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Ethno-cultural stereotype in ethnolinguistic perspective (on transformation and the dynamics of stereotypes in folk culture)

The paper presents an overview of the main directions in the study of ethnic stereotypes in the modern humanities. On the basis of field data collected in different East European regions of ethno-cultural contacts of the Slavic and non-Slavic population, we show some of the most striking trends in the development of traditional stereotypes related to representatives of other ethnos and religion. As shown by the data collected, the stereotypes that characterize "the other", are transforming not only due to the destruction of traditional folk-mythological ideas, but also influenced by the realities of modern society and also personal discourses of individual bearers of tradition.