

## **ETHNIC SOCIAL ATTITUDES AS PHENOMENON OF ETHNIC PSYCHOLOGY (ON AN EXAMPLE OF THE LATVIAN SOCIETY)**

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### **ABSTRACT**

This article is devoted to the study of ethnic stereotypes of Latvian and Russian on relative to each other. In recent years, significantly increased in Latvian Republic ethnic tensions between the titular nation and ethnic minorities, caused by the rhetoric of the authorities in relation to the non-title population. Existence institute "non-citizens" in Latvia, stagnation of the integration questions, the Russophobic policy returnee sphere of Latvia it all creates tension in relations. But the article's author was interested in the deeper forms of relationship at the level of attitudes and ethnic stereotypes. The results of the research shown, that a stronger negative attitude to the representatives of the other group experiences Latvian part of society. In this case schoolchildren experience more negative feelings, than students. This proves that the system education policy in Latvia is not directed foster international feelings towards ethnic minorities. Liquidation policy of Russian education in Latvia only reinforces negative relation to the titular nation of the Russian diaspora representatives. In paper ethnic social attitudes are analysed. The Latvian society is multinational. The problem of ethnic integration is very actual for Latvia. For the purpose of finding-out of readiness of Latvians and Russian of Latvia to mutual integration and findings-out of the reasons braking processes of integration of the Latvian society the given research has been conducted. In article are described as author's techniques of studying of social ethnic social attitudes.

**Keywords:** Ethnic psychology, Ethnos, Social attitude, Multinational society, National relationship.