

ABSTRACT

Subjectmatter:«Evaluativelexis used in the formation of Russia'simage in the English-language media. Semantic characteristics and strategies of translation into the Russian language»

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Research relevance: the formation of Russia'simage through the media is of considerable interest to the scientific community, as it can be evidenced by the emergence of a significant number of articles, conferences, round tables and other forums to discuss this topic.

Purpose:to study the evaluativelexis used to form Russia's image in the English-language media drawing on the example of the Internet news of the American news service CNN, and the possibility of its translation into Russian.

Tasks:to consider the features of the journalistic text, including media text; to determine the role of the English-language media in the formation of Russia's image; to identify the evaluativelexis, which forms the image of Russia in CNNarticles; to identify the metaphors used in CNNarticles; to consider possible methods of translation of the evaluativelexis and metaphors into the Russian language.

Theoretical and practical significance:Theoretical significance is conditioned by the fact that it contributes to the increment of scientific knowledge in the field of linguistics; it studies the linguistic features of English and Russian publicistic texts, including from the point of view of the genre. Practical significance of the study lies in the fact that its main theoretical positions, conclusions and results can be used in the courses ofpolitical linguistics and intercultural communication, lexicology, modern translation theory.

Results of the research:the corpus of evaluativelexical units and metaphors used in the English-language media in the formation of Russia's image can be divided into such frames as: Russian foreign policy, domestic policy, the image of the leader V.V. Putin. There are more lexical units with negative connotation than positive onewhich are used by the authors in the articles. Translation strategies for evaluativelexis include: the choice of equivalent, transformations (modulation, transcoding, generalization, etc.), complexmethods, including the use of two or more ways of translation (e.g., generalization and omission); for metaphors: demetaphorization, loan translation, the choice of equivalent,remetaphorization.

Recommendations:the prospects of the study include the study of images of other countries in the English and Russian-language media.