

The role of the Yakut newspaper «Kyym» in the formation of ethnic identity

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Abstract–The article is devoted to the study of the functioning of the ethnic press in the multinational Republic of Sakha (Yakutia), in which representatives of more than 130 nationalities live. In particular, on the basis of the concepts “ethnos” and “ethnic journalism” that have developed in modern science, the role of the Yakut newspaper “Kyym” in the formation of ethnic identity and the preservation of national culture and language is investigated. The role of ethnic journalism is to help an ethnos not only preserve and strengthen national traditions and moral values through culture, but also comprehend its place in the modern world. It also makes it possible for any ethnic group to learn more about other people’s living nearby, their customs and traditions, religion and culture.

The “Kyym” publication we are studying is a Yakut weekly newspaper. The newspaper is published in printed form in the Yakut language and has an online version. The founder of the newspaper “Kyym” is LLC media group “Sitim”. Researchers believe that the predecessor of “Kyym” is undoubtedly the newspaper “Manchaary”, the first issue of which was published on December 28, 1921. Two years later it was decided to make the newspaper periodic and give it the new name “Kyym” (“Spark”). Since 2003, “Kyym” has positioned itself as a “national newspaper”, readers of which are native speakers of the Yakut language, according to approximate estimates there are about 500 thousand of them. In 2013, the circulation of the newspaper “Kyym” reached more than 33 thousand copies, which in itself is a wonderful fact in the ethnic press.

At present, the newspaper is an individual, unique type of ethnic newspaper, in which modern genres of journalistic publications of various problems of the development of society and the purity of Yakut speech

with various lexical norms of the literary language are intertwined. On the pages of the newspaper “Kyym”, all borrowings are written in accordance with the law of the phonetics of the Yakut language, that is, obedience to the rules of the Yakut grammar is observed. In general, the language of the newspaper in a certain sense is a kind of barometer of various trends in language development, since journalism is at the forefront of social development.

The world characterized by migration, transnational networks and global flows creates new conditions for the formation of identity, and the ethnic newspaper Kyym, as the media, promotes the rapprochement, mutual understanding and development of the identity of indigenous peoples.

Keywords–globalization, multi-ethnic region, ethnic group, ethnic journalism, ethnic newspaper, ethnic identity, newspaper genres, foreign vocabulary, borrowing, phonetic adaptation

I. INTRODUCTION

The relevance of the study is explained by the fact that in our century, when everything is rapidly changing and developing, when the era of globalization is approaching, it is very difficult for ethnic groups living in a certain territory to maintain their mentality. Spoken by over a quarter of the world’s population and enhanced by the presence of the Internet, it enjoys an unparalleled dominance in global communication and has affected people’s lives across the globe [1]. In addition, due to the economic expansion and technological revolution, the influence of English language is inevitable [2]. So, it becomes more and more obvious that not a single ethnic group in the

world is able to protect its identity, its ethnic culture. Many people gradually lose the ability to express themselves in their native languages, to solve pressing problems of society in the social, cultural, political and other various spheres of life.

Global processes – political, social, and cultural – criss-cross each other, resulting in a cultural patchwork of identities and belongings. This has major implications for the conditions of identity formation and for its understanding [3]. As a result of the interpenetration of global and local, the globalization process is transforming into regional forms of glocalization, which in ethnic and polyethnic regions takes the form of nation-globalization. One of the manifestations of the desire for such a transformation is the initiative of the elite part of ethnic groups to create ethnic media ... [4]. In particular, in the second half of the 1990s, the appearance of ethnic publications such as “Ilin”, “Dalbar Khotun”, “Orto Doydu” and “Kyyim” began to appear in the Republic of Sakha (Yakutia).

Researchers believe that the predecessor of “Kyyim” is undoubtedly the newspaper “Manchaary”, the first issue of which was published on December 28, 1921. It is important to note that it was on the pages of this newspaper that the first article appeared on the adoption of the autonomy of the Autonomous Soviet Socialist Republic, written by the statesman and classic of the Yakut literature, P.A. Oyunsky. On August 12, 1922, a historical decree of the Council of People's Commissars of the Yakut Autonomous Soviet Socialist Republic was issued on the introduction of the Yakut language in all schools and the pedagogical college "according to the accepted international transcription." According to the transcription of S.A. Novgorodov, the Yakut language was introduced in some districts and uluses (rural districts) in 1920. The representative of the Yakut Autonomous Soviet Socialist Republic under the Presidium of the All-Russian Central Executive Committee M.K. Ammosov in a report to the Central Committee of the RCP (b) “On the work of the Yakutsk regional committee” on April 8, 1924, reported that at that moment in all ulus schools, for three years, instruction had been conducted in the Yakut language. Thus, a significant part of the younger generation was already familiar with the new written language, which facilitated the Yakutization of the region. In 1923, fonts were cast in Petrograd and a new primer “Suruk-bichik” and the magnificent truly encyclopedic book “Aagar Kinige”, created by a team of authors led by S.A. Novgorodov, were published. On November 15, 1923, No. 1 issue of the newspaper “Kyyim” (“Spark”) was released using the same transcription. These facts should be noted as the largest contributions to the culture of the Yakut people [5].

After the collapse of the USSR, there was such a time that the newspaper “Kyyim” was forced to suspend its activities for a while. By decision of the Supreme Council of the Republic in 1991, another newspaper “Sakha Sire” began to be published. The main part of the editorial board from the newspaper “Kyyim”, which was already reorganized then, switched to the weekly newspaper. 12 years have passed. Respecting the

traditions of Yakut journalism, its history the LLC media group “Citim” publishes a newspaper in a new format by the decree of the government dated June 2, 2003. At present, “Kyyim” positions itself as a “national newspaper”. Issue volume is 48 pages. The circulation has reached 33 thousand, which in itself is an amazing fact in the ethnic press. This has been noted more than once in the national press festivals as a phenomenal occurrence. Consequently, the main readership is native speakers of the Yakut language and those reading on it. According to approximate the number of readers estimates, about 500 thousand. Thus, the newspaper (designed for every tenth) covers almost the entire Yakut ethnic population.

The scientific novelty of the work lies in the fact that the specifics of the ethnic newspaper “Kyyim” have not yet been investigated. There is no analysis of the development dynamics of this newspaper, not only in the sociolinguistic, but also in the linguistic proper aspect. Its influence on interethnic relations in the republic and the leading role in preserving the national culture and language has not been studied yet.

The aim of the present study is to identify ethnic genres and publications in the “Kyyim” newspaper, as well as tracking the impact of an ethnic newspaper on the development of literary norms of the Yakut language. It is very important since the media is most complete and, most importantly, it quickly reflects changes in the vocabulary of the language, which in turn have an impact on the culture of the people's speech. That is why, as well as in connection with the sufficiently wide development of the periodical press in the Yakut language, special requirements are formed for the language that serves it, which activates the use of certain language tools and determines the variation of the language, the formation of new vocabulary. Therefore, the task of studying the ethnic press, as well as its linguistic features, is quite urgent.

II.METHODS

The main methods of work are: the sampling method for collecting newspaper material, the method of linguistic analysis, the descriptive method using observation, methods of interpretation, comparison, generalization, as well as the method of quantitative data processing. All methods are a system of research techniques used to establish facts and phenomena of one language and their characteristics at this stage of its development. The source base of the research is the materials of the newspaper “Kyyim” in recent years, the analysis of which allows a deeper understanding of the ethnic-cultural development and social problems of the people.

III.DISCUSSION

The newspaper “Kyyim” has such rubrics of ethnic content as “Sonor”, “Kuluk”, “Itegel”, “Aimakh”, “Ayan”, “Tongue”, “Chagyl”, “Dyylka”, “Dalbar”, “Tymer”, “Chul”, “Kyha”, “Hahsaat”, “Ohye”, “Suruk” and others. For example, the “Sonor” column, where detailed advice from experienced hunters is given, is mainly read by men. Here, stories like ungulate hunting, kuyuur – autumn netting are often

published that are instructive in caring for native nature, instilling hunting skills among young people, reviving the traditional ways of hunting ancestors.

The headings "Kuluk" and "Itegel" are addressed to the traditional pagan beliefs of the Yakuts. In the Yakut beliefs there are the words "anyy", "setteech buoluo." Which in translation means 'sin', that any evil deed is returned to the perpetrator. So, in the "Kuluk" section it appears as a constant reminder that the world around us has not been fully studied, that besides us there are other unknown forces in nature. And in the column "Itegel" are published the teachings of Aiyy, ideas of the soul (kut), interviews with traditional healers – Algyschytes, as well as unusual cases from life, traditions, and customs of the Yakuts. For example, "*Tirah Uibaan biliana turukhtan*" [Let Tireh Uybaan's plans come true] (Kyyim, 03.07.19), "*Sakha iteġelinen khini harayyga tyr bylirgy sier-tuom*" [The ancient ritual of human burial according to the beliefs of the Yakuts], "*Seretii*" [The warning], "*Siri-watu asappatakha*" [If you do not feed the land] (Kyyim, 01.24.19).

Heading "Suruk" [Letter] – letters from readers, mostly people of the older generation who write about their sore problems, about acute social issues. Ethnicity here lies in the fact that many rural people cannot, for example, correctly express their thoughts in Russian in open meetings, meetings with authorized people of the city of Yakutsk. And the newspaper "Kyyim" helps to uncover the essence of various issues, helps to express a person in his/her own language. For example, reader's letters such as "*Oidommot byhyy*" [strange act], "*Aiyy kyotyn*" *туруулasyay*" [Let's protect school "Aiyy"], "*Olyona oruhu tuorur kyrge tuhunan*" [About the bridge over the Lena river], "*Tya nezilieger – bolsomtonu*" [Attention to rural areas], "*Saysary kyol tapselgene booloo suohtaah*" [The lake Saysary should not be trampled] (Kyyim, 31.01.19).

Ethnic-racial identity is a multi-faceted construct that captures many different aspects of how individuals make personal sense of their own ethnicity-race [6, 7]. So, the main ethnic components are also the headings "Ayannyt" and "Aymakh". Here, the topics of publications are devoted to related Turkic peoples, as well as ethnic Sakha, who during the period of autonomy remained outside the republic in neighboring regions like Khabarovsk Territory, Irkutsk Region, Krasnoyarsk Territory, Magadan Region for various geopolitical reasons. For example, publications such as "*Mongolia istiebin muhura suokh billibet duoluttan*" [From the vast unknown expanses of the Mongolian steppes] (Kyyim, 03.07.19), "*Tas sahalar, haidach olorodugut?*" [distant Yakuts, how do you live?] (Kyyim, 03.21.19).

An important role in reflecting issues of national identity was played by the theme of the native language. For example, a number of materials devoted to the day of the Yakut language were published: "*Muus hamsaary gynar?*" [Is the ice starting to move?], "*Namhna – sakhaly becheet tuhunan kepsetii*" [In Namtsy – talk about the Yakut press], "*Ogo toroobut tylynan sahnararygar komolohuoguhn?*"

[Let's help children speak their native language] (Kyyim, 14.03.19), "*Sakhalyy iitillibit ogo siihilex buolar*" [A child. Brought up in the native Yakut spirit becomes successful] (Kyyim, 10.18.18), "*Ogonu sakhalyy iitiehe*" [Let's raise a child according to the Yakut traditions] (Kyyim, 02.21.19), "*Iye tyl ichchilehtik ihillerin tuhugar ...*" [Mother tongue to sound heartfelt] (Kyyim, 03.21.19). So, many publications of the newspaper "Kyyim" are aimed at preserving the native language, culture, traditions of ancestors among young people, in particular in the urban environment.

Ethnicity and language Ethnic group expresses its culture and social identity through language, because language is intimately linked to mental and ideological processes and to the perception of internal and external worlds. Language is a fundamental point of reference by which an ethnic group finds its own identity [8-12]. In this regard, "Kyyim" raises civil society always protects the interests and rights of the people, who are not indifferent to the mother tongue, parents to create as many Yakut classes in city schools and places in kindergartens as possible.

Further, in the newspaper we are studying, newspaper and journalistic genres are developed as interviews, a travel note, a travel essay, and also a problematic article. The development of the genres of Yakut newspapers is primarily associated with social changes. For example, ethnic interviews such as "*Sakha Komyhe: tanaym wonna syanabyt?*" [Yakut gold: level and score] (Kyyim, 02.07.19), "*Tyl saidyytyn Byrabylyanata yleelen erer ...*" [The Department for language development sets to work], "*Augustina Filippova kere eigate*" [The beautiful world of Augustina Philippova] (Kyyim, 03.14.19). Here is a travel note "*Iranianagy "algyschytar"* [Iranian Healers], written on behalf of our compatriot Nikolai Semenov, Kuchaia, who is studying at Tehran University. Here, the author gives the reader an idea that in faraway Iran there is a similar festival of Sade, where they worship fire.

On the pages of the newspaper you can read the problematic article, which examines the current political and ideological problems. Sometimes such articles are debatable in nature. They set forth several points of view on a problem. For example, the article "*Torobyt tyly yoretii: khayatyn talabyt?*" [Learning in your native language: choose which one?] (Kyyim, 02.07.19) poses an acute social problem, in which language to teach Yakut children: in Russian or in Yakut. Of course, good education helps contribute to the development of good human beings, that is why education is a major aspect of any developing society. In attempting to realize an ideal multicultural society intercultural understanding is very important. Although it is hard to be achieved it is not impossible if engaged dialogue can be promoted in classrooms by introducing various perspectives on a controversial issues [13].

According to Tiffany Yip, prejudice and discrimination reinforce identity with an ethnic/racial group [14, 15]. For example, in the article "*Aydaan*

turdy kyrgyystary utary buolbatak, bu – social delby tebiya” [The cause of the scandal is not against the Kyrgyz, it is a social explosion] (Kyym, 03.21.19). Here, the author argues one crime, which led to ethnic hatred. The matter caused a special public resonance precisely because some migrants, citizens of Kyrgyzstan, committed a brazen act. The author collects information from different sectors of the population. Among the respondents there are government officials such as the head of the Republic of Sakha (Yakutia) Aisen Nikolaev, the mayor of Yakutsk, Sardana Avksentievna, deputy of Il Tumen Sulustaana Myraan, deputy Minister of the Ministry of Internal Affairs Konstantin Neustroev, and others. Thus, our society has to constantly search for the optimal interaction of social and individual, of the national diversity and all-Russian fundamental values, traditionalism and the necessity to modernize [16].

New directions of language policy and language planning require that the Yakut language has a developed system of styles, stable norms for the free functioning of the language in all areas of society (culture, education, business, science, etc.) Particular attention is paid to the questions of spelling as the focus of the norms of the written and literary language, the question of spelling words borrowed from the Russian language is being actively discussed [17]. Currently, there is a tendency on the pages of the newspaper “Kyym”, according to which it is clear that the publication is not limited to generally accepted norms of the literary language, but also tries to enrich the vocabulary of the Yakut language.

The newspaper “Kyym”, following the rules of phonetics, adapts foreign words. Basically, economic terms and concepts prevail on the pages of the newspaper, such as *horiuupsuua* ‘коррупция – corruption’, *kampensaessiye* ‘компенсация – compensation’, *kiradyiit* ‘кредит – loan’, *depeciit* ‘дефицит – deficit’ and others. Here, the consonants are replaced: instead of *φ[f]* stands *n[p]*, and instead of *ц[ts]* is put consonant *с[s]*. Also, a lot of borrowings are observed in the field of science, literature, philosophy: *bayet* ‘ноэт – poet’, *literetiire* ‘литература – literature’, *ustuoruuua* ‘история – history’, *belysuyeryue* ‘философия – philosophy’, *uchuobunnyuk* ‘учебник – textbook’, *tabylyyssa* ‘таблицы – table/schedule’.

There are bright adapted words that relate to household vocabulary: *somogonnut* ‘самогонщик – moonshiner’, *byraiiias* ‘проезд – driveway’, *sampilimien* ‘комплимент – compliment’, *santastyastyr* ‘шантажировать – blackmail’, *sirtibe* ‘жертва – victim’. Also, one feature of the newspaper “Kyym” should not be overlooked – it is phonetized names, names of people (proper names). So, the surnames, first names and patronymics of the Yakuts, who penetrated the language even during the spread of Christianity and underwent various transformations in the mouth of the people, are spoken in everyday phonetic form in everyday colloquial speech [5]. For example, *Mahheele* – *Mikhail*, *Saasa* – *Sasha*, *Aramaan* – *Roman*, *Tiitpe* – *Titov*, etc.

It should be said that the study of proper names requires the most in-depth research. Let us dwell on some proper names. *Iti kurduk Biteeliy Bylahaptyyn (Bylastyyyn) selestim* [As we talked with Vitaly Vlasov (Vlas)] (Kyym, 02.21.08). In the text, the name and surname of the rock musician Vitaly Vlasov are phonetized. It should be noted that even historical figures such as Petr Beketov in the newspaper “Kyym” have their own Yakut variants. *Betyryyske Biekatep ereideeh-buruidaah syryylaryn tuhunan kepseene aan doidu ayylybyt 1740-sylttan yla saşalammyt* [Story about the thorny campaigns of Peter Beketov begins with 1740-ies, when the world was created] (Kyym, 02.07.08). Also, the sights of our city do not go unnoticed. For example, Lenin Square and the “Kruzhalo” shopping arcade. *Boruonnya Liennin boluossattyttan adyas chugas olororo* [Pronya lived very close to Lenin Square] (Kyym, 02.14.08). *Aaspyt ikki sylga Press of Baal “Kurugaala” dietether yuutylybyta, “tos” kurduk syanaşa (kiiiri biliet 1 ty.Solk.Takhsa ete)* [The Press of Baal was held in the building “Kruzhalo”, quite an expensive price (entrance ticket cost more than 1 thousand rubles)] (Kyym, 01.17.08) [18].

IV.RESULTS

Journalists perceive foreign words belonging to another tongue in the language of the newspaper as foreign, therefore Russian consonants are replaced by other suitable consonants; stressed vowels are replaced by long vowels and diphthongs; words ending *-ия* [-ia] and *-ие* [-ie] receive the final position of *-ийэ* [iye], and also a combination of two or more consonants is unstable. In a word, the pronunciation of the whole word is brought into line with the norms of Yakut speech, thereby enriching the vocabulary of the Yakut language.

In general, exploring the features of the foreign language of the newspaper “Kyym” for 2005-2008, we reviewed 55 publications. In the studied issues, newspapers counted a total of 43,938 words. Of these there are 6091 foreign words, not including proper names. The predominant percentage of words is occupied by Yakut words (Fig. 1).

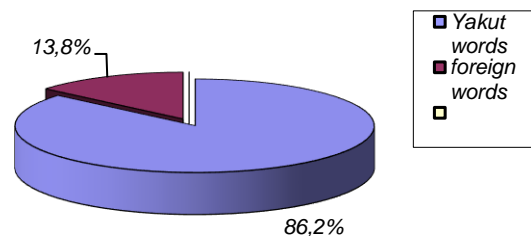


Fig. 1. Features of the foreign language of the newspaper “Kyym” for 2005-2008

Further, examples of foreign words were divided into two groups: adapted (yakutized) and non-adapted words. Out of 6091 foreign words, yakutized vocabulary dominates over-adapted one (Fig. 2).

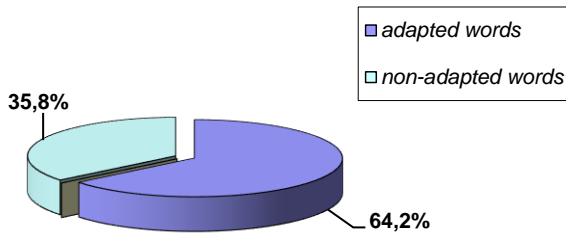


Fig. 2. Indicators of two groups of foreign words

It should be noted that the weekly “Kyym”, in compliance with the yakutized version of the words, began to enjoy the greatest demand among the population. Compliance with the rules, in a number of other factors (content, thematic focus, etc.) becomes a marker of ethnicity, patriotism for the mass consumer. Today “Kyym” is one of the most widely circulated and read editions. Its circulation is 25,489 copies. The slogan of the newspaper: “*Kyym – noruot haryata*”, which means ‘national newspaper’. Therefore, the above position of the newspaper “Kyym” is explained by the fact that the publication is intended for the Yakut people.

V.CONCLUSION

The newspaper “Kyym” is an individual, unique type of ethnic newspaper, in which the modern genres of journalistic publications of various problems of the development of society and the purity of Yakut speech with various lexical norms of the literary language, both borrowed and modified words, are intertwined. On the pages of the newspaper “Kyym”, borrowings are written in accordance with the law of the phonetics of the Yakut language, that is, obedience to the rules of the Yakut grammar is observed. And since loanwords occupy a significant place in the newspaper “Kyym” it may affect in the future in the process of the formation of the literary Yakut language. In general, the language of the newspaper in a certain sense is a kind of barometer of various trends in language development, since journalism is at the forefront of social development. Various changes and processes constantly occur in it, more and more new trends are observed. Lack of terminological vocabulary also leads to abuse of Russianisms, sometimes even to tracing. It seems to us, in order to avoid this extremely adverse event, newspaper journalists adapt foreign words, using them with colloquial coloring.

Thus, we can conclude that the further study of the ethnic newspaper “Kyym” of the indigenous people of Sakha as an instrument of socialization, expression and transmission of ethno-cultural traditions is important, since the publication retains a tendency to study its roots and origins, to be interested in other Turkic peoples, their languages and customs . A world characterized by migration, transnational networks and global flows creates new conditions for the formation of identity, and an ethnic newspaper as a mass media will contribute to the rapprochement, mutual

understanding and development of the identity of indigenous peoples.

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