

PHILOLOGY

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Mediatext as a space for functioning evaluative lexis

The characteristic features of media texts are considered, such as the desire to covertly influence and the techniques used by publications, including the use of evaluative vocabulary with positive and negative semantics. The article examines the textual component of the media text, the distinctive feature of which is that the use of linguistic units in the media is often subjectivized. Thus, language becomes one of the binders in the chain of influence. Therefore, we can talk about language manipulation - when covering events, the language is designed in the form that is necessary to fulfill the set goals.

Key words: text, mediatext, media space, lexis, evaluative lexis.

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