

THE ROLE OF THE STEREOTYPES IN THE SOCIAL RELATIONS

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ABSTRACT--*This paper analyses the role of the stereotypes in the social relations. On this case, social relations of the society and the influence of the stereotypes were discussed as the whole. Finally, research has concluded with the major points of the research with both outcomes and shortcomings.*

Keywords--*stereotypes, social, relations, Uzbekistan, analyses*

I. INTRODUCTION

As people and nations in the world are diverse, their views on the world and reality are different. Each nation and its representative has their own ideas about the world and people around them, as well as other cultures. The reason we think about this topic is to study the social and psychological aspects of the changes that are taking place in the process of globalization in different cultures and attitudes, and the impact of these changes on the individual psyche. In the societies in which people live, many scholars focus on the study of language, culture, and national stereotypes, as well as the psychology of interrelationships. There are psychological concepts that lie at the heart of these problems, and their in-depth study, and ultimately, the role of national stereotypes in culture, is one of the key factors we want to explore.

In the course of life, a person seeks to find perfect forms and forms that help systematize, classify, and generalize his or her own experiences. Psychologists refer to these stereotypes as molding and shaping people, creating the perfect relationship in themselves and expressing their actions, behavior and consciousness. Today, the role of stereotypes in a person's social life has grown significantly, allowing them to determine what direction they are in life, which means that the effort of mental activity diminishes and they form as important elements as social consciousness.

II. MAIN PART

Stereotype is the reaction of the organism to adaptation to repetitive situations in the social activity of the individual, and the social stereotype is the norm that occurs in the joint, powerful, repetitive behavior of people and is reflected in the continuous actions, rules, traditions and customs of social life. The social stereotype represents the typical relationship between different events of an individual's life, other people and their common aspects, and that is reinforced in people's minds and actions. It collects the experience of the individual and other social groups, which are incorporated into the specific object response algorithm under the influence of social and historical conditions and other components of the social environment.

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Stereotypes characterize any level of mental development. In each of these events, stereotypes have their own characteristics. The higher the development of knowledge and the more realistic the underlying relationships of the real world are, the more general and solid forms underlying it become wider, more flexible, and more flexible;

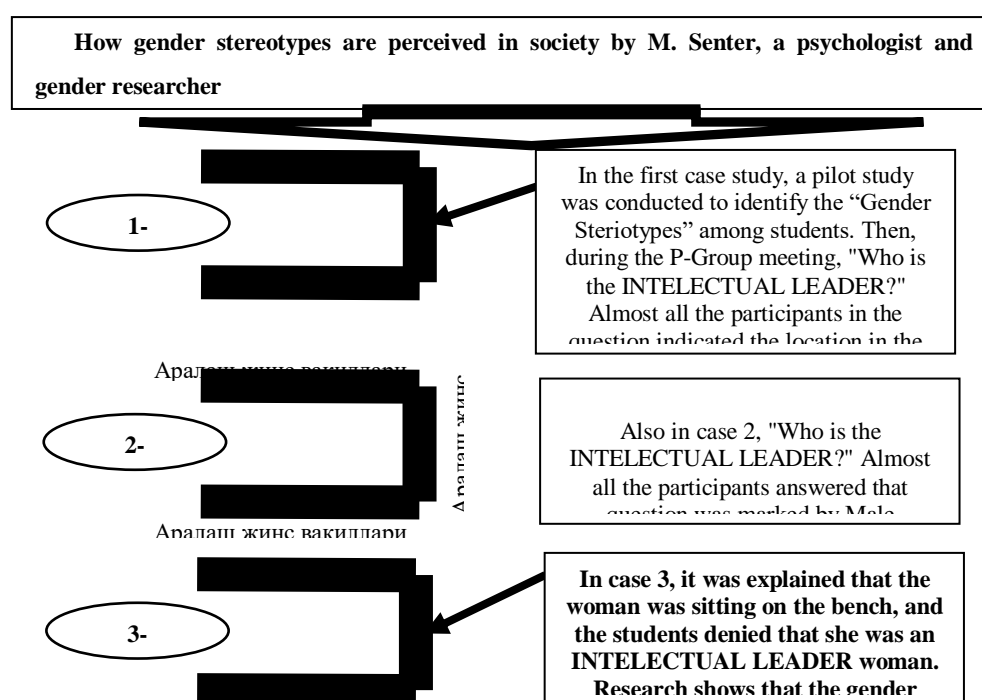
The concept of stereotype and phenomenon has been studied by several scientists. Specifically, U. Lippman, I. Con, O. Kelenberg, M. Korduel, NA Erofeeva, Yu. Sorokin, SM Artunyan, IA Markovina, AV Pavlovskaya, NV Ufimtseva, V. Krasnyh and many others. The role of concepts of stereotype and national character in national culture is invaluable. There is a great deal of discussion about the concept of "stereotype" in modern psychological research, exploring the ways in which national stereotypes are formed and distributed in society, and their role in international and intercultural relations as a new branch of this problem.

In the scientific literature there are different interpretations of the term stereotype: concepts such as national stereotypes, ethnic representations, national images representing the same phenomenon are expressed in different disciplines, including psychology, sociology, political science, philology and so on.

The term "stereotype" denotes the Greek word "stereos" - solid, "tuos" - the American sociologist. Lippman introduced science. In 1922, he tried to outline the role of stereotypes in his book Public Opinion. According to Lippman, it was understood that the world around us is a form of information that has a definite effect on our minds. In all its contradictions, efforts are made to perceive the world that surrounds it, and the individual creates his own "vision" of events. A person usually has a clear idea of what he or she is going to do before confronting many things directly. These stereotypes are shaped by stereotypes. In most cases we cannot see the events and events in the outside world at the outset, and then we try to clarify it so that the person first determines a particular situation for himself and then begins to observe it. In the confusion of the outside world, we take away what our culture forces us to do and introduce them into the information world in the form of stereotypes and gain a certain idea.

The following questionnaire was administered individually to small groups to examine Lippman's theory.

In particular, what types of stereotypes are you sure about?



Stereotypes enable a person to get a glimpse of the world, beyond its narrow social and political boundaries. According to William Lippman, stereotypes are a genuine biological factor that is transmitted from one generation to another, and if personal experiences go against stereotypes, one of the two most likely to happen is:

1. If a person is unattractive or uninterested in changing his worldview for some reason, he will either confirm or forget about the reality.

2. For those who are interested in understanding the outside world, and who have the knowledge and the mind, it is the mind of the world that surrounds it and every reality in it. In his view, stereotypes can be a) true, b) partly true, and c) false. According to William Lippman, stereotypes play a special role in our personal traditions and protect our place in society, and help us to distinguish time and perfection in things and events in the world around us. A number of studies have been conducted in the United States in the 20-30s of the last century to further improve the stereotype theory. In particular, R. Binkley, who is doing research on the subject, acknowledges that the "stereotype" is a supreme criterion, and that their existence allows us to evaluate the individual and the events around us. It is important to note that while William Lippman laid the theoretical foundations in stereotype research, another group of scientists, D. Kats and K. Brayley, later (in 1933) used the basic methodology used by researchers to identify national stereotypes. have developed. The first test of this method was conducted at Princeton University, USA, where 100 students participated. They are asked to select ten ethnic groups from the list with 84 descriptions. In analyzing the results of the experiments, D. Kats and K. Brayley concluded that the ethnic stereotype is a robust presentation based on the characteristics of previous human events. In cognitive linguistics and ethnolinguistics, the term "stereotype" is interpreted as referring to the content of language and culture, which means that the person's perceptions of the universe are linked to the content acknowledged by his mental consciousness and thinking.

III. CONCLUSION

Various scholars have developed different approaches to stereotype identification, and research in the field of psychology can be traced back to the modern age of psychology. But at the heart of all approaches is the sole purpose of identifying the factors that reflect national culture and national character. Thus the stereotype is a relevant generalizable image that allows one to describe a number of descriptions of many individuals' personal and cultural backgrounds: stereotype is the perception of people about the universe under social and cultural influences.

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