorize, develop, and adjust. This social introduction energizes difficult work, teach, and instructive ambition values that adjust with advanced global standards. Be that as it may, it is additionally vital to approach social reverence with adjust and basic understanding to maintain a strategic distance from improbable expectations. In conclusion, the Korean Wave in Uzbekistan isn't fair a drift, but a motivational constrain that has the potential to emphatically impact both individual improvement and long run workforce of the nation.

References

1. Deci, E. L., & Ryan, R. M. (1985). *Intrinsic Motivation and Self-Determination in Human Behavior*. Springer.
2. Kim, Youna. (2013). *The Korean Wave: Korean Media Go Global*. Routledge.

3. Ryan, R. M., & Deci, E. L. (2000). Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions. *Contemporary Educational Psychology*, 25(1), 54–67.
4. Ministry of Culture of the Republic of Korea. (2022). Hallyu White Paper.
5. Uzbek-Korean Cooperation Center Reports (2023). Tashkent.
6. Cho, H. (2021). Soft Power and the Global Influence of Korean Culture. *Asian Journal of Communication*, 31(2), 113–130.