

PHILOLOGY

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Dynamics of metaphoric component of image-concept of Russia in British media discourse in XX-XXI centuries

Images-concepts of states as special mental models are mostly created in the political media discourse, which has a powerful pervasive potential. In different periods of history, the image-concept of the same state can be completely different: in the period of deterioration of international relations it becomes sharply negative, in the period of their normalization – neutral or positive. The most important role in creating the image of the state belongs to metaphors, which are the result of creative activity of journalists. It is metaphors that contribute to the transformation of the image of the same state in different historical periods under the influence of a new ideological order, which determines the relevance of studying the dynamics of their change. The purpose of this article is to analyze the metaphors involved in creating the image-concept of Russia in the British media discourse, at crucial moments in our country's history: in the period after the revolution of 1917 to the end of the civil war (1917-1922), the collapse of the Soviet Union (1991-1993) and in the modern period (2013-2019). This analysis allows to get an idea of the transformation of the image of Russia in the discourse under consideration.

Key words: imagology, image-concept of the state, image of Russia, metaphor, political modalization, British media discourse, dynamics of verbalization.

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