

PHILOLOGY

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Means of evaluation in British-American political media discourse (on the material of Twitter news reports)

It is considered the peculiarities of the implementation of ideological modality in news publications of the leading British and U.S. media on the social network Twitter. It is noted that the presence of an evaluative component is an essential feature of the news messages of the leading American and British news agencies published on Twitter. Ideological modality in Twitter news is expressed by the use of such linguistic means as words and phrases with positive or negative connotative meaning, ideological-modal vocabulary, stylistic means of expression and syntactic construction of phrases. The conclusion is made that ideological modality not only helps to express the opinion and attitude of the author of the publication to the event described, but also to influence the reader by hidden imposition of the system of values corresponding to the political course.

Key words: political media discourse, news message, evaluation, ideological modality, connotation, impact.

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