

Abstract

Graduation Level of Proficiency Paper

(Master's degree)

Subject matter: The image of the "other" as a fragment of the language picture of the world of Spaniards and Russians

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Information about customer organization: Institute of Roman and German Languages, Informational and Humanitarian Technologies

Topical importance: The relevance of this study is due to the importance of studying the problem of the formation of stereotypes and the image of the "other" as a whole in the context of the complex political situation of the modern world in the era of globalization. The relevance of such research is also explained by the fact that stereotypes existing in society have a significant impact on the course of vital processes, whether political or economic life, and also largely determines the level of national development.

Goal: comparative analysis of content and language features of the representation of the image of the "other" in Spanish and Russian linguocultures.

Tasks:

1. Explore approaches to the study of the problem of "own/alien" from the standpoint of linguoculturology.
2. Study and systematize the interpretation of basic research concepts (stereotype, language picture of the world)
3. To Study the problem of interrelation of stereotypes and targets of modern mass media.
4. Conduct a survey among Spanish-speaking and Russian-speaking naïve native speakers-informants, designed to reveal the views of Spaniards and Russians regarding the four key concepts: "foreigner". "Spanish", "Russian", "emigrant".
5. To analyze the peculiarities of changes of stereotypes of Spaniards about the Russian and Russian about Spaniards on the material of journalistic articles in Russian and Spanish and is based on a survey of naïve informants-media.

6. Analyze the content, axiological and linguistic components of the representation of the image of the "other" on the material of the Russian and Spanish media and the responses of informants.

7. To systematize and generalize the materials of the analysis with the presentation of the results obtained in the final project – a popular science video lectures on "Spanish Russian eyes, Russian eyes of the Spaniards: history and reality".

Theoretical value and practical applicability: The practical significance of this research is that its main conclusions and materials can be applied in teaching Spanish in high school, theoretical and practical courses on intercultural communication, in special courses on linguopsychology, political linguistics, in the study of the history and culture of Spain and Russia and their interaction. Russian stereotypical views of Spaniards and, consequently, Spaniards' views of Russians were studied comprehensively in a diachronic aspect, based on publicist sources and based on surveys of naive informants, thus the research makes a certain contribution to the study of the interaction of cultures from the perspective of the study of the perception of the "other".

Implementation advice: The materials and results of the research can be used in the study of cross-cultural communication, as well as in the study of history and culture. Our research outlines some further prospects, in particular, it may be interesting to analyze the stereotypes of other ethnic groups, both on the material of journalistic articles and on the material of fiction.