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Intercultural stereotypes about Russia and America.

Stereotype is a widely held but fixed and oversimplified image or idea of a particular type of person or thing [1]. With all its schematism and generalization, stereotypical ideas about other peoples and cultures prepare people to interact with another's culture, weaken its impact on the human psyche, and reduce the force of cultural shock. Stereotypes play a very important role in communication in general and in the process of intercultural contacts. But the stereotype is also not always true knowledge, it is often a biased attitude, not based on someone's own experience, and brought into consciousness [2].

Russia is a country of hackers. In the view of the Russians, a generic hacker is most likely American. But for Americans it is exactly the opposite. The US believes that Russia is the country with the highest level of cybercrime in the world, with hackers skillful, desperate and well organized. This stereotype came from the Internet: most of the pirated content in the global network is supplied by Russians.

Every American has a gun. In America it is very easy to acquire weapons, even legally. Wherever you live in America, there's at least one person in the 100-foot neighborhood who's ever shot and doesn't have to have a gun. But, despite the stereotype, many Americans do not have weapons and a support restriction on their possession, but at the same time, no one believes that this should be banned at all. It is worth noting that the possession of weapons in small towns is more common than in large cities, and there are fewer people who keep weapons at home.

Russians like matryoshka. Matryoshkas are really widespread among souvenir shops in Moscow and St. Petersburg. In this sense, they are already becoming a tourist commodity rather than just traditional toys. But, if we consider that after all, most tourists are Russians themselves, then matryoshkas are not just toys for foreigners.

Americans are super patriots. It is believed that in America the level of patriotism is off scale. It has always seemed that Americans are very proud that they are Americans. Mass media also makes us think that Americans know nothing about other countries. In general, to meet patriotic Americans is not a problem. But in fact, many Americans love to travel and admire other nations.

In Russia it is terribly cold. The oceans maintain a moderate temperature, while the continents are full of temperature diversity. So, if we are talking about Russia, then in such remote places from the ocean, for example, South Siberia, ocean heat simply does not reach (maybe some meager percentage). Although the weather there can be very pleasant, and sometimes hot.

All Americans love McDonald's. Many people think that in America the whole fast food of the Earth is concentrated. It is true that such chain restaurant as McDonald's flooded most of the streets. But in fact, American cuisine is very diverse and very tasty. From burgers to Mexican, Cuban, Lebanese, Thai, Chinese, Italian, Russian cuisine. At the same time, there is also a traditional "American" cuisine, which is also very diverse from state to state. From gumbo and jambalaya to the South, to seafood and shellfish to the North. So American cuisine is more than just McDonald's.

The relationship between a person's cultural identity and the character traits attributed to him or her is usually not appropriate. People of different cultures have different understanding of the world, making communication from a "single" position impossible. Guided by the norms and values of their culture, a person determines what facts and in what light to assess, which significantly affects the nature of our communication with representatives of other cultures.

Literature.

1. Oxford Dictionaries <https://en.oxforddictionaries.com/>
2. Валиев, Ильдар Накипович. Стереотипы социального взаимодействия: монография. — М.: Прометей, 2016 — 126 с.

