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**Аннотация**

к выпускной квалификационной работе

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на тему: “Representation of Author’s Ideology on the Material of English publicist literature”

The qualification paper entitled “Representation of Author’s Ideology on the Material of English publicist literature” aims at showing, how a specific choice of linguistic means, used by an author of a publicist work, discloses his political views and how it affects readers. It also focuses on highlighting the key role of these means, related to persuasive strategies and argumentative appeals.

The paper begins with a brief overview on the history of English publicist literature. The purpose of this chapter is to show the most important periods, events and individuals, which contributed to the development of publicist literature in the UK until now.

The second chapter is devoted to discourse analysis, which is used to identify the most influential linguistic means, related to persuasion and creation of cognitive images. Several prominent figures in linguistics, that made the largest contribution into the subject, were mentioned. This chapter ends with a detailed view of Van Dijk’s discourse analysis. This approach is mainly used in the second part of the paper devoted to the analyses of editorials.

The third chapter covers the topic of ideology and its relations with discourse. Different views on ideology itself, as well as its discourse manifestations, are discussed as a result of mixture of linguistic and extralinguistic factors.

The fourth chapter shows, how discourse analysis is applied while dealing with publicist texts, which are bearers of a certain ideological material. Several common types of argumentative strategies, as well as means of imagery, are mentioned as playing an important role in achieving persuasion.

The second part of the work shows how the previous material is applied to analysis. The editorials from The Daily Telegraph and The Guardian newspapers, which are bright examples of representatives from polar ideological groups, - Conservatives and Liberals, and which cover the same two issues, - Immigration and the Referendum, - are used as the research material. This analysis shows how the political clash between the two opposing political forces is expressed on the pages of these editorials, and that the chosen metaphorical constructions, words, phrases and their connotative meaning are used for creation of connotative images which affect the readers’ minds.

The conclusion sums up the results of the research and the goals achieved in its course, which are to show, how linguistic means influence the form and the power of persuasion in this or that publicist work. The British press is depicted as a relevant source for such researches, and discourse analysis is a suitable method for the research.

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