LINGUISTICS

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Model properties of the text (on the basis of political image texts of Buryatia)

It is considered the research of model properties of political image texts on materials of publications in mass media of the Republic of Buryatia. Detection of model properties of the political image text acts as an objective of this research. In work the hypothesis of existence of some model of the political image text is made. Novelty of work is that the semiotics principle of the analysis of the text of V.Y. Propp is applied to research of political image texts, in other words, "constant" and "variable" sizes as a part of image texts are allocated. As a result of research authors come to the following conclusions. The political image text – the text type constructed on a certain model having "constant" and "variable" sizes in the structure: invariant size is installation on creation of a positive image someone or something through a direct positive modality and a set of obligatory components, the way of realization of this function is variable.

<u>Key words</u>: image text, political image text, image article, image interview, "constants" and "variables" values, signs of the image text.

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