Tausogarova A.K., Bektemirova S.B.,

PhD, A/Professor of Al-Farabi Kazakh National University, Almaty, Kazakhstan, e-mail: aiauzhan@mail.ru; bektemirova_s77@mail.ru

CONTENT ANALYSIS OF THE PUBLICATION BASED ON THE ETHNIC STEREOTYPES IN NEWSPAPERS
(on the materials of Egemen Kazakhstan, Kazakhiya newspapers)

In this article the content analysis of ethnostereotypes on the material of the national republican newspaper «Egemen Kazakhstan» and political independent newspaper «Kazakhiya» is carried out. In the course of the qualitative analysis of quantitative indices of the ethnostereotypes which are reflected in the publications of the newspapers Egemen Kazakhstan and Kazakhiya their positive influence on preservation and protection of ethnic identity, on ethnointegration and ethnic adaptation, the main thing, on establishment of the harmonious interethnic relations in multinational society is defined.

Key words: ethnostereotype, publication of mass media, content analysis, quantitative indices, ethnic lexemes.
Introduction

The timeliness of investigating the ethnic stereotypes in the mass media publications. Development of balanced inter ethnic relations in any multinational country is the main issue in the preservation of peace full life and stable economic development of the country. In this regard, along with the government measures for the development of international relation in the country, the role of ethnic information and the ethnic stereotypes given in the mass media is peculiar.

According to the investigators «ethnic stereotypes occupy a significant place in social consciousness and individual apperception, it serves, firstly, for the preservation of ethnic identity, secondly, for ethnic unification, and thirdly, accommodation of the ethnic group to the environment. Nowadays the ethnic stereotypes are included to the ideology and becoming the main tool of ideological compains. Ethnic stereotypes possess orientative feature in interethnic relations, because it can give information about the possible habits, customs, and behaviors that can occur in inter individual as well as interethnic communication with each and every representative of an ethnus beforehand» [1, 56].

One of the investigation of the most significant theme in interethnic communication as ethnic stereotypes in such a multinational country as Kazakhstan is the work of L. Nazarova [2] in psychology, a scientist from near abroad, whose investigation were limited to the appearance of ethnic stereotypes in the specific linguistic consciousness of the North Kazakhstan citizens, but most important does not investigate the ethnic stereotypes in mass media and their appearance in the consciousness of Kazakhstan citizens, possible positive or negative influence on the international communication. Hence the in the investigations of the domestic scientists ethnic stereotypes in mass media is not considered as one of the main themes. The short works of R. Karymsakova and Z. Amirova [3] are more likely to be dedicated to the issues of international communication in mass media, rather than to the ethnic stereotypes.

For this reason, the national Egemen Kazakhstan and socio-political at the same time independent Kazakhiya newspapers were investigation targets in the investigation of ethnic stereotypes in respect to their linguistic peculiarities, that can describe the interethnic communication and can influence their development on a certain level.

Experiment

In this regard, in order to determine the ethnic content-context orientability of the publications in Egemen Kazakhstan and Kazakhiya newspapers content analysis was applied, it is defined in terms of «method for identification of a specific content description and evaluation technique of various informational resources and texts», «a scientific technique that allows to make conclusions on social nature and conditions, and especially, on the source of the publication by analyzing the text of the article» or «modification of textual information into numeric figures» [4, 247] and investigates ethnic lexemes in ethnic publications, ethnic stereotypes and lexical-semantic, as well as linguistic peculiarities of auto-hetero-stereotypes.

Herein, the ethnic stereotypes that are determined by «the presence of evaluative views of inherent to one nation properties, and instructions that one should be guided by or adhere to when communicating with the mentioned nation, including relatively constant concepts of inherent to a nation moral, mental and physical attributes» are divided into auto- and heterostereotypes.

If the auto stereotypes include the self-evaluation, concepts, and opinion of one nation concerning its peculiar qualities, the heterostereotypes comprise more or less constant standardized concepts of one nation concerning a quality contained in the other.

Consequently, the content analysis was carried out only on the ethnic materials from national newspaper Egemen Kazakhstan and independent socio-political newspaper Kazakhiya published in the period from January to June, 2015 and obtain ethnic stereotypes on «countries and nations, national or ethnic traditions and national ethnic values, including interethnic relations, ethnic policy, and potential (achievements, drawbacks, peculiarities, customs) of the nation in all spheres of modern social life (economy, sports, medical industry, pedagogy, etc.)» [5, 168]. The first table shows the numerical ratio of such publications in the above mentioned newspapers, where ethnic stereotypes appear in various subjects.
Results and discussion

Among the publications on ethnic mentality, about the features and characteristics of the nation, i.e. direct ethnic stereotypes are: 1. Z. Shamshi. Итке төрден төсек салатындар ‘Those who make a bed for the dog in an honored place’ (Egemen Kazakhstan, 13.01.2015, No. 6, p.16); 2. T. Nurakhmetuly. Қазақ десе, көз алыма ‘When someone says Kazakh, I imagine Abay’ (Egemen Kazakhstan, 14.01.2015, No. 17, p.3) 3. M. Magomedova. Kazakh жерине узатылғанымда еш өкінбеймін ‘I do not regret that I married to a Kazakh’ (Egemen Kazakhstan 27.01.2015, No 16, p. 2) 4. E. Smail ‘Turks of Tuganbay’ (Egemen Kazakhstan, 28.01.2015, No. 17, p.11) 5. D. Bayirzhanuly. Көршінің ісі керемет ‘The work of the neighbor is great’ (Egemen Kazakhstan, 23.04. 2015, No. 74, p. 5); 6. D. Anash. Зілзала зардабын тартқан ‘The Armenians that suffered from the earthquake’ (Egemen Kazakhstan, 23.04. 2015, No. 74, p. 5) 7. D. Bayirzhanuly. Коршінің ісі керемет ‘The work of the neighbor is great’ (Egemen Kazakhstan, 16.05. 2015, No. 90, p. 7); 8. A. Toleukhanovkysy. Могиканның соңғы
The number of such publications in Kazakhkiya newspaper is 3. They are: D. Koshim. ‘The other side of the country’, (Kazakhiya, 04.06.2015); E. Zhumagazyiev. ‘How to change the way we perceive Kazakh family’ (Egemen Kazakhstan, 01.05.2015). Despite the fact that Kazakhkiya is a newspaper dedicated to the observation of political and social issues, there are some article that observe positive and negative ethnic stereotypes, in other words the number of the publications where ethnic stereotypes are covered implicitly are 7. They are: 1) U. Akzhigit. ‘The great Kazakh philosophy’ (Kazakhkiya, 09.02.2015); 2) S. Baybossyn. ‘The Kazakh family’ (Kazakhkiya, 16.04.2015). This made it possible to classify the linguistic peculiarities of the ethnic stereotypes in Egemen Kazakhstan newspaper in the following way:

1) Evaluation of ethnics, headings of the articles that hide the understanding in its’ semantics. For example, such headings of articles as ‘The Kazakh as a people’ (Egemen Kazakhstan, 14.01.2015, No. 74, p. 9); 9. T. Suinbay. ‘The Kazakh as a people’ (Egemen Kazakhstan, 01.05.2015, No. 81, p. 9).

Various ethnic information published in the above mentioned newspapers regarding the level of capacity in different spheres, anthropological indicators, labor habits, scope, behavior, psychological peculiarities, mentality, character, etc. are known for various linguistic compositions and language tools that are used to form ethnic stereotypes regarding the typical features of one ethnic group, similar associations and many constant standard understandings created in the mentality of the society.

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and poet. Likewise, the phrase «Qazaqdesе» (when called Kazakh) shows us that the author is from another nation. In the second case, the word «okinbei-mi» (I do not regret) can be an example of positive evaluation of Kazakh land and people as well. In the same direction are the following articles Донекер: «Казақтың әшірынғына шалқытқан әшіркүрт қызы Дәнекер: Kazakhstan, 04.04.2015, No.28, p.5), Ага досым – Лю Чан Агасым – Lu Chang 'My Brother and a Friend – Lu Chang' (Egemen Kazakhstan, 25.02.2015, No. 37, p. 11), where we can easily identify the positive view about Bashkurt and Chinese nationalities. Thus, despite the fact that there is no specific linguistic element based on the correlation of objective circumstances to the subject in conveying the thought the meaning is grasped with other language unit correlation, as well as the idea is given with the implicit syntactic structure in correlation of logical and associative language unit systems.

2) The heading of the article is given in an attributive phrase, and the ethnonym (the name of the ethn) executes 2 roles in the phrase: a) a feature inherent to the subject; b) the point of view about the ethn is deep in the semantics. For instance, in the heading of the article «Орыс» Кассымбек Орыс «Кассымбек» (Egemen Kazakhstan, 18.02.2015, No. 31, p. 13) the ethnonym is given in quotation marks because the name Kassymbek is inherent to a Kazakh person. It means that the article was named so because Kazakh person Kassymbek, has many Russians features in his nature. In this regard the phrase «оrыstыкрына салу» orystyrynna salu ‘in Russian manner’ is used. This phrase means that in some way Russian ethn is different from Kazakh customs in some cases and means the features inherent to Russian nation. In this article the author uses this phrase in order to refer to such peculiar features of Russians as when they come to someone to ask for help, they get to the issue right away, their ability make use of anything in their hands, generosity, their ability to share with someone what they have and do not think of how to get it back.

3) The evaluation of ethn or point of view about it is given in the heading without naming the ethn, yet, by using general synonyms as nation, country or public. For instance, the heading as «Еңбекти өшіренелген ет» Еңбекти eshilegen el ‘The nation that has mastered the labour’ (Egemen Kazakhstan, 04.04.2015, no. 61, p. 9) excites the readers’ interest as the ethnonym is given covertly.

Only after reading we can understand that the hard working nation or those that have mastered the labor are the Chinese.

4) Ethnic stereotypes take place in linguistically thrifty sentences that are based on similitizing the features of one nation to another. For instance, «Корей жақсылықы ұмытпайтын, ізгілік, бауырмалдық, ұлкенді сыйлық сінкіт азаматтық қасиеттерімен казақ қалқына ұқсас» Корей zhaksylykyt ұмытыtn, izgilitik, bauyrmalbiliq, ulkendi syilyau siyagty azamatyq qasjetterimen qazaq halqyna wqzasa ‘Koreans are similar to Kazakhs with their full hearted nature that remember the good, kindness, tenderness, and respect to the elderly’ (Korei zhurity//Egemen Kazakhstan, 30.01.2015, No. 19, p. 2) The semantics of the sentence makes it clear that the named characteristics are inherent to both Koreans and Kazakhs.

5) In the names of some articles that are not dedicated to any specific ethn there are sentences where there is no direct generalized evaluation and the opinion is given implicitly. For instance, Дмитрий Гуркин: «Ата-анам шаңыраққа келіп етіп, қазақ қызын алып келгеніме риза болды» Дмитрий Гуркин: «Ата-анам шанырақка келіп etip qazaq quqyn alyp kelgenime riza boldy» ‘My parents were happy that I brought a Kazakh girl as my wife to our house’. (Egemen Kazakhstan, 01.05.2015, No. 81, p. 9)

6) Inflectional endings as -ша, ыч -sha, -she ‘-ese’ are added to the ethnonym, along with giving comparative meaning, it evaluates that ethn and in some context it suggests to take them as an exemplar. For instance, Тілдің құқын, эстонша көрғай алас ма екенбіз... Tildin quqyn estonsha qorgai ala ma ekenbize ‘Can we defend the status of language as Estonian’ (Kazakhs must speak kazakh with the ethn in the country//Egemen Kazakhstan, 23.04.2015, No. 74, p. 9). Here the author makes an example of the Estonians that guard the status of their native language, and highlights that this can be a good exemplar for the Kazakhs.

7) Positive or negative evaluation of a favorite action of an ethn in determined in the text, and it can be considered as a bright example of the cultural differences of two nations. For instance, Лондондүң тас кошелерінде ит жетікетін әлындын иштерінде itketeket agylyshyndar Londonnin koshelerinde it zhetektegen agylshyndar ‘Englishmen walking a dog on the streets of London’ (Ike torden tosek salatindar//Egemen Kazakhstan, 13.01.2015, No. 16, p. 10) conveys typical image of Englishmen in the mentality of the Kazakhs. According to the title of the article the Englishman are referred to those «who make a bed for their dogs.
This ethnic stereotype regarding the Englishmen is negative for the Kazakhs, for those who have such sayings as «no angel will enter a house with dogs», «letting the dog in once is negligence», despite the fact that they consider dogs as one of the seven sacred things.

### Table 1 – Ethnic stereotypes seen in the publication in Egemen Kazakhstan in the period from January to June 2015

<table>
<thead>
<tr>
<th>Ethnic stereotypes</th>
<th>Auto-stereotypes</th>
<th>Hetero-stereotypes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kazakh</td>
<td>Hopeful, believe in wise and holly features; main – not risky, humble, enduring, patient, accurate in making decisions, lazy</td>
<td>Sympathetic, never forgets good, respect for the elderly, kind-hearted, tolerant towards other nations, tight-knit, ready to help others</td>
</tr>
<tr>
<td>Turkish</td>
<td>Muslim people</td>
<td>Courageous, carrying, kind, hardworking, agile, businesslike</td>
</tr>
<tr>
<td>Russian</td>
<td>-</td>
<td>One-sided, but able to lean when needed, generous, businesslike, able to make use of what they have</td>
</tr>
<tr>
<td>German</td>
<td></td>
<td>Cautious, businesslike</td>
</tr>
<tr>
<td>Chinese</td>
<td></td>
<td>Hard working, patient, careful, nation that cares about family values</td>
</tr>
<tr>
<td>Korean</td>
<td>Kind-hearted, never forgets good, respect for elderly, sensitive</td>
<td>Hardworking</td>
</tr>
<tr>
<td>Jewish</td>
<td>Honorable, sober-minded, rational</td>
<td>Kind, generous</td>
</tr>
<tr>
<td>Estonian</td>
<td></td>
<td>Patriot, forbearing, active proponent</td>
</tr>
</tbody>
</table>

**Conclusion**

The results of the content analysis on the publications in Egemen Kazakhstan newspaper: the 19 publications based on direct and circumstantial ethnic stereotypes make 15.7%, including 14 articles regarding the titular kazakh nation make 73.6%, and 5 articles concerning other nations make 26.4%. There are no negative auto and hetero-stereotypes regarding titular or any other nation. Only the ethnic stereotype as «Englishmen walking a dog» is typical image in the language mentality of that nation, and we consider that their favorite thing is opposite to Kazakh culture not in the interethnic communication, but in the cross-cultural communication, serving for the empathy. The results of the content analysis of Kazakhiya newspaper: the 11 publications based on direct and circumstantial ethnic stereotypes make 42.3%, mostly they refer to the titular ethnic stereotypes. Kazakhiya is one of the weekly periodicals of multinational Kazakhstan regarding the numeric features of the stereotypes mostly contains auto-stereotypes about the titular nation of the country about Kazakhs, and there are more negative stereotypes, rather than positive. Numeric indications of positive and negative hetero-stereotypes regarding other 3 nations are approximately on the same level. There such ethnic key words and ethnic lexemes as қазақ Egemenдігі Kazakh egemendigi ‘Kazakh sovereignty’, қазақ элитасы Qazaqelitasi ‘Kazakh elite’, қазақ тектілігі Qazaqtektiligi ‘Kazakh nobility’, қазақтың ұлттық нәмісі qazaqtyn ulttyq namysy ‘Kazakh national pride’, қазақ хандығы qazaq handygy (Kazakh Kanate), қазақ этнонимі qazaq ethnonymy ‘Kazakh ethnonym’; қазақ тарихы qazaq tarihy ‘Kazakh history’, қазақтың асыл арыстары qazaqtyn assyl arystary ‘Kazakh nobel propugnation’, қазақ зиңгылары qazaq ziyalilary ‘Kazakh intellectuals’, қазақ автономиясы qazaq avtonomiyasi ‘Kazakh autonomy’, қазақ даласындағы Ұлы ашық кыргыны qazaq dalasyndagy Uly ashlyq qyrlynu ‘Great starvation in Kazakh steppe’ that refer to the history, culture, science, economy, historical people, and etc. of Kazakh ethnicity, convey ethnic information for the unification of the nation and to identify themselves as a nation. And the phrases as орыспиғылды шенеуніктер orys pigyldy sheneunikter ‘governors with Russian features’, орыстілділер orystildiler ‘Russian-speakers’, шала qazaqtar шала қазақтар ‘those who do not speak kazakh well enough’ might influence this trends negatively. We believe that the fact that the positive and negative auto-stereotypes about the titular nation of the country, the Kazakhs are present on a high ratio, and ethnic information concerning
other nations is lower and the ratio of negative and positive hetero-stereotypes is approximately equal in Kazakhiya newspaper; and negative ethnic stereotypes about other nations of the country in Egemen Kazakhstan are absent is the guarantee of balanced interethnic relations in the country.

The analyzed linguistic data from the Kazakhiya newspaper is the second nature or constant traits of Kazakhs, that were created as the result of socio-political events in the country along with the auto-stereotypes. According to the data given in the above table, we believe that the negative auto-stereotypes regarding Kazakhs were created due to the insecurity of the representative of the nation. However, the change from long-lasting positive auto-stereotypes to negative auto-stereotypes of Kazakhs about themselves is related to the social and economic development, their experience in cross cultural, interethnic communication with other nations.

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