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FACTORS OF LINGUISTIC STEREOTYPING MANIFESTATION

There are many differences among people: race, ethnicity, nationality, gender; religion; social status; economic class; age; ability and sexual orientation. And every country has its own culture. Every culture has many different stereotypes about other cultures. A stereotype is a statement that simplifies human and social realities. It is a single quality that is said to belong to every member of a group. Stereotypes are based on incomplete or faulty information. They can lead to serious misunderstandings.

Stereotypes are simplified and/or standardized conceptions or images with specific meaning, often held in common by members of a group. A stereotype can be a conventional and oversimplified conception, opinion, or image. Stereotypes can range from those that are vaguely inaccurate and negative to those that are more than a little bit true and may even shed positive light upon the group of individuals. They are typical generalizations based on minimal or limited knowledge about a group to which the person doing the stereotyping does not belong. Persons may be grouped based on race, ethnicity, religion, sexual orientation, or any number of other categories [3, p. 225].

Stereotypes can be based on: historical factors, simplification, exaggeration, presentation of cultural attributes as being 'natural', racism, sexism, homophobia and other forms of discrimination, association of persons with other groups, physical disorders.

Stereotypes are not only part of the culture and identity of those groups who are stereotyped, but they are also part of the culture of those who recognize and utilize them for interpreting certain groups. The effects of stereotyping can fluctuate, but for the most part they are negative, and not always apparent until long periods of time have passed. Stereotyping painfully reminds those being judged how society views them [4, p. 101].

Stereotyping it's the act of portraying a particular character (or group) with a formulaic, conforming, exaggerated, and oversimplified representation, usually offensive and distorted [3, p. 259].

The social and psychological functions of stereotyping: 1) intergroup differentiation: in-group favoritism (in most cases), external-group (ex-group) favoritism; 2) maintain a positive group identity.

The main aim of stereotyping is maintaining the identification of individuals and groups; excuse the possible negative attitudes towards other groups, and so forth [4, p. 68].

Speaking about stereotyping, it remains an important concept of lingvo-semiotics.

Lingvo-semiotics is a branch of semiotics which treats any natural language as a semiotic system, describing it in terms of general semiotics. The main aim of lingvo-semiotics is to identify the nature of language as a sign system [1, c. 194].

Leontovich noted that on the communicative level stereotyping occurs on the basis of: 1. accents; 2. the manner of pronunciation and setting accents: the features of intonation; the tempo of speech; manner of speaking loudly or softly; choice of vocabulary; clichéd phrases; syntactic features; speech strategies; communicative distance [2, c. 78].

It is not always easy to dissolve stereotypes - images and stereotypes - situation as a stereotype is a special view of the situation and subject.

Leontovich identifies the following stereotypes: race; ethnic; geography; gender; social; policy; professional.

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Therefore, false impression about different cultures often put a stop to understanding each other adequately. It creates serious barriers in international relations that may result in alienation. Knowing these stereotypes will help us to avoid conflicts among nations all over the world and understand each other better.

LITERATURE

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