

Ethnic cultural stereotypes in the context of globalization: wordbuilding aspect (in reference to Buryat language)

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Russian and Buryat nations traditionally have lived side by side in the polyethnic region for more than three centuries. This tradition is based on a rare mechanism of ethnic-cultural cooperation when each of the peoples has kept their unique identity. Though those active global processes taking place nowadays can not help affecting the structure of values, and every day life of the Buryats, which are based on stereotypes and moral standards in the way of behavior. Stereotypes can change depending on the cultural, political factors, and language responds to such changes immediately.

The article is devoted to the problem of ethnic-cultural stereotypes and heterostereotypes reflected in new words. In the Buryat language neologisms have appeared to denote realia of Russian culture, some of them are calques from Russian or English, some borrowed morphemes are also used. The most frequent one is compounding, a simplex.

One can consider that a pessimistic attitude towards the future of national languages is groundless. We see it as some sort of a shuttle process – on the one hand, globalization helps cross-cultural processes of integration, on the other hand, the reverse processes of seeking ethnic identity take place.