SUMMARY

The graduation qualification paper deals with the issue of professional multicultural communication. The title is “Stereotypes and prejudices in professional multicultural communication”.

The object of research are stereotypes of speech and behavior and prejudices about the representatives of different cultures in the context of professional multicultural communication. The aim of this study is to investigate the concept of stereotype and prejudice and reveal the role and influence of these phenomena on the process of professional multicultural communication. The problem of the influence of stereotypes and prejudice on the process of multicultural communication has been thoroughly analyzed, but the research of these phenomena in the context of professional multicultural communication, taking into account that the communicator speaks several foreign languages simultaneously, has not been carried out yet.

The paper contains 69 pages. It consists of the introduction, two chapters, the conclusion and the references.

In the first part of this work the author dwells on the concept of these two phenomena, notably, stereotype and prejudice, gives some information of them in respect to professional multicultural communication and concludes that the specialist in the sphere of multicultural communication should not rely on the phenomenon of prejudice, because it contains hostility to the representatives of other cultures in spite of the fact of their individuality.

In the second part of this work the author draws reader’s attention giving the examples of different kinds of stereotypes which exist about the representatives belonging to American, English and Spanish cultures. The use of the stereotypes is also illustrated on the basis of examples of experience of specialists in multicultural communication.

In the conclusion the author points out that the correct and rational use of all these stereotypes can lead to the success in professional multicultural
communication. It’s also underlined that the stereotypes can be used only as the first guess and primary judgment about a representative of different cultures, but not as the only and right one.

**Keywords:** bias, cognitive science, cross-cultural, empirical method, prejudice, professional multicultural communication, stereotypes