

**Tausogarova A.K.<sup>1</sup>, Bektemirova S.B.<sup>2</sup>,**

<sup>1</sup> PhD, A/Professor, <sup>2</sup> PhD, A/Professor of Al-Farabi Kazakh National University,  
Almaty, Kazakhstan, e-mail: aiauzhan@mail.ru; bekttemirova\_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.

Таусоғарова А.Қ.<sup>1</sup>, Бектемірова С.Б.<sup>2</sup>,

әл-Фараби атындағы Қазақ ұлттық университетінің<sup>1</sup> доценті, ф. ф. к., <sup>2</sup>доценті, ф. ф. к.,  
Алматы қ., Қазақстан, e-mail: aiauzhan@mail.ru; bekttemirova\_s77@mail.ru

**Этностереотипті газет мақалаларының контент-талдауы  
(«Егемен Қазақстан» және «Қазақия» газеттері материалдары негізінде)**

Мақалада Қазақстандағы жалпыұлттық республикалық газет «Егемен Қазақстан» және саяси-қоғамдық тәуелсіз газет «Қазақия» материалдарындағы этникалық стереотиптерге контент-талдау жасалады. Этностереотиптердің сандық көрсеткіштеріне сапалық талдау жасау барысында «Егемен Қазақстан» және «Қазақия» газеттері жарияланымдарында көрініс берген этностереотиптердің көпұлтты мемлекеттегі ұлттардың этникалық сәйкестілігінің сақталуына, этниканы топтастыруға, этниканың ортаға бейімделуіне, бастысы, қоғамда этникааралық үйлесімді қарым-қатынастың орнығуына оң ықпал ететіні анықталды.

**Түйін сөздер:** этностереотип, БАҚ жарияланымдары, контент-талдау, сандық көрсеткіштер, этникалық лексемалар.

Таусоғарова А.Қ.<sup>1</sup>, Бектемірова С.Б.<sup>2</sup>,

<sup>1</sup>к. ф. н. доцент, <sup>2</sup>к. ф. н. доцент Казахского национального университета им. аль-Фараби,  
г. Алматы, Казахстан, e-mail: aiauzhan@mail.ru; bekttemirova\_s77@mail.ru

**Контент-анализ газетных статей, содержащих этностереотипы  
(на материале газет «Егемен Казахстан» и «Казакхия»)**

В данной статье проводится контент-анализ этностереотипов на материале общенациональной республиканской газеты «Егемен Казахстан» и общественно-политической независимой газеты «Казакхия». В процессе качественного анализа количественных показателей этностереотипов, отражающихся в публикациях газеты «Егемен Казахстан» и «Казакхия», определяется их положительное влияние на сохранение и защиту этнической идентичности, на этноинтеграцию и этническую адаптацию и главное – на установление гармоничного межэтнического отношения в многонациональном обществе.

**Ключевые слова:** этностереотип, публикация СМИ, контент-анализ, количественные показатели, этнические лексемы.

## 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 ethnos 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 Kazakhstani citizens, but most important does not investigate the ethnic stereotypes in mass media and their appearance in the consciousness of Kazakhstani 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.

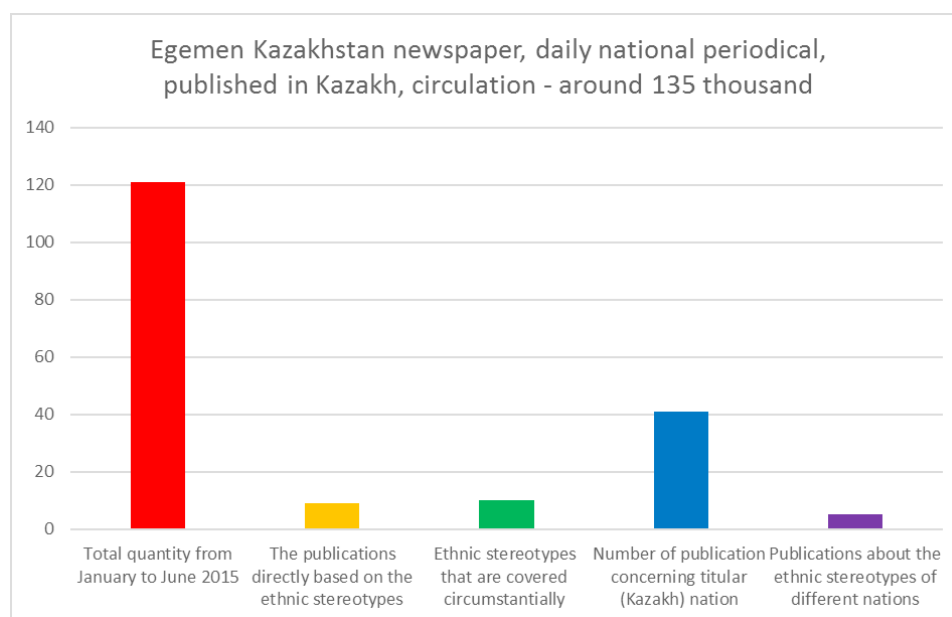
## Experiment

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.

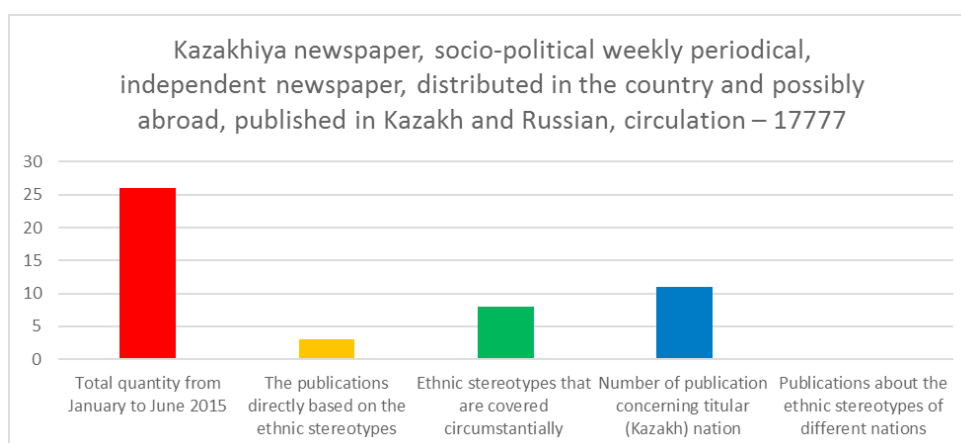
Herein, the ethnic stereotypes that are determined by «the presence of evaluative views of inherent to one nation properties, and instructions that one should be guided by or adhere to when communicating with the mentioned nation, including relatively constant concepts of inherent to a nation moral,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



**Diagram 1** – The numeric figures of articles with ethnic stereotypes in Egemen Kazakhstan newspaper



**Diagram 2** – The numeric figures of articles with ethnic stereotypes in Kazakhiya newspaper

## 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 Itke torden tosek salatindar ‘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 алдыма Абай атам келеді Kazakh dese koz aldima Abay atam keledi ‘When someone says Kazakh, I imagine Abay’ (Egemen Kazakhstan, 14.01.2015, No. 17, p.3) 3. M. Magomedova. Kazakh jerine uzatylganim esh okinbeimim Қазақ жеріне ұзатылғаным еш өкінбеймін ‘I do not regret

that I married to a Kazakh’ (Egemen Kazakhstan 27.01.2015, No 16, p. 2) 4. E. Smail Туғанбайдың түріктері Tuganbaydin Turkikteri ‘Turks of Tuganbay’ (Egemen Kazakhstan 28.01.2015, No. 17, p.11) D. Bayirzhanuly. Еңбекті еншілеген ел Enbektі enshilegen el ‘The nation that mastered the labor’ (Egemen Kazakhstan, 04.04. 2015, No. 65, p. 9); 6. D. Anash. Зілзала зардабын тартқан армяндар Zilzala zardabynan tartkan armyandar ‘The Armenians that suffered from the earthquake’ (Egemen Kazakhstan, 23.04. 2015, No. 74, p. 5); 7. D. Bayirzhanuly. Көршінің ісі керемет Korshinin isi keremet ‘The work of the neighbor is great’ (Egemen Kazakhstan, 16.05. 2015, No. 90, p. 7); 8. A. Toleukhanovkysy. Могиканның соңғы

тұяқтары Mogikannin songy tuyaktari ‘The last of Magikans’ (Egemen Kazakhstan, 19.05. 2015, No. 91, p. 9); 9. N. Kenzhegarayev Абай іздеген ел Abay izdegen el ‘The country that Abay searched for’ (Egemen Қазақстан, 27.05. 2015, No. 97, p. 9).

The number of such publications in Kazakhiya newspaper is 3. They are: D. Koshim. Біз – қырсық халықпыз! Biz kyrsyk halykpiz! ‘We are a stubborn nation’ (Kazakhiya, 04.06.2015); E. Zhumagazyev. Какой ты, современный казах? Kakoi ty, sovremennyi Kazakh? ‘What are you like, the modern Kazakh’ (Kazakhiya, 05.01.2015); S. Baybossyn. Қазақ және құлдық сана, Kazakh jane quldyq sana ‘Kazakh and captive mentality’ (Kazakhiya, 16.04.2015).

Despite the fact that Kazakhiya 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 publications where ethnic stereotypes are covered implicitly are 7. They are: 1) U. Akzhigit. Өкіметке қазақ керек емес – Герольд Бельгер, Okimetke Qazaqkerек емес – Gerold Belger ‘Harold Belger: the government does not need kazakhs’ (Kazakhiya, 09.02.2015); 2) Z. Shamshi. Жеңіс деп желпілдетпейікші... Zhenis dep zhel'pildetpeyіksi ‘Let us not get too excited by the Victory’ (Kazakhiya, 08.05.2015); 3) S. Yergaly. Жайық оқиғасы ел іргесін бекітті Zhayik oqigasi el irgesin bekitti ‘The event on Zhayik river has strengthened the foundation of the country’, (Kazakhiya, 16.04.2015); 4) Басқа елдің тәуелсіздігі үшін күресу Basqa eldin tauelsizdigi ushin kuresu ‘Fighting for someone else’s independence’ (Kazakhiya, 23.01.2015); 5) D. Imambayeva. Жемқорлық қайдан жабысты, қалай жұқты? Zhemqorlyq qaidan zhabysty qaidan zhuqty ‘How the corruption came and how it stayed with us?’ (Kazakhiya, 02.04.2015); 6) Аристократизм – парасаттылыққа ұмтылыс Aristokratizm – parasattylyqqa umtylys ‘Aristocratism is an aspiration for prudence’ (Kazakhiya, 14.05.2015); 7) A. Bakiruly. Қазақтың ұлттық намысы қашан оянады? Qazaqtyn ulttiq namysy kashan oyanady ‘When will the national pride of Kazakh nation wake up?’ (Kazakhiya, 10.03.2015).

Such publications in Egemen Kazakhstan are: 1. B. Tayzhan. Корей жұрты Korei jurty ‘The Koreans’ (Egemen Kazakhstan, 30.01.2015, No. 19, p. 2); 2. Z. Shooegul. Дәнекер: Қазақтың шаңырағын шалқытқан башқұрт қызы Daneker: Qazaqtyn shanyragyn shalqytqan bashqurt kyzy ‘Daneker: the Bashkurt girl that flourished the Kazakh family’ (Egemen Kazakhstan, 12.02.

2015, No. 28, p. 3); 3. K. Tumenbay. «Орыс» Қасымбек Orys Kassymbek ‘The «Russian» Kassymbek’) (Egemen Kazakhstan, 18.02.2015, No. 32, p. 13); 4. O. Zhunisuly. Аға досым – Лю Чан Aga dossym Lu Chan Aga ‘My brother and a friend Lu Chang’ (Egemen Kazakhstan, 25.02.2015, No. 37, p. 11); 5. A. Kantarbay. Көш тізгінін сенімге берген дұрыс Kosh tizginin senimge bergen duris ‘The nation should be lead by belief’ (Egemen Kazakhstan, 06.03. 2015, No. 44, p. 3); 6. K. Yeskendir. Талайды тәнті еткен түрік елі Talaidy tanti etken turik eli ‘The turks that excited many’ (Egemen Kazakhstan, 02.04.2015, No. 59, p. 7); 7. Z. Tuimebayev. Қазақстан-Түркия: түбі бір туысқан елдер Kazakhstan-Turliya: tubi bir tuysqan elder ‘Kazakhstan and Turkey: relative nations’ (Egemen Kazakhstan, 15.04.2015, No. 68, p. 12); 8. L. Kazymova. Жомарттық пен мейірімділік Zhomarttyq pen metirimdilik ‘Generosity and kindness’ (Egemen Kazakhstan, 23.04.2015, No. 74, p. 9); 9. T. Suinbay. Қазақ – елдегі этноспен қазақша сөйлессін... (The Kazakhs must speak Kazakh with the ethnicities in the country) (Egemen Қазақстан, 23.04. 2015, №74, 11-бет); 10. Y. Sultanov. Tatulyygy zharasqan ulgili otbasy Татулығы жарасқан үлгілі отбасы ‘Exemplar family’ (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.

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 Қазақ десе көз алдыма Абай атам келеді Qazaq dese, kozaldyma Abay atam keledi ‘I imagine Abay, when they say Kazakh’ (Egemen Kazakhstan, 14.01.2015. No. 7, p. 3) or Kazakh zherine uzatylganima esh okinbeimin ‘I do not regret that I got married to a Kazakh’ (Egemen Kazakhstan, 27.01.2015, No. 16, p. 2) create positive associations in the mentality of the readers and positive evaluation is implicit. Thus, in the first case the idea regarding the nation is given with the help of the image of great Kazakh philosopher



and poet. Likewise, the phrase «Qazaqdese» (when called Kazakh) shows us that the author is from other nation. In the second case, the word «okinbeimin» (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 Дәнекер: Қазақтың шаңырағын шалқытқан башқұрт қызы Daneker: Kazakhtyn shanyragyn shalqytqan bashkurt kyzy 'Daneker: a Bashkurt Girl who destroyed Kazakh Family' (Egemen Kazakhstan, 12.02.2015, No.28, p.5), Аға досым – Лю Чан Ага dossym – 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 ethnos) executes 2 roles in the phrase: a) a feature inherent to the subject; b) the point of view about the ethnos is deep in the semantics. For instance, in the heading of the article «Орыс» Қасымбек Orys» Kassymbek '«Russian» Kassymbek' (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 «орыстығына салу» orystygyna salu 'in Russian manner' is used. This phrase means that in some way Russian ethnos is different from Kazakhs 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 ethnos or point of view about it is given in the heading without naming the ethnos, yet, by using general synonyms as nation, country or public. For instance, the heading as «Еңбекті еншілеген ел» Enbektі enshilegen 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 that have mastered the labor are the Chinese.

4) Ethnic stereotypes take place in linguistically thrifty sentences that are based on simlizing the features of one nation to another. For instance, «Корей жақсылықты ұмытпайтын, ізгілік, бауырмалдық, үлкенді сыйлау сияқты азаматтық қасиеттерімен қазақ халқына ұқсас» Korei zhaksylykty umytpaityn, izgilik, bauyrmalbilik, ulkendi syilau siyaqty azamattyq qasiетterimen qazaq halqyna uqsas 'Koreans are similar to Kazakhs with their full hearted nature that remember the good, kindness, tenderness, and respect to the elderly' (Korei zhurty// 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 ethnos there are sentences where there is no direct generalized evaluation and the opinion is given implicitly. For instance, Дмитрий Гуркин: «Ата-анам шаңыраққа келін етіп, қазақ қызын алып келгеніме риза болды» Dmitri Gurkin: «Ata-anam shanyraqqa kelin etip qazaq qyzyn 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) Inflexional endings as -ша, ше -sha, -shye 'ese' are added to the ethnonym, along with giving comparative meaning, it evaluates that ethnos and in some context it suggests to take them as an exemplar. For instance, Тілдің құқын эстонша қорғай алар ма екенбіз... Tildin quqyn estonsha qorgai alar ma ekenbiz 'Can we defend the status of language as Estonian' (Kazakhs must speak kazakh with the ethnos 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 ethnos is determined in the text, and it can be considered as a bright example of the cultural differences of two nations. For instance, Лондонның тас көшелерінде ит жетектеген ағылшындар Londonnin koshelerinde it zhetektegen agylshyndar 'Englishmen walking a dog on the streets of London' (Itke 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

in the place of honor». 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

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

## 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 намысы 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 зиялылары qazaq ziyalilary ‘Kazakh intellectuals’, қазақ автономиясы qazaq avtonomiyasi ‘Kazakh autonomy’, қазақ даласындағы Ұлы аштық қырғыны qazaq dalasyndagy Uly ashtyq qyrgyny ‘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 орыспығалды шенеуніктер orys pigyldy sheneuniker ‘governors with Russian features’, орыстілділер orystildiler ‘Russian-speakers’, shala 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.

### Литература

- 1 Гладких С. Этнические стереотипы как феномен духовной культуры: дис. ... канд. филос. наук: 09.00.13. – Ставрополь, 2001. – 154 с.
- 2 Назырова Л. Особенности национальных стереотипов русских и казахов: на примере Республики Казахстан: дис. ... канд. психол. наук: 19.00.05: – Москва, 2001. – 242 с.
- 3 Карымсакова Р., Амирова Ж. Соблюдение принципов политкорректности при освещении в средствах массовой информации межэтнических и межконфессиональных отношений: методология мониторинга публикаций СМИ по проблемам межэтнической и межконфессиональной розни // Политкорректность в СМИ Казахстана. – Алматы: Әділ сөз, 2010. – 452 с.
- 4 Сулейменова Э.Д., Шаймерденова Н.Ж., Смагулова Ж.С., Аканова Д.Х. Словарь социолингвистических терминов. – Алматы: Арман-ПВ, 2008. – 635 с.
- 5 Малькова В. Освещение этничности в СМИ в свете конфликтологии // Прикладная конфликтология для журналистов. – М.: Права человека, 2006. – С. 42-67.

### References

- 1 Gladkih S. Etnicheskie stereotipy kak fenomen duhovnoi kultury [Ethnic stereotypes as a phenomenon of spiritual culture]: Diss. Cand.filos.nauk: 09.00.13. Stavropol, 2001. 154 p. (In Russian).
- 2 Nazyrova L. Osobennosti natsionalnih stereotipov russkikh i kazahov: na primere Respubliki Kazakhstan [Features of national stereotypes of Russians and Kazakhs: on the example of the Republic of Kazakhstan]: Diss. cand. psychological nauk: 19.00.05. Moscow, 2001. 242 p. (In Russian).
- 3 Karymsakova R., Amirova Z. Sobludenie principov politkorektnosti pri osveshenii v sredstvakh massovoy informatsii mezhetnicheskikh i mezhkonfessional'nykh otnosheniy: Metodologiya monitoringa publikatsiy SMI po problemam mezhetnicheskoy i mezhkonfessional'noy rozni [Compliance with the principles of political correctness when covering in the media interethnic and interreligious relation: the methodology for monitoring media publications on the problems of interethnic and inter-confessional discord]. Politkorrektnost' v SMI Kazakhstana. Almaty: Adil soz, 2010. 452 p. (In Kazakhstan).
- 4 Suleimenova E., Shaimerdenova N., Smagulova Z., Akhanova D. 2008. Slovar sociolinguisticheskikh terminov [Dictionary of sociolinguistic terms]. Almaty: Arman-PV, 2008. 635 p. (In Kazakhstan).
- 5 Malkova V. Osveshcheniye etnichnosti v SMI v svete konfliktologii [Coverage of ethnicity in the media in the light of conflictology]. Prikladnaya konfliktologiya dlya zhurnalistov. M.: Prava cheloveka, 2006. p. 42-67. (In Russian).