

## **Abstract**

Graduation Level of Proficiency Paper (Bachelor's degree, Specialist's degree, Master's degree)

**Subject matter:** Means of objectification of imagery portraits of the leaders of political parties of Spain in the applied aspect (based on Spanish newspapers).

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**Topicality of the research** Nowadays the media has maintained a tremendous influence on the formation of public opinion in various fields. Creating a portrait of political leaders, the mass media forms this or that image, thereby influencing people's opinion about the country's leading politicians.

**Objective of the research:** Identify a figurative portrait of leaders of political parties in Spain Mariano Rajoy & Pablo Iglesias Turrión in the Spanish media. Identify means of evaluation

**Tasks of the research:**

- study the theoretical background;
- collect the necessary material from modern Spanish publicism;
- classify the collected information;
- identify the evaluation vocabulary;
- determine the orientation of the characteristics of these leaders in the press.

**Theoretical significance of the research** lies in the fact that work is a comprehensive approach to the consideration of the process of creating the image of political leaders of the state, and also contributes to the representation of the linguistic mechanisms creating the image of political leaders.

**Practical significance of the research** consists in the possibility of using the obtained results of the research in the teaching of Spanish. Glossary created by us as a draft and based on this study can be used as lexical material in Spanish classes.

**The results of the research:** This work is devoted to analysis of imaginative

portraits of the leaders of political parties of Spain Mariano Rajoy and Pablo Iglesias Turrion. The first Chapter defines General concepts, classification of media, reveals the essence of the concept "evaluation", discusses the properties of the evaluative predicate, and types of assessments. The second Chapter implements the study of image of Mariano Rajoy and Pablo Iglesias Turrion on the material of Spanish media via identifying and describing the examples that contain evaluative vocabulary.

During the research we came to the conclusion that the Spanish press constructs a mainly negative image of the Prime Minister, Mariano Rajoy. The image of politics was influenced by the corruption scandals associated with him and his party that undermined the trust of people of Spain, as well as behavior that does not fit the head of state. The authors of the articles most often resorted to the use of rationalistic teleological estimates. Also were used rationalistic normative assessments, absolute ethical, sensory psychological, and rationalistic utilitarian. The least commonly used evaluations were psychological intellectual. Sensory-savory and absolute aesthetic are absent in the formation of the image of this policy.

Creating the image of Pablo Iglesias were reflected the lexemes and the phraseological features characterize a politician as a valiant, promising politician, a sentimental man who does not look like a leader, a TV presenter who laid the way into big politics via television. In the creation of an imagery portrait of Pablo Iglesias Thurion were reflected such assessments as: psychological emotional (predominant), rationalistic teleological and utilitarian, and absolute ethical. Less often the authors of articles resorted to the use of rationalistic utilitarian and absolute ethical assessments. Rationalistic normative, sensory-savory and absolute aesthetic were completely absent. As a result of the research, we developed a glossary that includes 71 lexical units (nouns, verbs, adjectives), each of which carries a certain evaluation. These lexical units were divided into 3 groups: neutral assessment, positive assessment, negative assessment. All lexemes of the glossary are accompanied by a translation into Russian, as well as interpretation in Spanish.

### **Recommendations:**

In this degree work we analyzed the articles of Spanish publicism in order to reveal an imagery portrait of Mariano Rajoy and Pablo Iglesias Turrion. We also created

a glossary that includes the lexical units identified in the course of this study, which can be used as lexical material in Spanish classes in high school.