

ABSTRACT

Title: Image of the Chancellor of Germany in German press (linguistic and translation aspects).

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The **object** of the study is the publications in the German media devoted to the Chancellor of Germany Angela Merkel.

The **basis** of the study are the articles published in German publications Die Welt, Der Tagesspiegel and Frankfurter Allgemeine Zeitung at the end of 2016 - beginning of 2017.

The **purpose** of this study is to identify linguistic features of German press texts that were used to create the image of Angela Merkel.

In order to achieve the goals following **tasks** were set and fulfilled:

- to define the sections of German newspapers and magazines, in which the articles about Angela Merkel appear the most frequently;
- to examine the titles of publications that are devoted to the Chancellor, and highlight the main range of topics in the publications given;
- to highlight the key linguistic means used in creating the image of the Chancellor;
- to fulfil pre-translational analysis and translation of the articles on Angela Merkel published in German journals;
- to organize information received, to draw conclusions.

In the **first part** of the qualification work we consider issues on the theory of journalistic style, the language of media, in particular, German media, the problem of manipulation of public opinion by the media.

In the **second part** we carry out linguistic analysis of the titles of publications devoted to the Chancellor of Germany and her politics and the publications themselves, we distinguish the language features that create the image of the Chancellor of Germany in German press, and we also provide specific examples of translation solutions used for the transfer of image presented in original text.