

PHILOLOGY

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Media image as a means of forming ethnostereotypes in the English-speaking political media discourse

The role of media images in the formation of ethnostereotypes in the English-speaking political media discourse is considered. The dominant features of the media images of ethnic groups created in the English-language media discourse and contributing to the formation of ethnostereotypes are described. As a result of the identification of constituent concepts included in the conceptual space of media images of Germans, French and Israelis, the spectrum of these ethnostereotypes has been established. Among the most significant are the guilt complex and the pacifism of the Germans caused by it, their commitment to economy and order, the pessimism of the French and their tendency to protest, the militancy, cruelty and patriotism of the Israelis.

Key words: imagology, media image, media discourse, political modalization, ethnostereotype, concept.

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