

The Associative Field of the Concepts “Japan” and “ウクライナ” (Ukraine) based on the Results of an Associative Experiment among Japanese and Ukrainians as the Cultural Stereotypes Evidence

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Abstract

The paper attempts to identify and describe the typical cultural stereotypes of Japanese about Ukraine and Ukrainians about Japan on the basis of data gained from a free associative experiment based on stimulus words Japan and ウクライナ (Ukraine). The results of the free associative experiment revealed the associative field of the proper name concept Ukraine among Japanese (Russia, Africa, Europe, Uruguay, Uganda, cold, beautiful women, war, dangerous, black soil, Chornobyl), whereas the associative field of the proper name concept Japan contains lexemes samurai, geisha, sakura, Fujiyama, Fukushima, sushi, Sony, Toyota, anime. According to the qualitative classification of associations, the following are syntagmatic (Ukraine – cold, dangerous; Japan – distant, exotic) and paradigmatic (Ukraine – Russia, Africa, Europe, Uganda, Chornobyl, black soil, war, beautiful women; Japan – Fujiyama, Hiroshima, samurai, geisha, sakura, sake, sushi, Toyota, hentai), with paradigmatic associations being more widely spread. The peculiarity of the Japanese reactions to the word-stimulus Ukraine is the lack of individual reactions, but the presence of phonetic ones, which is explained by the shallow level of awareness of Ukraine in Japan. The prevalence of qualitative reactions with a negative assessment can be noted. A feature of the reactions of Ukrainians to the word-stimulus Japan is the lack of hyperonymic and phonetic reactions. Also, due to the great interest in Japan among Ukrainians, some individual associations can be found. In both cases, no synonymous and causative reactions can be explained by the characteristics of the stimulus words themselves. Many meronymic and qualitative reactions can be explained by those cognitive mechanisms being more accessible. As for the general image of Japan among Ukrainians, the image of exoticism and technology can be observed. The associative experiment proved that both nations are influenced by stereotypes about each other, which can be overcome through educational campaigns.

Keywords: free associative experiment, paradigmatic reactions, proper name concept, stereotypes, word-stimulus

1. Introduction

The main task of modern linguistics is the need to respond to the challenges of the globalized world, which is changing incredibly quickly. In the conditions of globalization, there is a strengthening of international relations in various spheres and at multiple levels and a broadening of linguistic and cultural contacts between nations. However, this is not always accompanied by increased ethnic awareness and by expansion of national worldviews. Therefore, the study of national stereotypes, which form the basis of the conceptualization of reality in the national consciousness, has a great perspective because of the frequency of interethnic contacts. It will ultimately help eliminate prejudice and stereotypical thinking about representatives of other nations (Grigoryan et al., 2020; Matrouk & Goussous, 2011). While working in the field of Japanese studies, the authors have more than once drawn attention to the existence of specific stereotypical ideas of Ukrainians about Japan and of Japanese about Ukraine, so it was decided to study this issue in more detail in a cognitive way which is relevant for modern linguistics, as long as specific associations cause stereotypical ideas about a particular object. Therefore, they are related to the conceptualization of reality and the mental lexicon. Studying the image of Japan

in the minds of Ukrainians and Ukraine in the minds of Japanese people leads to the theory of cognitive onomastics. This science clarifies the existence of proper names in the mental lexicon (Tkachenko, 2010). Of course, it not the first case of expressing interest in the associative experiment method in researching the symbolic load of proper name concepts among an ethnic group of speakers. In general, the study of the associative field of the concept allows to analyse the reflection of the concept in the mind of the culture bearer, individual evaluations, and cultural stereotypes, since each stimulus word corresponds to a particular associative field (Terletska, 2020). The latter is a fragment of the image of the world of a specific ethnic group, reflected in the mind of the culture bearer, their motives, assessments, cultural stereotypes. This research method makes it possible to get as close as possible to certain people's mental lexicon, verbal memory, and cultural stereotypes (Mykolayovych et al., 2020).

Among the latest studies dedicated to the issue of studying concepts in the context of an associative experiment, in particular, the investigations of H.V. Tkachenko (2010), D.I. Terekhova (2017), Ye.S. Bila (2017), O.V. Denysevych (2010) who studied the potential of an associative experiment in the study of proper name concepts should be noted. Thus, they admit that all proper names in a person's mental lexicon are combined into peculiar mental forms or structures, thus turning into concepts. Therefore, it is essential to reveal the meaning of a proper name through association and identify and determine the ways of organizing the proper names in an individual's mental lexicon, as well as to study reactions to a particular stimulus which are not random and come from life experience (Tkachenko, 2010; Ketners & Petersone, 2021; Sherban et al., 2020; Shevchenko & Markova, 2019).

O.V. Denysevych (2010) conducted an interesting associative experiment among Ukrainian and Polish students based on stimulus words related to the concept of professionalism and based thereon. She reconstructed fragments of the linguistic picture of the world of Ukrainian and Polish students, conducting a comparative analysis of these fragments and coming to the conclusion that the reconstruction of the professional domain made it possible to establish the influence of language on the formation of the world picture and the impact of professional training on the features of the image of the world. D.I. Terekhova (2017), researching the associative field of the friend concept based on an associative experiment, noted that the associative field reflected images of the linguistic consciousness of speakers of a particular language, since a representative of an ethnic group perceived any object or phenomenon through meanings that fixed a certain cultural stereotype. In addition, before processing the conducted associative experiment, the researcher first analysed the meaning of the researched concept in explanatory dictionaries. This will help navigate the system of definitions of the word that became the basis of the concept.

Ye.S. Bila (2017) conducted a free associative experiment to elucidate the essence of the structure of the associative field of aromatonyms (on the English language material). As a result of the conducted free associative experiment, the researcher compiled an associative dictionary of aromatonyms, which makes it possible to discover the organization of concepts that correspond to a particular class of proper names in the mental lexicon of native English speakers (Bila, 2017). In addition to the indicated latest studies, the authors of the study also relied on classical works on cognitive linguistics and methods of associative experiments (Ufymtseva, 2011).

The purpose of the following work is to study the associative field of the concepts **ウクライナ** (Ukraine) and Japan based on the data of a free associative experiment among speakers of the Ukrainian and Japanese languages. Accordingly, the following tasks have been set:

1. Describe the methodology of the conducted associative experiment.
2. Systematize reactions to stimulus words and present them in the form of diagrams.
3. Build associative fields of the specified proper name concepts and highlight the cultural stereotypes associated with them.
4. Outline possible ways to overcome the specified stereotypes.

The object of the research is the concepts **ウクライナ** (Ukraine) and Japan, and the subject is the associative field of these concepts, outlined with the help of a free associative experiment. The primary method of research was a free associative experiment. Thus, the essence of such experiment is that the participant is offered a specific stimulus word, to which they must give an immediate response with another word that first comes to their mind. In addition, the traditional descriptive linguistic method and elements of quantitative analysis were also used.

The scientific novelty of the research is that for the first time the stereotypical ideas of Japanese people about Ukraine and Ukrainians about Japan were studied using the free associative experiment technique, which allows connecting the critical concept of cognitive linguistics with the problems of intercultural communication.

2. Materials and Methods

Due to the geographical distance and the fact that Ukraine became an independent country just some decades ago,

Ukrainian-Japanese relations are still developing. Insufficient awareness of both nations causes stereotypes, complicating mutual understanding and becoming an obstacle towards expressing mutual interests. Such cultural stereotypes are reflected in the perception of proper names concepts corresponding to the names of both countries. Of course, there also exist a number of stereotypes about Ukraine in Japan. However, the first problem is probably not related to stereotypes, but simply to a lack of information: many Japanese people do not know what kind of country Ukraine is.

Japanese journalist Hirano Takashi, who has been living and working in Ukraine for a long time and also tries to popularize Ukraine among the Japanese, said in an interview with Ukrinform: 圧倒的多数の日本人は、ウクライナのことを何も知らないのです。The absolute majority of Japanese people do not know anything about Ukraine (Takashi, 2020).

For a better understanding of the depth of the national stereotypes of two peoples about each other, it was decided to resort to psycholinguistic experiments, the results of which allow to describe the concept, including nationally significant elements, comprehensively. Therefore, a free association experiment among Japanese people aged 20 to 70 was conducted. They were asked about their associations with Ukraine. As long as pandemic restrictions were still active, the experiment was organized as an online questionnaire. 30 people of three age groups participated in the experiment: from 20 to 39 years old; from 40 to 55; over 55. The respondents' level of education was also different - from secondary school to PhD (博士). Each respondent received a questionnaire, an accompanying explanation, and brief instructions how to fill it.

The questionnaire consisted of three parts:

1. An introductory part with a brief explanation of the purpose of the survey and the questions included in the questionnaire.
2. Questions of a demographic nature to obtain information about the respondent's age and level of education.
3. The central part of the questionnaire with a question about the association with the concept-name Ukraine.

The methodology for analysing Ukrainians' perceptions of Japan, as well as the socio-demographic characteristics of the respondents, were the same as in the first survey. A free associative experiment among Ukrainians aged 20 to 70 was provided. The experiment was conducted at the end of 2021, that is, before the start of the full-scale Russian invasion in Ukraine. Hence, its results capture the most typical stereotypes of Japanese people about Ukraine since, at that time, the topic of Ukraine practically has not entered the Japanese-Ukrainian information space. Since the experiment was free, the respondents were not limited in selecting associations for the word stimulus, which could be expressed by any part of speech (if it is a word or several words), any word combination, phrase, or sentence that first came to mind. As a result, the associations of both semantic and phonetic types were obtained.

3. Results

3.1 The Associative Field of the Concept Ukraine According to the Results of an Associative Experiment Among Japanese People

According to the results, some Japanese believed that Ukraine is a part of Russia (here, one can probably see the impact of long-term Russian propaganda, which spreads fake information, and the Soviet past of our country) (Against prejudices and..., 2021). Some Japanese still don't know that Ukraine is somewhere in Europe and also have a stereotypical idea that winters are cold here (perhaps again by association with Russia. After all, Ukrainian winters are not so cold, and the climate, in general, resembles the climate of Hokkaido) (Perception of Ukraine..., 2020). The associative connection "Ukraine – beautiful women" turned out to be typical. Another respondent remembered Shevchenko (not a poet, but a football player). A man of the older generation noted that Ukraine is a country with a high level of crime. Therefore, it is dangerous for tourists. There was also an answer that there is a lot of drinking in Ukraine. Youth representatives mentioned Chernobyl and the war. The results of our research were given in the form of a diagram. In that case, it will look as described at Figure 1. The general conclusion was drawn: The Japanese either have not heard of Ukraine at all or (those who have heard) immediately answer that there are many beautiful women. That is, one can see that the positions of stereotypes are pretty strong.

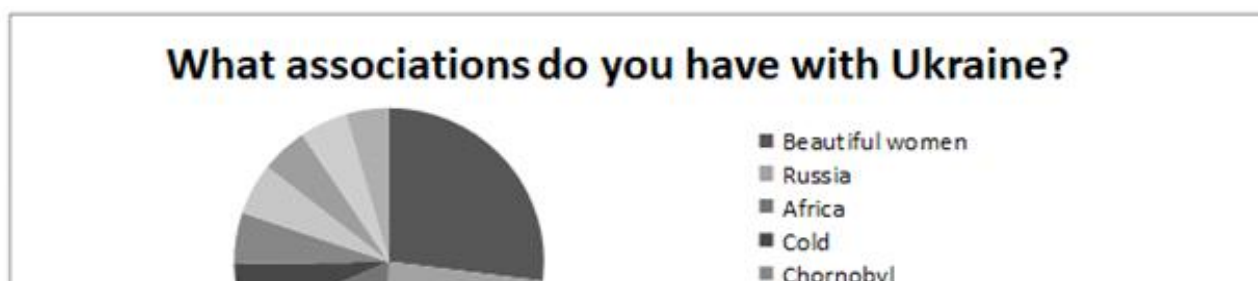


Figure 1. Distribution of Japanese responses to the question “What associations do you have with Ukraine?”

The first thing that catches the eye is the presence of a considerable number of reactions represented by proper names (Russia, Africa, Europe, Uganda, Uruguay, Chernobyl), which is explained by the proper name concept nature of the stimulus word. Indeed, proper names in the mental lexicon are tied by paradigmatic connections, forming associative proper names' networks. In the case of the reactions “Uganda” and “Uruguay”, phonetic proper name associations were observed.

The results of this associative experiment may be interpreted by quantitative and qualitative indicators. By those parameters, associative reactions can be classified as follows:

1. Stereotyped (frequent, regular) reactions, which are based on the automatic actualization of connections based on contiguity or similarity, fixed in the linguistic consciousness of speakers as a result of acquired knowledge.
2. Single (individual, non-standard) reactions, the basis of which is the individual convergence of ideas and concepts by contiguity or similarity, which becomes the cause of new, atypical associative pairs.

According to this classification, it can be admitted that stereotypical reactions to the stimulus word Ukraine are the following lexemes: beautiful women, Russia, Africa, cold, Chernobyl, Revolution of Dignity, war, black soil. The rest of the reaction words are individual. According to the qualitative classification of associations, the latter are usually divided into syntagmatic (associations whose grammatical class differs from the grammatical class of the stimulus word and which express predicative relationships) and paradigmatic (reaction words of the same grammatical class as the stimulus words) (Seo et al., 2022). N.V. Ufymtseva (2011) distinguishes syntagmatic, paradigmatic, thematic, derivational, and phonetic types of reactions. However, it was decided to make the research a little easier and analyze only the first two types. Syntagmatic words-reactions to the stimulus word Ukraine were: cold, dangerous, heavy drinkers. Paradigmatic associations are represented much more widely: Russia, Africa, Europe, Uruguay, Uganda, Chernobyl, black soil, war, beautiful women, Shevchenko, and Revolution of Dignity.

According to another possible classification, associative reactions can be divided into the following groups (Bila, 2017):

1. Hyperonymic reactions (aimed at the search for a generic concept, that is, an attempt to understand and explain to which class the denotation belongs) – country.
2. Synonymous reactions (synonyms and synonymous paraphrases) – 0.
3. Meronymic reactions (indicate either a part of the stimulus or the whole of which the stimulus is a part) – Europe, Chernobyl.
4. Symbolic reactions (typical conceptual structures of another abstract sphere) – black soil.
5. Adjacent reactions (metonymic or metaphorical association with the stimulus word) – beautiful women.
6. Qualitative reactions (indicating the quality, property, and features of the word-stimulus) – cold, dangerous.
7. Causative reactions (indication of the cause-and-effect relationship between the stimulus and the associate) – 0.
8. Phonetic reactions (reactions based on phonetic similarity with the stimulus word, without semantic connection) – Uganda, Uruguay.
9. Individual reactions (caused by the individual experience of the speaker, and therefore primarily incomprehensible to others) – 0.

Thus, a considerable number of these types of associations were not observed at all, which is explained, firstly, by the shallow level of awareness of the Japanese about Ukraine (almost half of the respondents stated in the notes of the questionnaire that they did not know what kind of country it was and where it was situated). As a result, under such circumstances, for example, individual reactions could not appear. And secondly, the lack of other types of responses

(causative, synonymous) is caused by the stimulus word's characteristics because the country's name usually does not have synonyms and does not reflect cause-and-effect relationships with other lexemes. The frequency of phonetic reactions is explained by insufficient awareness of Japanese respondents about Ukraine. By the way, the response of "Africa" seems to be an exciting phenomenon. The authors argue that such an association is built on the phonetic association "Ukraine – Uganda" with the subsequent involvement of the meronymic association from the word-phonetic reaction. A large number of meronymic and qualitative responses can be explained by the fact that the corresponding cognitive mechanisms are more straightforward. Therefore, the respondent's resort to them more often when searching for associations. At the same time, unfortunately, the predominance of qualitative reactions with a negative assessment was noted. And in general, the "general tone" of associations with the stimulus word Ukraine is rather negative (Chornobyl, heavy drinkers, dangerous, cold, war; indirectly, Africa and Uganda reactions can be also regarded as negative, since in the stereotypical image of developed nations countries, Africa is a symbol of poverty, ignorance, and gangsterism). Those language clichés and stereotypes can be also seen as determining a large part of the associations.

3.2 Associative field of the concept Japan according to the results of an associative experiment among Ukrainians

Having analysed the associative field of the concept **ウクライナ** (Ukraine), the image of Japan in Ukraine and the stereotypes associated with it should be examined. First of all, people in Ukraine are aware about Japan; it is merely impossible to meet people who didn't know of this country. But together with a certain (but insufficient) awareness, stereotypes always appear. Thus, the stereotypical perception of Ukrainians about Japan and the associations Ukrainians have with the concept of Japan should be investigated.

Since the experiment was free, respondents were not limited in the choice of associations that could be expressed by any part of speech (if it is a word), any word combination, phrase, or sentence. According to the results of the experiment, an associative field of the concept Japan was revealed, which includes the following most common lexemes:

Samurai, geisha, sakura, bushido, Fujiyama, karate, Akira Kurosawa, Fukushima, sushi, Sony, Toyota, anime.

Of course, many answers in this case also reflect stereotypical images. However, the peculiarity here is that stereotypical images of Japan differ depending on the age of the surveyed respondents. The detailed examination gave following results. Thus, older respondents (over 40) mostly associate Japan with the classic stereotypical realities of sakura, geisha, samurai, Fujiyama, ninja, and yakuza. Some respondents also mentioned karate, judo, sumo, and bushido. In addition to these concepts, some dishes of Japanese cuisine and the names of representatives of Japanese culture were also mentioned. Indeed, Akira Kurosawa's films are well known to the older generation, and Haruki Murakami's books were popular in Ukraine 15 years ago. For example, the older respondents interviewed indicated that they had read the bestseller "A Wild Sheep Chase". Of course, Ukrainians over 40 have also heard about the high quality of Japanese electronic goods and cars. The names of Toyota, Suzuki, Subaru, Toshiba, and Sony brands were common answers as well. The stereotypical concept of the Japanese diet, the Fukushima tragedy, origami, and Japanese shiatsu massage, known in Ukraine and popular at the end of the XX century, were also among the answers. The most typical answers of representatives of the older generation were provided in the diagram (Figure 2).



Figure 2. Distribution of Ukrainian answers to the question "What associations do you have with Japan?"

The answers of the younger generation are somewhat different. Here, there were also standard stereotypical answers such as "samurai, sake, sakura", as well as mentions of Japanese-made goods. Still, instead of the points "Akira Kurosawa, Haruki Murakami, Japanese diet, shiatsu", young people named concepts of modern Japanese pop culture, such as anime, manga, hentai, kawaii, J-pop, J-rock, otaku, Hello Kitty, karaoke. One respondent also mentioned shibari. So, the answers

of young people can be presented in the form of a diagram (Figure 3). Based off the data it can be seen that the distribution of the most typical associations about Japan among young people is approximately the same, which is another feature of the image of Japan among young Ukrainians.

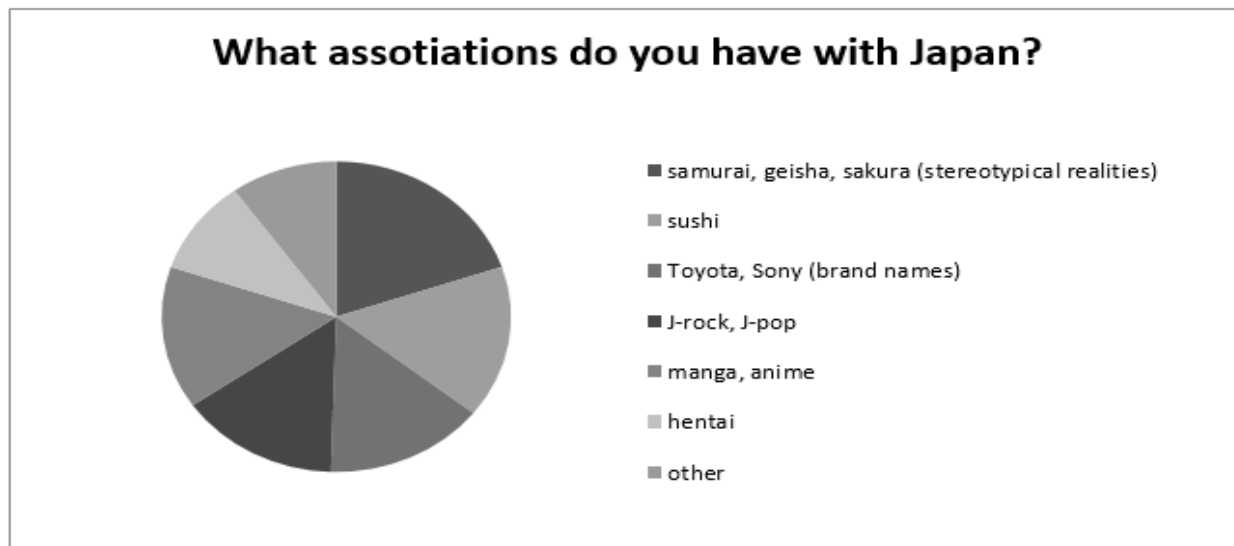


Figure 3. Distribution of answers of young Ukrainians to the question “What associations do you have with Japan?”

In the same way, as during the analysis of the associations of the Japanese with Ukraine, the results of the associative experiment can be interpreted by quantitative and qualitative indicators. According to quantitative parameters, stereotyped (frequent, regular) reactions include samurai, sushi, Fujiyama, Toyota, Sony, sakura, geisha, sumo, and Fukushima; and individual (non-standard) reactions include shibari, otaku, Japanese diet, shiatsu. According to the qualitative classification, only two syntagmatic associations with the stimulus word Japan can be included: distant, exotic. Paradigmatic associations are widely represented: Fujiyama, Fukushima, Hiroshima, Nagasaki, samurai, geisha, sakura, sumo, karate, judo, sake, sushi, Toyota, Toshiba, Sony, Honda, hentai, otaku, kabuki, etc.

The division of associations according to content goes as follows:

1. Hyperonymic reactions – 0.
2. Synonymous reactions – 0.
3. Meronymic reactions – Fujiyama, Fukushima, Hiroshima, Nagasaki.
4. Symbolic reactions – samurai, geisha, sakura.
5. Adjacent reactions – bushido.
6. Qualitative reactions – distant, exotic.
7. Causative reactions – 0.
8. Phonetic reactions – 0.
9. Individual reactions – shibari, shiatsu.

Here, like when analysing associations with Ukraine, no significant number of the types mentioned above of associations was observed. Still, the types of associations that respondents did not mention are different. These differences can be explained by the fact that, in contrast to the unawareness of Japanese respondents about Ukraine, all Ukrainians have an idea about Japan (How to rebrand..., 2021). Accordingly, phonetic associations unrelated to the meaning of the stimulus word were not observed either. Also, due to the great interest in Japan among Ukrainians, one can note the presence of some individual associations, which reflect the personal experience of the respondents or, perhaps, things that have not been tested in practice but are exciting and intriguing for the respondents. There can be made an assumption that the reaction of “shiatsu” indicated personal experience because it was quite possible that the respondent had practiced that type of massage; “shibari” (the technique of artistic tying for sexual pleasure) belonged rather not to the individual experience, but the category of fantasies, because few people in Ukraine practiced that technique. The lack of causative and synonymous reactions, just as during the associative experiment regarding the stimulus word Ukraine, is caused by the characteristics of the stimulus word itself (the stimulus word Japan has no cause-and-effect relationships with other lexemes, and its poetic synonym “Yamato” is unknown outside Japan) (Lyubymova, 2020; Terletska, 2019).

Just as during the previous associative experiment, many meronymic and qualitative reactions were recorded since the corresponding cognitive mechanisms were more straightforward, and therefore the responses were more frequent. As for the general image of Japan among Ukrainians, the image of exoticism and technology prevails, with many clichés and stereotypes. How to overcome Ukrainian stereotypes about Japan? In contrast to Japan, where the main problem is unawareness of Ukraine in general, in Ukraine, the erroneous, stereotypical image of Japan is so deeply rooted that changing it may be an even more difficult task.

4. Discussion

Y. Dzyabko and O. Kvasnytsia (2020) studied the issue of the spread of Ukrainian studies in Japan. She drew attention to the fact that relations between the representatives of Ukraine and Japan began to emerge and develop after the declaration of independence of the former in 1991. The author emphasized that such interaction had a scientific and technical nature. Undoubtedly, this factor is positive, as it expresses the fact that both Ukrainians and Japanese valued the established contact and contributed to its provision. For example, the researcher claims that in 1995, courses on the Ukrainian language were introduced at the University of Tokyo, moreover, three master's theses related to Ukraine were defended. In this context, she noted that the authors of these works were Japanese scientists who spoke Ukrainian and used Ukrainian-language scientific sources for research. At the same time, the researcher focused on the fact that the number of scientific materials about Japan and translations of Japanese works in Ukraine significantly exceeds the amount of information about Ukraine and Ukrainian culture in Japan. The author believes that this factor indicates the need for a broader policy Ukrainian studies on the territory of the latter, both for the dissemination of important data about the prospects of Ukraine and its representatives, and for avoiding the formation of false stereotypes.

In addition, attention was paid to the conclusions reached by L. Lysenko (2020) in her scientific work, which described the geopolitical perceptions of Ukrainians about the Japanese. She admitted that the stereotypical ideas of Ukrainian citizens about Japan and its representatives are "apolitical". The researcher explained this by the fact that to a greater extent they relate to economic and cultural properties. This is expressed in the fact that Japan is associated with technology, inventions, digital machines and electronics in the minds and imaginations of Ukrainians. In addition, she emphasizes that for the citizens of Ukraine, Japan is characterized by a stable national consciousness and observance of traditions due to a rather exotic culture. All this shows that Japan is known for a wide range of Ukrainians, moreover, the perceptions about it are well-founded and true. The author believes that such geopolitical perceptions of the citizens of Ukraine about the Japanese and their country are due to its success and popularity in the international arena, both in economic and scientific contexts.

T. Motsi and J.E. Park (2020) studied this question from a different point of view, as he unfolded the direct process of international management and the influence of national stereotypes on it. In his work, the author did not focus on specific states, but considered the general principles on the basis of which international interaction takes place. The researcher claims that the use of stereotypes about a certain nation during international management can have a negative impact on this process. This is explained by the fact that if there is a wrong idea about a certain state and its representatives, they may be alienated, as well as ignored as business partners. At the same time, the researcher admitted that national stereotypes, if they are correctly interpreted, can play an important and positive role during international cooperation. This is expressed at the possibility of establishing more effective contact between the representatives of the countries, due to their taking into account the interests and characteristic national features of each. Based on this, the author claims that the presence of formed ideas about a certain nation is an important element in the course of its interaction with other countries. At the same time, he emphasizes that it is necessary to pay special attention to the dissemination of true information and consolidation of positive stereotypes.

M. Renov (2021) focused on the Japanese national stereotype, which is adhered to not only by Ukrainians, but also by representatives of America. He draws attention to such traits of the Japanese as hard work and responsibility, which are perfectly combined with patience. This is due to the desire of the Japanese to achieve excellence in various endeavors. Culture and traditions play a special role in the national stereotype of Japan. Although the Japanese strive to adhere to them and pass them on to future generations, they also take into account the achievements of other nations. As a result, Japanese cultural values continue to evolve, taking into account the latest changes in society (Seok et al., 2020; Jeong et al., 2022). In addition, the author believes that Japanese representatives have formed a true stereotype about their discipline and dedication to the work they do.

A similar study was conducted by S. Lyubymova (2020), but she focused on the stereotypes of Ukrainians about the English. She noted that representatives of Great Britain usually prefer a practical and concrete solution to the case, without using abstract approaches. The researcher characterized the properties that are most characteristic of an English businessman in the opinion of Ukrainians. Among them responsibility, discipline, pragmatism, purposefulness can be named. She managed to establish that most Ukrainians have a positive view and are ready to cooperate in joint projects

with British representatives. The author believes that the formation of such a national stereotype about Great Britain was influenced by their cultural features, as well as by the successful historical experience of conducting affairs in the colonies.

O.O. Balyun (2016) studied stereotypes about Ukraine in Hollywood films. In her work, she analysed more than 50 film products and came to the conclusion that, to a greater extent, they form and consolidate negative stereotypes about Ukrainians in the minds of viewers. In particular, she singled out that Ukraine in famous films and television series plays the role of a poor state in which democratic principles are not followed, and basic social institutions, in particular education and culture, are not developed. Based on this, Ukrainians quite often appear in such films as migrants who violate the laws of other countries because they enter them illegally (Hromovchuk, 2018). In addition, Ukraine is quite often compared and identified with Russia, which is definitely unacceptable in real life. The author believes that due to such coverage of the Ukrainian nation in Hollywood films, there is a negative impact on the information security of Ukraine, due to information bookmarks, in the form of stereotypes.

5. Conclusions

Summing up everything that has been said, the following conclusions may be drawn. In Ukraine and Japan, among common people, there is a problem of lack of reliable information about each other, as proved by associative experiment provided among Japanese and Ukrainians. The experiment was free, included respondents of different age groups and educational levels, and its central question was: "What associations do you have with Japan / Ukraine?". According to the experiment results, the associative field of the concept Ukraine among the Japanese was as follows: Russia, Africa, Europe, Uruguay, Uganda, cold, beautiful women, war, dangerous, black soil, Chernobyl, Revolution of Dignity, Shevchenko, heavy drinkers. According to the second experiment's results, the concept Japan's associative field (samurai, geisha, sakura, bushido, Fujiyama, karate, Akira Kurosawa, Fukushima, sushi, Sony, Toyota, anime) was revealed among Ukrainians. In both cases, the reactions were mostly paradigmatic. Still, there were also syntagmatic ones, as well as (in the case of an associative experiment among the Japanese) phonetic ones (which we explain by the lack of awareness of the Japanese about Ukraine); many reactions have a proper name character, which can be explained by the proper name nature of stimulus concepts. Constructed associative fields of concepts make it possible to formulate cultural stereotypes of both peoples about each other. Thus, the main problem in Japan is unawareness of Ukraine or looking at it through Russian propaganda.

This problem can be solved by the appropriate cultural diplomacy policy, which should be developed by the Ministry of Foreign Affairs of Ukraine. And for Ukrainians, who have the opportunity to communicate with the Japanese, it is also essential to convey the truth about Ukraine and, in general, to represent Ukraine with dignity. The problem with the image of Japan in Ukraine is the large number of stereotypes associated with Japan. Various cultural events will help to overcome these stereotypes. However, it is essential to hold them not in the capital, which already has an active cultural life, but in small towns.

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