

Abstract

Graduation Level of Proficiency Paper (Bachelor's degree)

Subject matter: THE IMAGE OF THE "OTHER" IN SPANISH AND RUSSIAN LINGUOCULTURE (ON THE MATERIAL OF JOURNALISTIC ARTICLES)

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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: The aim of the study is to analyze the representation of the image of the "other" in the Spanish and Russian linguistic culture on the example of Spanish and Russian journalism, as well as the survey of naive informants-carriers.

Tasks:

1. To explore the problem of "friend/foreign" in the context of intercultural communication.
2. To identify the role of stereotypes in intercultural communication and to study the influence of stereotypes on the process of socio-cultural interaction.
3. To study the issue of cultural and historical factors of stereotyping.
4. To trace the peculiarities of changes in the stereotypical ideas of Spaniards about Russian and Russian about Spaniards by the material of publicistic articles in Russian and Spanish.

5.To conduct a survey among Spanish-speaking and Russian-speaking informants, designed to reveal the views of the Spaniards and Russian on four key concepts: "Spanish", "Russian", "immigrant", "foreigner".

6.To analyze the peculiarities of linguistic representation of the image of the "other" on the basis of the language of the press and the language of informants.

7.Systematize and summarize the materials of the analysis and survey with the presentation of the results in the final project-popular science video on «the Spaniards through the eyes of Russian, Russian through the eyes of the Spaniards: history and reality»

Theoretical value and practical applicability: The theoretical significance consist in the fact that the study of stereotypical views of Russians about Spaniards and, accordingly, Spaniards about Russians was conducted in a complex way in the diachronic aspect and on the basis of public sources and on the basis of surveys of naive informants - carriers, thus the study makes a certain contribution to the study of the problems of interaction of cultures.

The practical significance of this study is that its main conclusions and materials can be applied in teaching theoretical and practical courses on intercultural communication in high school, in special courses on personality psychology, political linguistics, in studying the history and culture of Spain and Russia, as well as their interaction.

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