

social norms and values. These shared assumptions of appropriate behavior are based on the values of a society and are reflected in everything from laws to personal expectations. With regard to nutrition and physical activity, cultural norms could include types of foods consumed, acceptable ranges of body weight, and how much physical activity is incorporated into one's free time. It would be much easier to make healthy choices if those healthy choices are strongly valued within a society.

In both countries the USA and Russia the governments do a lot to promote healthy ways of life and improve food consuming patterns, e.g. in 2007 special recommendations "Nutrition of the Population of the Russian Federation" were formulated as a government policy aimed at maintaining health and increasing life expectancy of the population of Russia through the healthy nutrition and education of the population in the corresponding issues. The USA also tries to ensure that all Americans have access to nutritious foods and opportunities for physical activity, which is one of the principles formulated in government document "Dietary Guidelines for Americans, 2010". New strategies are being developed to reach these goals, such as creation of interactive sites, online education, etc.

Nowadays Russia extensively develops its nutrition culture. I believe to improve the situation with overweight in Russia it is essential to implement such methods as educating online and in the nutrition centers to use individual approach to the people applied, informing the sellers and the food industry people on the possibility of introducing alternative products in the market, attracting government's attention to the issue, using social advertisements, etc. To make progress on this the scholars and practitioners of different spheres should combine their efforts in spreading the patterns of healthy nutrition. They should use every single opportunity to participate in the community life by presenting the information gained, by introducing acceptable price policy, by using the propaganda of physical activity, by issuing government acts, by providing media messages, etc., and sharing the research results to change the patterns of community life into the healthier ones. Such interdisciplinary approach will surely help the people with overweight to find motivation to challenge their life.

## **РОЛЬ СТЕРЕОТИПОВ В СОЗДАНИИ ГЕНДЕРНЫХ ОБРАЗОВ**

### **II ОБРАЗА СЕМЬИ В РОССИЙСКОЙ И АМЕРИКАНСКОЙ РЕКЛАМЕ**

*Белова Юлия Генриховна, к.ф.н., доцент,  
Зайцева Татьяна Александровна, к.ф.н., доцент,  
Родичева Анна Анатольевна, к.ф.н., доцент  
кафедра германской филологии и межкультурной коммуникации  
Череповецкий государственный университет (Россия)*

Понятие стереотипа было предложено У.Липпманом в работе "Общественное мнение" (1922). Под стереотипами он понимал создаваемые культурой образы людей из других групп,