SUMMARY

The topic of the research: The image of V.V. Putin in English mass medial discourse

The author: Pigaryova Yuliana Pavlovna

Supervisor: Ermolenko G.M., PhD, Associate Professor of the English Language and Professional Communication Chair

The supervising organization: Pyatigorsk State Linguistic University

The topicality of the research lies in growing interest for manipulative nature of mass medial discourse and the necessity of studying the role of mass media in influencing the perception of the picture of the world in general and the images of politicians in particular.

The aim of the research is to study the role of English mass media in creating the image of the Russian president V.V. Putin and ways of creating the image.

Objectives: 1.to characterize mass medial discourse;

2. to define the main functions of mass medial discourse;

3. to define the role of mass medial discourse in creating the image of a modern politician;

4. to explore the basic suggestive techniques used in mass medial discourse for creating "the right" image in the mass consciousness;

5. to assess the role of tropes in realization the manipulative function of mass-medial discourse;

6. to explore and define the basic trope mechanisms used in creating the image of V.V. Putin in the English mass medial texts;

7. to characterize the image of the Russian president created in the English mass media.

Theoretical significance of the research lies in the exploration and classification of

basic mass medial techniques used for creation a portrait of a politician. The results of the research make the further studies of the lexemes functioning in the medial

discourse possible, which is very topical taking into consideration the growing interest of linguists in the mass media language.

Practical significance of the research lies in its interdisciplinary nature. The results of the research may be useful in lexicography, in developing courses of lexicology and stylistics of contemporary English, as well as in theory and practice of cross-cultural communication.

In the result of the research, six dominants of the V.V. Putin's image in English mass medial discourse have been picked out. 67% of the explored evaluation proved out to be negative. In 60% of all cases, metaphor was used as the means to create "the right image" in the readers[1] mind.

Recommendations: The research can be enriched with a wider range of examples that illustrate the results.