



P31: **Larysa Soloviova**

Larysa Fedorivna Soloviova is an Associate Professor of Linguistics at Polissia National University, Zhytomyr, Ukraine, where she teaches Business English and Foreign Language for Professional Purposes. As an Associate Professor at Zhytomyr Ivan Franko State University, she taught Communicative Strategies of the First Foreign Language (English), English Lexicology, Lingvo-Countrystudy. She holds a PhD in Linguistics from V. N. Karazin Kharkiv National University. Her expertise lies primarily in intercultural communication, lexical semantics, and linguocultural studies. Larysa Soloviova's most developed research interest is axiological linguistics. She has focused on the study of values of the modern multicultural

world from the linguistic and cultural points of view. She has published numerous articles and is a co-author of two books. She presents regularly at conferences across Ukraine.

Representation of Stereotypes in American Media

In our everyday reality we are constantly facing predetermined ideas about representatives of other cultures and nationalities, although we often do not even realize it. These preconceived general ideas are called stereotypes. There are various kinds of stereotypes. Evaluation is one of the characteristic features of stereotypical perception of the culture. Stereotypes are often emotionally colored by a positive or negative attitude of a person. The same features depending on whether they belong to your own or some different group may cause different evaluation. Prejudices, on the other hand, produce only a negative evaluation.

Media often transmit existing stereotypes using simplified schemes often exaggerating similarities and underestimating the differences between representatives of other cultures. Stereotypes of American people often manifest in the media representation of the USA. It should be remembered that the representatives of different nations came to live together a few centuries ago creating a multiracial and multicultural community known as a "melting pot". However the idea of the melting pot has been substituted lately with the idea of a "pizza" or "salad bowl" where the ingredients mix to a definite extent preserving their own flavour. Thus, the nations coming to live together in the USA form a multicultural community preserving their own cultural identity. A multiracial and multicultural American society has a lot of lifestyles and attitudes, as well as problems which this variety brings.

It should be noted that stereotypes do not always correspond to the reality and sometimes the discrepancy between the stereotype and real life comes to light.

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