

LINGUISTICS
(specialty 10.02.04)

Volgina E.A. On the role of stylistic devices in the formation of Russian image in English-speaking mass media

In the article we investigate some stylistic resources used by the western journalism for forming an image of Russia and its evaluation abroad. The articles from quality journals and newspapers such as Executive Intelligence review, Economist, the New York Times were subjected to analysis. The main plot of the journalistic compositions of the beginning of the 21st century is the political-economic situation, the home affairs of the country, reforms, and the leading figures in politics and economics. The investigation of stylistics of modern journalistic texts shows that various devices are used, namely objection under the pretext of agreement, opposition of “seeming” and “true” reality, “magic” of words and others. The role of stylistic resources used by modern western mass media is great. The thematic no limitation of the questions under discussion defines the width and variety, heterogeneity of stylistic means, the use of emotionally colored vocabulary, neutral and expressive means, verbal collocations and metaphorical expressions, epithets, repetitions, antithesis, insertions and others. The topicality of the subjects discussed makes the journalists be in search for the ways of expressing their position which contribute to the skillfully veiled impact on the mass consciousness.

Key words: role, English-speaking, stylistic, means, image, function, formation, positive, negative, impact, expressive, evaluation, evaluative.

***Southern federal
university***

August, 27, 2012
