

## ABSTRACT

**Linguistic features of media texts creating the image of Russia and translation of these texts into Russian (based on German and American mass media)**

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The first chapter summarizes research pertaining to theoretical material on the stylistic and linguistic specifics of German and American journalistic texts and examines lexical and syntactic features in the graphic design of media texts.

Articles dealing with Russia collected from online publications of German press (Spiegel, Zeit, Die Welt) and American press (New York Times, Washington Post, USA Today) served as the material for the second and third chapters, the practical part of the paper. The analysis showed that the overwhelming majority of articles in February 2018 from all publications was listed under the Politics subsection. This demonstrates the particular attention that German journalists give Russia's actions in terms of politics. It is worth mentioning that the emotional effect on the reader and the process of creating a specific image (of Russia) begins with the title, which may contain various linguistic tools. Many different means are used in the text of the articles to create a striking image: metaphors, paraphrases, epithets, repetitions, parallelism and others. Based on the analysis, we can conclude that the majority of these tools work to create a negative image of Russia as an aggressive, but simultaneously economically weak country. Likewise, the Russian president is presented as authoritative and striving for absolute power. There is often a mixture of lexical tokens from different styles, which only strengthens the emotional impact. Thus, various means are used in forming the image of Russia, thanks to which the maximum effect on readers is achieved.