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**Аннотация**

к выпускной квалификационной работе

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на тему: «Оценочные стратегии в англоязычном политическом медиа дискурсе»

*Keywords: evaluation, mass-media discourse, political media discourse, the appraisal theory, attitude, engagement, amplification, imagery*

The present graduation paper focuses on the study of evaluation in political media discourse and consists of an introduction, three theoretical chapters devoted to the notions of mass-media discourse, political media discourse, evaluation and the appraisal theory; a chapter with the data analysis, a conclusion and a list of references. The topicality of the research is determined by the ever-growing role of the mass-media in people’s life. Journalists provide their personal assessment of events, and this subjective assessment shapes the general audience’s perception of the events. This evaluative potential proves to acquire special significance in the run-up to the elections as it may affect voters’ preferences and the outcome of the ballot. That is why the study of the language used for evaluation purposes comes of particular interest.

The subject of the study is evaluation and various forms and ways of evaluating phenomena. The object of the study is opinion articles on political issues, namely the articles covering election campaigns in the USA, the UK, etc.

The objective of the research is to analyze the language units which journalists use to express evaluation and to single out the most frequent ones. The analysis of the authentic material is based on the appraisal theory developed by J.R. Martin, D.Rose and P.R.R.White in their books “*Working with discourse” (2007)* and *“The language of evaluation: Appraisal in English*” (2005). The linguistic research relies on stylistic analysis methods. The analysis reveals that journalists resort to various language categories to express their attitude towards a phenomenon, to amplify some points, etc. The analysis also shows that the most frequent ways of expressing evaluation are the usage of figurative and attitudinal language.

The results of the practical research can contribute to the better understanding of the effect that evaluative language can have, especially in the political context. Illustrative examples reveal that a wide range of language units can be employed by journalists in order to express evaluation and, thus, to shape their readers’ opinion about various socially relevant topics.

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Согласовано:

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