
What Is a Stereotype?

□ ***A biased attitude towards the representative of a particular nation?***

or

□ **A reflection of some valid information about national characteristics?**

Oh, those Russians ...



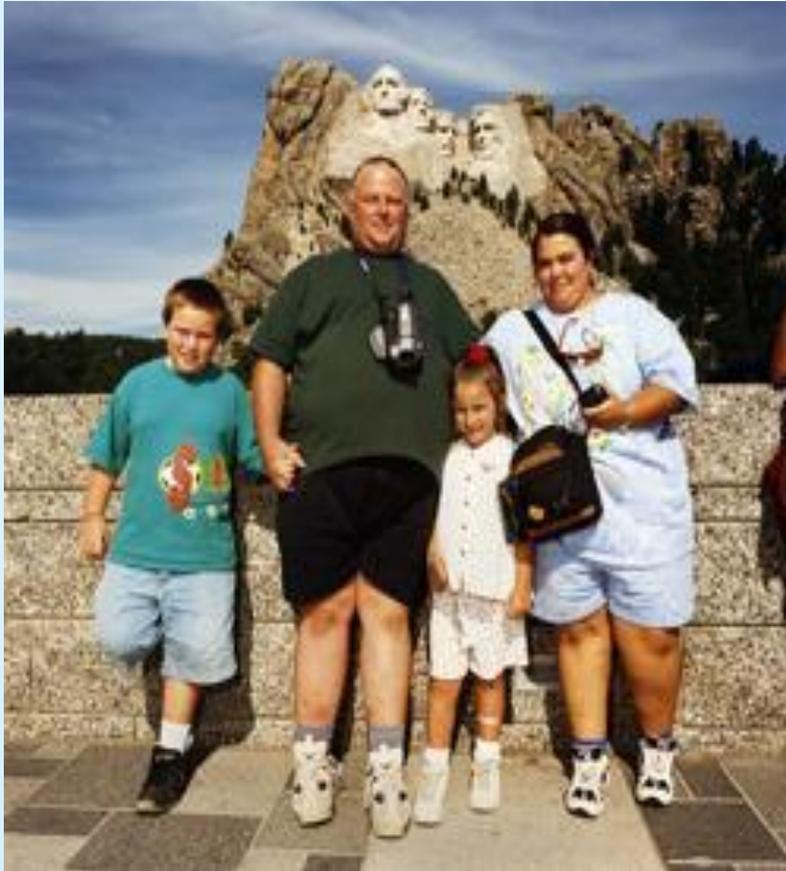
A Typical Russian?



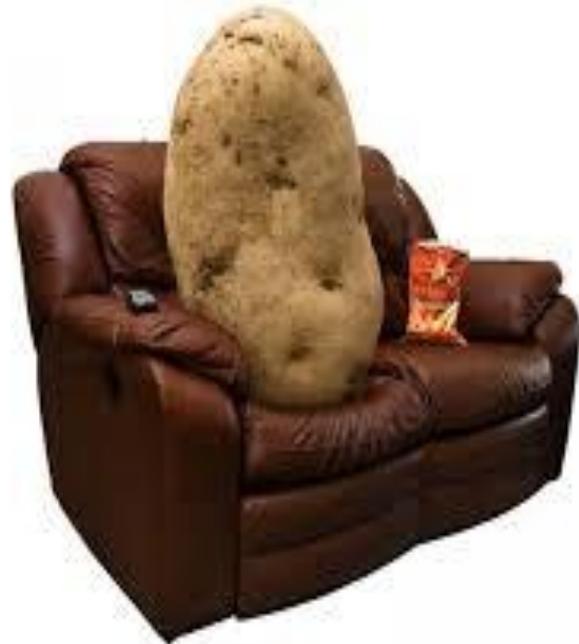
A Typical American?



A Typical American?



- A couch-potato



Satirical maps of Europe

- The satirical map of modern Europe was compiled by Janko Tsvetkov, an artist of Bulgarian origin living in the UK. He collected material for a long time on the Internet and published a book “Atlas of stereotypes and prejudices”.
- Tsvetkov is sure that these stereotypes are based on the belief that your native country and your compatriots are the best in the world.
- All done with humor! And whether they are accurate or biased, judge yourself!

THE WORLD ACCORDING TO AMERICANS



Europe through the eyes of Americans [Янко Цветков]



Как Европу видят американцы



Европа на взгляд России [Янко Цветков]



Europe in the eyes of France

[Янко Цветков]



Europe in the eyes of Italy

[Янко Цветков]



Europe in the eyes of Great Britain

[Янко Цветков]



Как Европу видят британцы



Conclusion:

- Despite the simplification and bias, stereotypes carry some real information about each people, therefore, stereotypes play a certain role in business life, influencing how partners, consciously or unconsciously, perceive each other.
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**THANK YOU FOR
ATTENTION!**
