

PHLOLOGY

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Representation of the image of Russia in the 2024 American presidential election campaign

The article considers the means of verbalization of the conceptual, figurative, evaluative and associative components of the image of Russia created in the speeches of candidates for the presidency of the United States. The dominant features of this image are established: aggressiveness, striving for world domination, corruption, dishonesty, xenophobia, and a potential partner. The purpose of creating this image in the speeches of representatives of the Democratic and Republican parties is revealed.

Key words electoral discourse, political modalization, imagology, image of the state, ideologeme, metaphor, evaluation.

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