

## PHILOLOGY

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### **Functions of media evaluative lexis in modern English**

The desire to covertly influence the addressee is a characteristic feature of media texts; to achieve this goal, publishing houses resort to various methods of manipulating and distorting information, including the use of evaluative vocabulary with a positive and negative sign, ideological-modal vocabulary. The use of evaluative vocabulary presented in modern media is focused on the ideological views of the reader and the political orientation of the publication.

**Key words:** vocabulary, evaluative vocabulary, mass media, reader, function.

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