

## PHILOLOGY

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### **National stereotypes in the context of cross cultural communication**

It is considered national stereotypes in the context of cross cultural communication. Stereotyped thinking has always been an essential feature of any human being, as a manner of perceiving reality. It is emphasized that stereotypes penetrate into almost all spheres of public life and touches upon gender, religious, political, racial or cultural issues. The most common stereotypes are considered to be national ones, as they are interlinked with the idea of a national character and are believed to reflect the main specific points peculiar to a definite nation.

Key words: stereotyped thinking, system of ideas, national peculiarities, standardized description, national character, community.

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