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## **The concept VALUES AND PREFERENCES in Russian and Chinese linguistic picture of the world**

### **Abstract**

The article aims to consider the concept VALUES AND PREFERENCES in its associative field in Russian and Chinese linguistic picture of the world. Associative experiment was used to collect the material from 103 Russian and Chinese subjects (students, female and male). The subjects were to answer the question “Russians / Chinese love (What? Who?)”. The total of 1159 responses were obtained during the questionnaire performance. Further data processing enabled to thematically group the responses: 1) gastronomic preferences, 2) preferable activity types, 3) personalities and animated beings, 4) realities and symbols. Quantitative analysis was performed for each group. The obtained results enabled to reveal auto- and heterostereotypes within the framework of the concept being characterized by a number of similarities and differences. Among Russian auto- and heterostereotypes, group 1 and group 3 displayed the largest amount of similarities while group 4 showed the smallest amount. There were many similarities in group 2 as well, although the amount of stereotypes given by Russians was twice bigger than that of Chinese. Among Chinese auto- and heterostereotypes, more similarities were found in group 2 and also in group 1. The other two groups displayed less similarities. Values and preferences of the subjects representing both ethnoses were found to be mostly positive which was, however, better expressed in Chinese subjects who turned out less self-critical and less critical to Russians.

**Keywords:** concept, linguistic picture of the world, associative experiment, associative field, autostereotype, heterostereotype

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