

## PHILOLOGY

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### **The image of the state as a means of political modalization in presidential and opposition discourse (based on the material of the election speeches of J. Carter and R. Reagan)**

This study substantiates the position about the image of the state as a modal object, which receives a contrasting representation in the discourse of the incumbent president, who creates the image of a prosperous state under him, and his political opponents, who seek to win the election campaign and emphasize all economic and social problems in the country. The use of the image of the state as a means of political modalization has a long tradition, but it has not served as an object of special research on the material of the political discourse of the XXth century. The author of this article focuses on the linguistic means of creating two contrasting auto-images of the United States in the election discourses of President J. Carter and his opponent R. Reagan.

**Key words:** image of the state, presidential discourse, political modalization, contrast.

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