PHILOLOGY

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Contrast of auto-images of America in election debates of D. Trump and J. Biden

It is conducted the comparative analysis of the US auto-images in the election speeches of D. Trump and his political opponent J. Biden. The authors claim that the image of the state, created in the political media discourse for the implementation of specific propaganda and ideological tasks, has enormous manipulative capabilities. It is illustrated through the description of linguistic means used for creating a positive image of the US by D. Trump for the purpose of self-presentation, on the one hand, and for creating a negative image of this country exposing D. Trump's anti-American policy by J. Biden, on the other.

Key words: image of state, political modalization, manipulation, self-presentation, discreditation.

October 21, 2021