PHILOLOGY

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Ambivalence of the image of America in D. Trump's discourse

The paper presents a comparative analysis of the auto-images of the United States in the political discourse of D. Trump during his participation in the election campaign for the presidency of the United States as a representative of the opposition (2016) and during the period when D. Trump was the current president and ran for a second term (2020). The author claims that a politician can use contrasting images of one country both for discrediting opponents and for self-presentation. Different linguistic means used for the creation of these images are described.

Key words: image of the state, political discourse, political modernization, contrast.