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FRATERNAL PEOPLES OR WHO IS WHO

The present-day socio-political situation in Ukraine makes us think about its historical background and how this situation will develop in the future. First of all, the Ukrainian society is concerned about the "friendly" Eastern neighbor and the reaction of the other countries to the situation in the Donbas. This abstract is an attempt to examine the theoretical background of the development of such relations and communication of the two bordering countries.

Of course, one should not neglect the undeniable facts of relative similarity of the development, language, cultural traditions and preferences of the two nations. They may seem to be identical, but we should not forget about their ethnic uniqueness.

Research that most clearly reflects this difference from the psycholinguistic point of view was conducted under the leadership of D. I. Terekhova and aimed at identifying problems of intercultural comparison of linguistic consciousness to reflect ethnospecific images of the world. The results of the research of the associative words of the Ukrainian respondents showed that the most frequent reaction in the associative field of the Ukrainian language is the reaction «український». The research showed that our people is concentrated on the importance of their ethnic identity, self-determination and self-realization. In the responses of the Russians, the word «русский» took the third place in frequency, which indicates a slightly lower degree of importance of the above mentioned concept to the Russian people.

Though, the most frequent reaction in the associative field of the Russian language is «толпа», that is, to a certain extent disorganized, unmanaged crowd of people. The research also shows that the perception of this stimulus is accompanied with the associative field «масса».

Before the annexation of the Crimea the overwhelming majority of the Ukrainians' attitude to Russia was always good, the point of view of the Russians depended on the crises of the inter-state relations of the two countries.

Now Russia is in the tenth place among the likes of the Ukrainians, and only from 16% to 34%, showed their positive attitude to the neighbouring country. It should be noted that several years ago it was about 90%.

Answering a survey questions about a number of countries, speaking about their attitude to Russia only 3% of respondents answered "very good" and 13% "good". 21% of the Ukrainians showed neutral and 59% bad attitude. For a year and a half, from September 2013 till May 2015, the positive attitude of the

Ukrainians to Russia decreased significantly: from 80% to 30%. [1] The joint work with Russian colleagues showed some very interesting trends of the last decade, the attitude of the Ukrainians to Russia has always been and remains better than that of the Russians to Ukraine.

For the first time negative attitude to Russia has surpassed positive one in autumn 2014 after the Ilovaisk tragedy. The above mentioned studies show that the opinion of the Ukrainians is more steady, and becomes worse only in extraordinary situations, like the conflict in the Donbas. Though with the fading of the intensity of fighting in the summer of 2015 the attitude to Russia has somewhat improved. The opinion of the Russians about the Ukrainians seems to be more changeable.

LITERATURE

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