

## PHILOLOGY

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### **Language means of creating the negative assessment of the implications of globalization in the English language media**

The article is devoted to the analysis of the language means of creating the negative assessment of the phenomenon of globalization in the English language media. It made possible to reveal a highly critical attitude to the results of globalization, which is achieved through a comprehensive use of expressive language means. It includes the use of words and word combinations with evaluative meaning and negative connotation, an extensive use of metaphors and similes. A special effect is created by an implicit way of conveying the information as well as the refutation of euphemisms. Such devices as irony, contrast, allusion, periphrasis serve as the source of implication which strongly contributes to creating the negative assessment of the phenomenon of globalization.

Key words: globalization, negative assessment, negative connotation, implicit, euphemism, irony, contrast, allusion

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