

## ABSTRACT

**Subject matter of the dissertation:** An imaginary portrait of Cristina Fernández de Kirchner (based on Spanish newspapers)

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**Topicality of the research:** In recent years the role of the media in public life has increased significantly, today it is the strongest way of formation of public opinion.

The image of a person, who quite in the recent past was the head of the state, created by the media, firstly, is an important indicator of the social processes that take place within the country for the rest of the world. Secondly, by forming an image, Mass Media fix their vision on one or other aspect of public life in the minds of citizens and have the opportunity to control public opinion. The study of political leader image provides an opportunity to learn the foregoing factors, which causes the relevance of the theme of this study.

**Objective:** analysis of language assessment tools, by means of which the Argentine press makes a characteristic of the former President of the Republic

### **Tasks:**

- To determine the nature and mechanisms of evaluation;
- To familiarize with the approaches to the problem of determining the value of evaluation of predicates developed by various linguistic schools;
- To identify and classify linguistic means in terms of their role in the formation of evaluation granted to Cristina Kirchner by the Argentine newspapers;
- To analyze the imaginary portrait of Cristina Kirchner in the Argentine press based on the identified linguistic means.

### **Theoretical and practical significance of the research:**

**The theoretical importance of research** lies in the fact that this work is a comprehensive approach to dealing with the process of creating the image of a political leader of the state, as well as contributes to the understanding of language mechanisms creating an image of the President.

**The practical significance** lies in the possibility of using the results of the study and illustrative material in theoretical courses in stylistics, as well as in various fields of teaching Spanish.

**Results of the research:** Evaluation is an integral part of the cognitive process, closely linked to practical human activity. Traditionally, they distinguish the following estimation components: subject, object, the basis and nature of the estimation. It should also be borne in mind that the dependence of the estimate from the speech of the author is very strong. Estimated value in connection with the speaking subject is multifaceted - it expresses a completely different tastes of different people, in addition, in the inner world of each individual subject's

assessment of speaking absolutely motivated by different reasons, which leads to conflict estimation. To interpret the estimated predicates it requires simultaneous consideration of various information related to the text. The formation of the image of the President Cristina Fernandez de Kirchner is influenced by cases estimation focused on her professional qualities as a politician; evaluation focused on the characteristics of appearance. Author's estimate may be expressed explicitly or implicitly. Thematically, these blocks can be identified that influence:

1) a description of the professional qualities of Christina de Kirchner as president, "aggressive", "discipline", "Command", "control", "unreasonable rule," "pragmatism", "corruption".

2) a description of the external characteristics of "femininity", "self-glorification", "flirting", "hypocrisy".

To create an image of Cristina Fernandez de Kirchner, besides the estimated lexicon and vocabulary specific thematic focus of the expressive means of the language used. The most frequently used of these is the metaphor. examples of the use of epithets are also present, comparison, paradox, metonymy, irony, hyperbole. With their help, the authors of the articles achieve greater visibility and clarity in the presentation of information, it is possible to attract the attention of readers unusual transfer from one sphere to another, increasing the expressiveness of the language and imagery. According to the results of the study we can conclude that the negative assessment provided Cristina Fernandez de Kirchner, prevails over the positive one. Negative traits in the Argentine press called aggressiveness in relation to competitors, unbalanced and unrestrained character, authoritarian manners, hypocrisy, irrationality and lack of foresight in government, corruption. A positive evaluation is formed by emphasizing such features Cristina Kirchner as a healthy pragmatism, ability to persuade, strength of character, well thought-out actions in accordance with the situation.

**Recommendations:** In this final qualifying work we have made a modest attempt to analyze linguistic means by which the Argentine press generates the image of Cristina Fernandez de Kirchner. We hope that the results could be useful in the further study of the problem of the formation of a imaginary portrait of politicians in the press and in the teaching of Spanish language and culture. By the prospects of further areas of research we refer studies in the field of gender aspects of leadership issues, as well as a comparative analysis of the study materials on issues of domestic and foreign newspaper articles.