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CULTURAL-HISTORICAL HERITAGE IN INTERETHNIC RELATIONS IN NORTHERN AZOV SEA AREA (EASTERN NOVOROSSIYA)

This article presents a comprehensive analysis of interethnic relations in Novorossi-ya—a historical and geographical region characterized by diverse ethnocultural traditions and complex dynamics of interethnic interaction. The study employs a multidimensional approach to examine the evolution of the region's ethnic composition, beginning with colonization processes in the 18th century, using historical-genetic and comparative-historical methods of analysis. The authors meticulously trace the transformation of the ethno-demographic structure of the territory under the influence of migration flows, state national policies, and socio-economic changes throughout the imperial, Soviet, and post-Soviet periods. Of particular scholarly significance is the analysis of the consequences of Soviet ethnic policies and post-Soviet transformations, which led to substantial shifts in the ethnic self-identification of the region's population and the nature of interethnic relations. The article develops a typology of ethnic identity issues, mechanisms of stereotyping, and conflict-inducing factors that have intensified in the context of recent geopolitical changes. Using an interdisciplinary approach that integrates methodological principles from ethnology, social psychology, political science, and conflict studies, the authors identify and systematize key risks in interethnic relations. These include: doctrinal conflicts, residual anti-colonial worldviews, stereotypical perceptions of ethnic groups, consequences of demographic transformations caused by mass migration and urbanization. Significant attention is devoted to a critical analysis of state policies toward national minorities and an assessment of the effectiveness of cultural and educational programs aimed at fostering ethnic tolerance and preventing interethnic conflicts. The authors propose a scientifically grounded set of recommendations for harmonizing interethnic relations, encompassing educational, awareness-raising, and integration measures tailored to the region's specificities. The conceptual foundation of these solutions lies in fostering a consolidated national identity while preserving ethnocultural diversity and strengthening social solidarity among different ethnic groups.

Keywords: *Novorossiya, interethnic relations, ethnocultural interaction, ethnic identity, stereotype conflicts, risks of interethnic conflicts*

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For citation: Komar, Y. V., and A. A. Prigarin. 2026. Cultural-Historical Heritage in Interethnic Relations in Northern Azov Sea Area (Eastern Novorossia). *Herald of Anthropology (Vestnik Antropologii)* 2: 152–166.

Funding: The study was supported by the Russian Science Foundation grant No 25-18-01040, <https://rscf.ru/project/25-18-01040/>

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