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СТЕРЕОТИПЫ В МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

Стереотипы оказывают значительное влияние на процесс коммуникации, являясь, в свою очередь, продуктом коммуникации.

Stereotypes exercise big influence on the process of intergroup communication. Therefore we should know the definition of stereotype, reasons of its appearance, how it change, functions of stereotypes and their meaning for cross-cultural communication.

A stereotype is stable set of beliefs or pre-conceived ideas, which the members of a group share about the characteristics of other group. It is the reason that makes people use different stereotypes.

People acquire stereotypes:

- in the process of communication with parents, friends, teachers and etc. (children remember all things, which they hear and form stereotypes)
- through the limited personal contact (if one Azerbaijanian cheats us on the market place, we can make a conclusion that all Azerbaijanians are deceivers)
- from the mass media (mass media is a checking point for many people).

Functions of stereotypes in cross-cultural communication:

- rendering the reliable information (people generalize what they see in the other culture, they base on the reality)
- orientation function (people form their own scheme of environment using the stereotyping)
- influence on the creation of reality (people can identify their own and other ethical groups; stereotyping makes possible to compare social groups and save traditions and values of one's own group).

Stereotypes can change, but stereotype changing is a long and hard process. Mass media, parents or some new events in people's life may have effect on this process. Stereotypes change very slowly. People usually remember information for a long time, so if people acquire some stereotype they use it during many years.

Stereotypes can be positive and negative. They may be positive in some cultures and negative in others. Some stereotypes based on distortions. People save stereotypes in spite of their possible false character. Therefore it's important to use stereotypes very carefully in cross-cultural contacts. We should identify and use only true stereotypes.

Learning and using stereotypes help us to build good intergroup communication. Stereotypes endow people with some characteristics. We can make a prediction of people's behavior basing on them. Therefore stereotypes are very important in cross-cultural communication.

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