

# ASSOCIATIVE FIELDS OF ETHNONYMS “THE RUSSIANS” AND “THE CHINESE” IN THE RUSSIAN-CHINESE JUXTAPOSITION

A.N. Speranskaya, Wang Tianju

*The article presents the results of two associative experiments, which were conducted among students of humanitarian specialties of two universities – Siberian Federal University (Russia) and Lanzhou University (China). The ethnonyms “the Russians” and “the Chinese” which constitute a part of the basic opposition “our own – other/stranger/alien” were taken as word stimuli. The author is not only engaged with comparing “the images of the other / foreign” but also describes self-characteristics of the Russian and Chinese students. As a result of the survey, there were obtained data for four groups: the Russians describing themselves; the Russians describing the Chinese; the Chinese describing the Russians and the Chinese describing themselves. The hypothesis of the study was that there is the dependence of the similarity between the cores of the verbal-associative fields in two groups of respondents on the degree of their tolerance to the representations of other people’s national and cultural specifics. These experiments showed that the leading characteristics of self-identification and those based on “the view from the outside” coincided in the two groups of respondents. These were diligence and politeness for the Chinese people; strength, courage and benevolence for the Russians. The Russian students did not mention modesty while reflecting on the collective image of “the Chinese”, though this is a trait which the Chinese themselves consider the most characteristic for their nation. The description of the appearance of “other (stranger/alien)” has the same parameters for both nations, these parameters being height, eyes, skin color, but at the same time the evaluations opposed each other. The Chinese see the appearance of the Russians as attractive, whereas in the answers of the Russians who evaluated the Chinese people’s appearance negative characteristics prevail. In general, the image of the other/stranger/alien in both groups was fractional, with a lot of different peculiarities.*

**Keywords and phrases:** *associative experiment; ethnonyms; Russian; Chinese; opposition “our own – other/stranger/alien”.*

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#### **ABOUT THE AUTHORS:**

Speranskaya Alevtina Nikolaevna, Candidate of Philology, Associate Professor, Associate Professor of the Russian Language, Literature and Speech Communication Department

*Siberian Federal University*

*79 Svobodny prospect, Krasnoyarsk 660041 Russia*

Associate Professor at the Department of Russian Language, Institute of foreign languages and literature  
*Lanzhou University*

*222 South Tianshui Road, Lanzhou, Gansu Province 730000 P. R.China*

*E-mail: alsperanskaya@yandex.ru*

Wang Tianju, senior teacher of Russian language faculty, School of foreign languages & literature,  
*Lanzhou University*

*222 South Tianshui Road, Lanzhou, Gansu Province 730000 P. R.China*

*E-mail: 1446204483@qq.com*

