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**Аннотация**

к выпускной квалификационной работе

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На тему: Языковые средства создания политического имиджа Хиллари Клинтон

**Key words**: *political image, the image-making theory, expressive means, stylistic devices, conceptual metaphor.*

The present paper is devoted to the image-making theory and language means of creating the political image of Hillary Clinton.

**The structure** of the paper consists of Introduction, two theoretical chapters and a practical chapter, Conclusion, Bibliography and Appendix. In Chapter I the peculiarities of the newspaper style and the publicist style are tackled at length. Chapter II deals with the image-making theory. Here the basic types of images and their role in the image-making process of a politician are presented. Chapter III deals with the analysis of nine political newspaper articles devoted to the presidential campaign of Hillary Clinton, in particular with the analysis of language means which are used to create the political image of Hillary Clinton. Conclusion sums up the results of the research.

**The relevance** of the paper consists in the importance of the image-making theory in today’s world, especially in the run-up to the 2016 US presidential election.

**The subject** of the paper is the image-making theory and the political image of the US candidate for presidency Hillary Clinton. **The object** of the research is language means of creating the political image of Hillary Clinton. **The aim** of the research is to figure out how Hillary Clinton is presented in the press and what language means are used by mass media to create her image.

**The methods** of the research are linguostylistic analysis, linguistic interpretation and elements of cognitive analysis.

**The results** of the research show utterly different images of Hillary Clinton. Hillary Clinton is presented in the press as a strong leader and as a strong candidate for presidency. By the use of different language means and stylistic devices the authors of the articles that have been analyzed create the following images of Hillary Clinton: a commander-in-chief, a diplomat, a sportswoman, a player and a fighter. Those language means and stylistic devices are idioms, evaluative lexis, trite metaphors, epithets, metonymy, neologisms, allusions, conceptual metaphors, stylistic inversion, repetition, gradation and antithesis.

The crucial role of creating a political image is played by mass media as one of the main means of manipulating and shaping the public opinion.

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