P. E. Kokoreva

Saint-Petersburg State University

Stereotypes about Russia and Russians in American media

Stereotypes formed by representatives of one country against another are external (heterogeneous) stereotypes.

Four of the most popular American Newspapers were chosen to study external stereotypes about Russia: the Washington post, the New York Times Chicago Tribune, the Baltimore Sun (chronological period -from October 24 to October 31, 2018).

We can see the interest of American journalists and the American audience to Russia. For a week in the Internet version of the American newspaper the Washington post appears at least 30 texts about Russia. In The New York Times there are about 200 messages in a week. At the same time, the Chicago Tribune publishes 145 articles, and the Baltimore Sun publishes 73 articles.

The stereotypes appearing in the American media have mainly focused on political discourse. The prevailing stereotype can be called «Russia is aggressor". Such journalistic materials often depict Russia as an aggressor against the rest of the world. This stereotype supports the idea that Russians are stubborn and have their own opinion, which they are ready to defend.

Another stereotype that is most often used in the American media is "Russia is one of the main enemies of America". In the information messages of the studied publications there is information about the various conflicts between the United States and Russia. However, these messages have no facts about the hostile attitude of Russia against the United States. On the contrary, Russia acts as someone who wants peace, but is ready to act actively to protect its interests. There are articles mentioning the stereotype Of "Russian hackers" and "Russian agents of the KGB (GRU)".

Unfortunately, such external stereotypes formed by the American media can become a hindrance to successful intercultural communication.