

Ministry of Education and Science of Ukraine
Taras Shevchenko National University of Kyiv
Educational and Scientific Institute of Philology
Department of English Philology and Intercultural Communication

**VERBAL AND NON-VERBAL COMPONENTS
IN EXPRESSING EMOTIONS (GREAT BRITAIN VS USA)**

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Roman Savka

Supervised by:
PhD., Vira Volodymyrivna Orlova

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INTRODUCTION

Emotion as a measure of all things is in the center of attention of the anthropocentric paradigm of modern linguistics. It is common for any individual to both experience and express emotions in speech. Emotional factors are a component of the picture of the world that develops in the mind of the subject – the native speaker. Emotionality is a kind of filter through which information passes. An integral part of speech behavior is the expression of an emotional state, which contributes to the disclosure of human essence. Emotions can be expressed both by linguistic and paralinguistic means. The optimal forms of emotion representation and the content of speech acts are predetermined by the purpose and components of the communicative situation. Language, of course, is the most important means for the exchange of information. But, nevertheless, in the conditions of a specific speech act, non-linguistic means are also used to achieve a greater effect when expressing emotions. In this regard, the study of the emotional sphere of the speaker relies on both verbal and non-verbal means of communication, and, first of all, facial expressions, gestures, posture, which are the main elements of the kinesic complex.

The study of emotions only within the framework of linguistics does not allow a comprehensive disclosure of the essence of the emotive sphere of the speaker. Emotion is a complex phenomenon, and therefore it is advisable to apply an integrated approach to the study of emotionally colored speech, which involves the study of the emotive component in the framework of linguistics, paralinguistics, and discursive analysis, which provide a comprehensive analysis of linguistic and non-linguistic means of representing emotions. In modern linguistic science, scientists studying the emotional behavior of speakers are primarily interested in the verbalization of emotions.

The study of linguistic (prosodic, lexical, syntactic) means of conveying the emotional state of the speaker, as well as the emotional impact on the addressee, are the main directions in modern research on emotions. All processes occurring in the human mind and activities controlled by consciousness are influenced by emotions.

In this regard, emotions affect the process of speech construction as one of the types of such activities. It should be noted that the impact on activity can proceed in two different ways. In the first case, as a result of the influence of emotions, the individual's behavior becomes unpredictable and may go beyond social norms. Such an influence can be called disorganizing, that is, the action loses its purposefulness, there is a “paralysis” of consciousness. In the second method of influence, a stimulating function is attributed to emotions, as a result of which a person is able to solve tasks that were previously impossible for him, his reaction is accelerated, he feels a “rush of strength”.

There is no doubt that the actions and thoughts of a person when he is ashamed or frightened are different from his thoughts and actions when he is irritated or angry. In modern studies, the opinion is often expressed that language is a universal means of communication, while non-linguistic means are assigned a secondary role, i.e. they are considered to be completely dependent on verbal signs and, when used in isolation, cause difficulties in understanding. However, linguistic and paralinguistic means are interconnected and interdependent, since even information expressed by linguistic means, without taking into account non-linguistic means, may be incorrectly recognized or not recognized at all. Since non-verbal means of communication are an indispensable part of communication, they are also reflected in the language of fiction, namely, in the description of those elements of the kinesic system that are descriptors of live colloquial speech. Using the means of verbalization, the author of a text fixes attention on the most significant features of the non-verbal.

The current perfection of information and communication technologies has led to a significant increase in the body of texts in mass communication. On the basis of the appearance of people who are seen in different parts of the planet, rich in what is framed by these images and interpretations, one can speak about the formation of an informational picture of the world, which reflects the national and cultural features of the nonverbal system. Through the prism of an individual worldview, the new discourse actively reflects the current day, including psychological, sociocultural,

emotional, expressive and other factors, conveying all the complexity of today's experiences between people and the world.

The conduct of large-scale election campaigns, the growth of the role of politics, the personal oratory of American and British politicians, and the modern look served as important basis for the foundation of the front-line discourse in the field of historical jokes. Irresponsible officials, who call on the interest of science scientists to achieve the actualization of various aspects of the life of the country, the importance of the political body for the nation and the charisma of the politicians themselves as special features. It is noteworthy that the period of advancing campaigns of political fighters is favorable to the nutrition of the economy, acting for additional verbal and non-verbal benefits to achieve the goals set. Naturally, the candidates attach a lot of respect to the connection with the elections, and, in turn, to the structural and semantic content of the promotional campaigns. Taking advantage of their power, politicians victoriously misrepresent some parts of their experience, actively make up myths about the national idea, unity, elitism of the nation, propagandize images of decisive leaders, appeal to worn-out democratic values.

The study of various parameters in the discourse related to the numerical practice of foreign and domestic scientists, N. D. Arutyunova, J. Blomaert, T. A. van Dyck, M. V. Ilina, M. L. Makarova, G. G. Pocheptsova, Sh. T. Safarova, K. S. Serazhim. The specificity of the political discourse, including the forefront of the fight foreshortening, is revealed in the investigations of R. M. Blakar, Ć. V. Bogatirova, E. V. Budaeva, T. M. Vashchuk, T. A. van Dijk, Yu. Denisyuk, M. P. Delai, O. I. Sheigal and other scientists. The symbiosis of verbal and non-verbal means is primed in the works of O. E. Anisimova, L. S. Bolshakova, L. L. Makaruk, L. I. Taranenko.

Definition of the research aim and objectives. To analyze verbal and non-verbal components of expressing emotions in British and American English texts.

The main **objectives:**

1. To characterize emotionality in the context of the modern linguistic paradigm and its components in the text.

2. To determine linguistic classification and the notion of means of expressing emotions.

3. To describe verbal and non-verbal components of expressing emotions in television discourse.

4. To analyze verbal components of expressing emotions in British and American English texts.

5. To analyze non-verbal components of expressing emotions in British and American English texts.

Identification of the investigation subject – is emotions in British and American English texts.

Object of the research – verbal and non-verbal components in British and American English texts in the television discourse.

Outline of the methods used in the research: classification method; method of continuous sampling of language material; descriptive method.

Theoretical and practical value of the research. Its results can be used in school and university linguistic courses to characterize the functioning of verbal and non-verbal components in expressing emotions; in linguistic courses on word formation, lexicology, and tendencies in the development of English, lessons in stylistics and translation theory.

Brief outline of the research paper structure. It consists of the following sections: introduction, three chapters, conclusions, list of reference sources.

CHAPTER 1

THEORETICAL ASPECTS OF THE STUDY OF VERBAL AND NON- VERBAL COMPONENTS IN LINGUISTICS

1.1. **Emotionality in the context of modern linguistic paradigm and its components in the text**

Nowadays, communications play an important role in any sphere of life, communication as an element of interaction between subjects has its own specific goals and objectives, therefore, the study of the essence of the concept of communication is an important factor in the development of society and science in general. With the transformation of society, communication ties are also transformed, therefore, it is especially important to study the historical structure in order to have an idea of the reasons for changing certain factors, as a result of economic, political, social or other processes.

F.S. Batsevich defines communication as a semantic and ideally-meaningful aspect of social interaction, during which it is clarified what a person thinks before transferring information, how he expresses his opinion, how he communicates to the interlocutor, how he receives information about the correct interpretation by the interlocutor, what reaction it triggers how the discussion goes [3, p. 97].

The term "communication" (from Lat. *communicatio*) appeared in scientific literature at the beginning of the twentieth century. One of the founders of American sociology, Charles Cooley, viewed communication as a mechanism by which the existence and development of human relations becomes possible. It includes gestures, facial expressions, communication, tone of voice, words, literacy, friend, railways, telegraph, telephone, etc. There is no clear boundary between the means of communication and the rest of the outside world. However, with the birth of the outside world, a system of standard symbols appears, intended only for people [1, p. 12, 354].

Three definitions of communication are popular today. The first is that communication is the transfer of information from person to person, from one system

to another. Secondly, communication means messages, notifications, interaction, exchange of information in society, education and dissemination of information, and a means of communication. Thirdly, this term is also used to define the relationship between the material and spiritual worlds.

Communication is a complex process of exchanging information between two or more people, using words, symbols, gestures aimed at achieving mutual understanding. It performs various functions depending on the goals of communication.

According to B. Lomov, the main ones are information-communicative (covers 6 processes of formation, transmission and reception of information), communicative (consists in the regulation of behavior) and affective-communicative (characterizes the emotional sphere of a person) functions [cit 18, p.183]. The basic elements of the communication process are:

- 1) the sender – a person who collects and transmits information;
- 2) the message – information encoded using symbols;
- 3) the channel – a means of transmitting information;
- 4) the recipient – a person who receives and interprets information

[26, p.82].

There are four main stages in the communication process:

1. the birth of an idea – the sender selects the information that will be the subject of exchange and is responsible for creating a message in such a form that will most accurately convey his opinion to the recipient;
2. coding and channel selection – the sender encodes his opinion using symbols and chooses a channel (speech, letter, electronic means of communication) to which he will be able to transmit the symbols used to encode information;
3. transmission of a message by the sender to the recipient, which is sometimes equated with the communication process;
4. decoding – translation of the sender's characters into the receiver's thoughts [14, p. 392].

Feedback plays an important role in communication, which shows the recipient's reaction to the message and, despite the increase in the duration of communication, contributes to the achievement of effective communication results and makes it possible to find out the correct perception and understanding of the message [28, p. 110].

The ability to communicate can be improved by improving communication skills and acquiring new ones. Despite the specifics of each communication, there are general skills that can help you navigate in any situation.

The ability to communicate can be divided into five general components that define the communication process: symbolism, processing, adaptation, control, and expression.

Expressiveness is a complex linguistic category that functions in different styles of speech. The analysis of many scientific studies on the category of expressiveness makes it possible to assert that the category of expressiveness is one of the characteristic features of scientific presentation.

We find mention of the expressiveness of scientific texts in modern linguistic literature, in particular in the works of foreign and domestic scientists: M. Kozhina, N. Razinkin, N. Valgin, N. Boyko, N. Nepiyvoda and others. The most discussed among linguists is the question of the relationship between the categories of expressiveness and emotionality. E. Galkina-Fedoruk was the first to try to distinguish between expressiveness and emotionality in speech based on the differences in their tasks; she also proved the autonomy of the functioning of expressive and emotional elements. It is the delimitation of the concepts of expressiveness and emotionality and the denial of their identity that give grounds for affirming the presence of expression in scientific speech.

Expressiveness is understood as such a system of linguistic means that makes it possible to convey the content and attitude of the author towards him more expressively, and as a result, to strengthen the influence on the emotional, intellectual and volitional sphere of the recipient. The general expressiveness of the text is the result of the realization of such qualities as emotiveness, evaluativeness, imagery,

intensity, stylistic marking, structural and compositional features of the text. While actually functioning in the text, the properties indicated arise in organic unity. The expressiveness of the text is one of the most important conditions for the implementation of the pragmatic function [1, p. 12]. Moreover, the pragmatism of the text is manifested in the fact that it affects the recipient, and contains implicit information about the author and the field of communication. The purpose of the text, its structure, the selection of linguistic means are determined by the author as a linguistic personality, his individual worldview, his system of values. That is why expressiveness is a constant and traditional characteristic of works of art. However, “the desire to achieve maximum expressiveness of the text often becomes the motive of linguistic creativity not only for authors of fiction, but also for other texts” [2, p. 21].

The expression can be direct or indirect, depending on the situation in which the communication takes place and the previous relationship between the communicators. Expression is divided into three components: expressing one's own emotions, recognizing the feelings of others, and encouraging others to express their emotions. In turn, the encouragement to express emotions has two subcategories. They are the disclosure of their own feelings and empathy.

It should be noted that the emotional component of communication is a very important part of this process. The ability to express emotions and understand the feelings of others is difficult to learn, but it is necessary so that you can find a way to the heart of everyone, and so that you are considered a truly skillful communicator.

Finally, communication ability is characterized by encouraging others to express emotions, at least in those situations in which such a manifestation of emotions would be considered appropriate. Being a good listener is one way to help others feel comfortable discussing their feelings, especially when it is risky or very difficult for the person to share those feelings due to emotional distress. Describing your own feelings in a suitable situation can also encourage others to share their feelings with you.

Like the other four categories of communication ability, emotional expression skills can help you get closer to understanding other people in life. Being able to successfully establish contact with others is the main thing in the ability to communicate [6, p. 170].

Speakers of all languages experience such emotions as joy, happiness, hatred, sorrow, disappointment, anger. These emotions are universal for most languages. However, depending on the specific cultures, these emotions can manifest themselves more or less intensely. One and the same situation can affect the emotions of people of different nationalities in different ways: the expression of emotions will be especially clearly different in European and Asian ones cultures [12, p. 6].

Modern linguists consider the division of the vocabulary of the language into emotional and neutral incorrect, since any word is discursive and can be emotionally colored (Sorokin, 2002; Myagkova, 2000; Shakhovsky, 1998). Thus, the idea that the expression of emotions in language is not of any interest to linguistics should still be considered outdated [4, p. 64].

At the present stage of the development of linguistics, few people doubt that emotions are the motivational basis of consciousness, thinking and social behavior. Thanks to such linguists as V.A.Maltsev, S. B. Berlison, M. D. Gorodnikova, E. S. Aznaurova, I. V. Arnold, E. M. Galkina-Fedoruk, N. M. Pavlova, V. Bykova, N.M. Mikhailovskaya, V.I. Shakhovsky we know of emotive lacunarity in national and intercultural communication. Today, most linguists recognize the presence of emotional and rational components in a word and agree that the style of speech is determined by the speaker's emotional choice. In world science there are more and more works devoted to the complex and multidimensional nature of emotions [5, p. 12].

In the works of V. I. Shakhovsky, a generalized linguistic approach to study emotion includes the world (object) and a person (subject), who chooses the reflection of the world; as an intermediary between the world and its reflection in human language emotions appear, regulating the reflection process. Such an emotional relationship is socially aware and to some extent typified. Emotional

processes are fixed by using the mental mechanism of their reflection in the semantics of words that are used to verbalize emotional relationships. Emotions are stored in words in the form of ideas about them, and these ideas are reproduced and developed to a degree of emotions experienced by a person at the moment; emotions create the meaning of the objective world for man.

As a mental phenomenon, emotions reflect (reproduce) human consciousness, their emotional attitude to the world [65, p. 92]. At the speech level, emotions turn into emotionality. That is, the main difference is that emotions are a psychological concept, and emotionality is the concept of language. Words for emotions are traditionally called emotives.

By the definition of V.I. Shakhovskiy, an emotive is a linguistic unit whose main function consists in "the expression of the speaker's emotion, that is, if this ability is the same for the sender, and for the recipient, the language is reflected in its emotional aspect lexical meaning (that is, in its connotation), and if when replacing this unit synonymously, the emotionality of the information disappears (takes off)". [cit 34, p. 229]

It should also be added that the emotive is also the cause of emotions, that is, it has two roles: a) the side of the speaker (expression of emotion), b) the side of the one who perceives (evoking emotions).

At the phonetic level, there is a connection between the entry of a certain sound into the composition of the word and the meaning of this word. That is, sounds can have a certain meaning in a person's consciousness – to replace an object or action by oneself, becoming therefore a symbol. And since the phenomena of the real world are evaluated by the person who perceives them, then the evaluations of this person are transferred to the sounds that accompany the perceived phenomena. This is how the symbolic meanings of sounds arise as such, which extend to sounds of speech [7, p. 36].

At the same time, certain sounds can cause corresponding circle associations (sound symbolism). According to O.P. Zhuravlev, sounds have a certain meaning and certain phonetic meaning [cit 24, p. 47]. At the syntactic level, the expression of

emotions is provided by using exclamatory, interrogative, elliptical, inverted sentences and interjections elements. At the same time, the higher the degree of emotional stress, the higher it is the degree of disorganization of the syntactic structure of the sentence. That is, interruption, repetition, the incompleteness of the syntactic structure, etc. characterize high concentration emotions [27, p. 186]. And although it is impossible to determine the final list of syntactic structures used to express a certain emotion, yet certain regularities can be traced. Yes, to express surprise, the use of interrogatives and interrogative-negative structures, as well as repetitions of interrupted and unfinished sentences. Exclamatory sentences are often used to define negative emotions, as well as sentence structure disorganization is used. Emotionality is most fully manifested at the lexical level.

There are different approaches to distinguishing and describing the emotional lexical fund of the language, which determine different understandings of the concept of "emotionality", as well as its place in the semantic structure of the word. However, not all emotions have a metaphorical conceptualization. Appearing in speech communication, emotions demonstrate their ethno-cultural specificity [8, p. 19].

The role of the emotional component in the semantics of the word remains unresolved as the emotional meaning has many shades, in connection with which there is a non-verbal phenomenon. From this we can conclude that the emotional meaning of the word is not possible to be considered exclusively individual, as it is expressed by the individual within the limits of social (community) experience; thus, carries an emotional meaning social character, as compared to the emotions of any native speaker.

Nevertheless, most linguists remain convinced of the existence of the emotional meaning dictionary due to the fact that words have not only a logical-subjective meaning, but also differ in the sign/absence of an emotional component, and the emotional meaning can develop independently of the logical subject, and are also equally correlated by all native speakers with linguistic units of their expression – carriers of emotional semantics and with typified ones situations of their use in speech (that is, emotional communicative values); in addition, the emotional meaning

is realized faster than the logical-objective one may indicate the presence of "emotional thinking". The close relationship of words, concepts and thinking, and emotional vocabulary connects them with emotional thinking.

N. D. Arutyunova believes that the inner world of a person is modeled after the image of the external, material world, therefore the main source of psychological vocabulary is "physical" vocabulary, used in secondary, metaphorical sense [*cit* 9, p. 47].

Thus, it is important to understand that the key problem in the semantics of emotions is the relation between the object of the world and the subject. A stimulus causes a reaction in the form of an emotion; the effect of the object on the subject and the reflection of the object of the subject causes emotional reactions in the subjects.

1.2. Linguistic classification and the notion of means of expressing emotions

At all times, people have felt different emotions: joy, sorrow, sadness, happiness. Considerable experience has been accumulated in this field. It is impossible to accurately set the number of emotions, here scientists disagree. The main tendency of the classification of emotion lies in their clear dichotomy, i.e. division by type of assessment into negative and positive [21, p. 92].

But one of the most popular is the proposed classification of emotions by K. Izard, an American psychologist. A psychologist shares the expression of emotions in 10 main states. These are emotions that cannot be reduced to more basic emotions, but which can be combined to get other emotions.

He also assumed that each emotion has its own neural basis and pattern of expression (usually denoted facial expressions), and each of them is experienced uniquely:

- interest-excitement – a positive emotion that motivates learning and development abilities and skills, activates cognitive processes, stimulates curiosity;

- joy – positive emotional excitement that occurs when there is an opportunity to one hundred percent to satisfy an urgent need; subjectively it is the most a desirable emotion that can arise as a result of the weakening of a negative factor;

- grief-suffering – an emotion stimulated by a set of reasons related to certain losses; this emotion is often experienced as a feeling of loneliness, pity for self, feeling of uselessness, misunderstanding on the part of others;

- anger is a negative emotion that manifests itself due to obvious inconsistency another person's behavior to the norms of ethics and morality;

- disgust – a negative emotion that is often accompanied by anger; it's a wish get rid of someone or something;

- contempt – a negative emotion that reflects the depersonalization of another person or group of people, loss of their significance, experience of superiority over them;

- fear – a negative experience caused directly or indirectly information about real or imagined danger or expectation of failure; it the strongest negative human emotion;

- surprise – a sharp increase in the nervous stimulus that occurs after some an unexpected event;

- shame – arises as a negative experience of non-compliance with the norm behavior to real behavior; this is a judgmental or sharply negative prediction evaluations of others about a person;

- guilt is a negative emotion, similar to shame, because it also arises as a result of a discrepancy between expected and actual behavior; this is the result of violations of a moral or ethical nature, especially in situations where a person feels personal responsibility. [28, p. 110].

Emotions are one of the forms of reactions to the world, events in it, which means mental experiences, excitement and feelings. There are two ways to express emotions: verbal (using language means) and non-verbal (facial expressions,

gestures, pantomime, etc.) or, as they are also called verbal language and body language by V.I. Shakhovsky [cit. 48, p. 6].

Usually the second method prevails over the first, because emotions are it short-term feeling and to express them through verbal means to a person first of all, it is necessary to think and find the right words in a specific life situation situations Having analyzed various classifications of emotions and feelings, you can come to conclusions that they all complement and replace each other. Researchers distinguish basic and secondary emotions (another name is nuclear and peripheral); those that a person feels most often, and those in which the need is not so great. V. Shakhovsky claims that a person can use various verbal means to express the same emotion depending on the culture and background [cit. 48, p. 7].

The analysis of emotional texts allows us to distinguish its following components:

- verbal: emotional vocabulary and phraseology, a set of emotional constructions, emotional "kinemes" and "prosodemes" in lexical performance, etc.;
- non-verbal: an emotional situation, which, in turn, includes an emotional one presupposition, emotional intentions, emotional positions of communicators at the moment communication in that general emotional mood [31, p. 128].

Means of non-verbal communication are divided into:

a) paralinguistic (acoustic or, Sound, that is, related to speech – intonation, loudness, timbre, tone, rhythm, pitch, speech pauses and their localization in the text).

The paralinguistic system is a system of vocalization, that is, the quality of the voice, its range, tonality, which together is called prosody;

- creates an image of a communication partner;
- expresses the mutual relations of communication partners, forms these relations;
- is an indicator of actual mental states of the individual;
- acts as a clarification, changes the understanding of a verbal message, enhances the emotional saturation of what is said;

- maintains an optimal level of psychological closeness between interlocutors;
- acts as an indicator of the status role of relations [58, p. 133].

Non-verbal means help to regulate the flow of the conversation processing process, enrich the meanings conveyed by words, guide the understanding of the verbal text, express emotions and reflect the understanding of the situation [71, p. 155].

Non-verbal means of communication are quite difficult to get right interpretation. For example, a smile expresses a positive attitude and not can be controlled. On the other hand, certain social norms of society dictate to smile in certain cases or events [73, p. 43].

It should be noted that the non-verbal behavior of an individual is multifunctional, it:

- creates an image of a communication partner;
- expresses the mutual relations of communication partners, forms these relations;
- is an indicator of actual mental states of the individual;
- acts as a clarification, changes the understanding of a verbal message, enhances the emotional saturation of what is said;
- maintains the optimal level of psychological closeness between those who communicate;
- acts as an indicator of the status role of relations [58, p.131].

Non-verbal means help to regulate the flow of the conversation processing process, enrich the meanings conveyed by words, guide the understanding of the verbal text, express emotions and reflect the understanding of the situation [61, p. 23].

Different types of emotions expressed through verbal means are understandable to all speakers of a single language only because these emotions and

ways of expressing them have sometimes become certain norms in society and individual people. Language fills emotions, creating verbal means of their expression. Study of the category of emotion within different linguistic theories started relatively recently. Despite the fact that this category has already been thoroughly studied by psychology, physiology and philosophy for a long time, interest in it among linguists appeared only at the end of the 20th century [11, p. 43].

There are different ways of verbal expression of emotions determined by national, cultural, historical and linguistic features. Despite these differences, the verbal expression of emotions in different languages has a number of similar characteristics, as a result of which emotionality can be considered a universal language category.

From the point of view of verbal means of expressing emotions, there is the main classification:

- 1) affectives;
- 2) free, contextually motivated ways of expression;
- 3) special words attached to one or another set of emotions, close to exclamations
- 4) stable constructions in which emotions are named directly [10, p. 146].

In the lexical repertoires of emotionality of affective words, namely, exclamations and expletives, vocabulary plays the most representative role. In most cases they are found not in direct descriptions of the emotional state, but in the discourse of the characters, which, performing a communicative and aesthetic function in fiction, is a special means of expression.

Language expression of emotions always has an intention, even if it seems spontaneous, since the selection of emotions is carried out at a conscious or subconscious level, only the speed of their comprehension varies. Verbalization of emotions is a process that combines mechanisms of consciousness and acts as an unconscious, instinctive expression of emotional experiences which are determined by ways of cognizing the world related to the specificity of the ethnic group: a set of norms of behavior, culture, and communication. Conceptualization process emotional

states includes both the experience of an individual and the life context in its interpretation by collective awareness.

Emotions are known by a person through life experience that allows you to establish a logical connection between events. Our subjective experience is a part of the evaluation system that is directly related to presentation of values, focused on a positive behavioral stereotype. The spiritual life of society is always reflected in the consciousness of a person, touching on its deep, cognitive level [68, p. 127].

O. Vezhbytska notes the fact that emotions can be "imposed" on an individual or a group of individuals depending on the social environment in which they are [104, p. 130].

First, in linguistics the dominant position is occupied by the analysis of the features of conceptualization of the objective world in the mind of a person as a purely intelligent individual, an uncontrollable influence of the emotional sphere. In this regard, the act of communication (including at the level of spontaneous dialogic language) is investigated mainly as a deliberate, rational regulatory mechanism for interpersonal relations. Second, emotions are a priori a psychological phenomenon, a characteristic of the inner world of the speaking individual, which is not always manifested externally, and therefore hardly amenable to research, due to its unpredictability and sequence of manifestation. In linguistics, as a rule, a separate study of acts is observed denotations and connotations of a language sign, and the spontaneous dialogic process itself is considered as an exclusively informational exchange, which is carried out by using the denotative component of a language sign without a proper one taking into account the emotional component [104, p. 131].

Emotion is a manifestation of a person's subjectively evaluative attitude towards someone or for some reason, it is a reaction to circumstances that matter to a person. These reactions can relate not only to the present, but also to the past or of the future. In other words, a person evaluates changes in his external (or internal) environment and reacts to them with the emergence of emotions.

In all life support systems participate in the production of these emotions of a person, namely: neurophysiological (electrochemical activity of the nervous systems,

biochemical shifts due to hormones), neuromuscular, namely mime and pantomime, voice reactions, etc., motivational and cognitive. [45, p. 109].

It should be remembered that the representation of emotions is carried out with the help of the expressive function of language, and with the help of the cognitive function, in the same way conceptualization. [25, p. 7].

S. G. Agapova and T. E. Telyukin distinguish four main methods of verbalizing emotions: nomination, description, expression and metaphors. Nomination of emotions is the use of words whose objective and logical meaning is the concept of emotion. Description emotion consists in recording external changes that occur with a person: speech, facial expressions, motor reactions change. The expression of emotional reactions, according to A.S. Ilinskaya, is actually their manifestation, language signs that express emotions are emotional signs. Emotional signs are linguistic signs, indices of existence and manifestations of emotions. The fourth way of representing emotions is emotional metaphors. By the definition of V.Yu. Apresiana, emotional metaphors are a means of conceptualizing emotions in language [cit. 13, p. 19]. In the process of communication, different ways of verbalizing emotions can be distinguished.

Techniques of verbalization of emotions include:

- a) direct verbalization of one's own emotional states of the communicator;
- b) indirect (mediated) verbalization of emotions;
- c) metaphorical verbalization of the communicator's emotional states.

The main verbal methods of conveying emotions include lexical (vocabulary, phraseology) and syntactic means that are an integral part of emotional language pictures of the world. The specificity of the representation of emotions in language is determined by descriptions of emotions on all levels of language organization (lexical, syntactic, lexical-graphic, phraseological, etc.), the study of which reveals hidden connections between different phenomena of the surrounding reality. More or less in any linguistic culture there are productive types of tropical constructions determined by ethno-cultural factors, habitat and specifics of structuring [15, p. 30].

A special role belongs to the emotional potential of syntax, emotional strategies of using language units. Patterns of language use material can be defined as indicators of the national worldview and communicative behavior of representatives of the nation, reflecting the specifics of the national language picture of the world and the peculiarities of the verbalization of its emotional realities or other linguistic and cultural community. [56, p. 144].

The issue of categorization of emotions also occupies an important place in the sphere of interests of emotiology. Speaking about the issue of categorization, J. Lakoff notes that the structure of thought is characterized by cognitive models. [87, p. 129]

Emotions have been studied most fully and in detail in psychology. The polar distribution of experiences by sign is generally accepted, where positive and negative, that is pleasant and unpleasant emotional ones are distinguished experiences. The existence of positive and negative emotions does not cause anyone doubt, but sometimes it is quite difficult to unambiguously attribute this or that emotion to positive or negative. It makes sense to say that the emotion is positive or negative, based on the processes of interaction between the subject and the environment, from psychological, mental, environmental and other factors [48, p. 9].

Humanity has accumulated a huge emotional experience, in connection with which psychologists talk about the universality of emotions, the very list of which reflects common human experience of understanding mental activity. Emotions affect feelings and experiences, physiology and behavior, forms of cognition and conceptualization; they combine different phenomena: emotional reactions that have its counterpart in external means of expression; emotional states related to internal emotional experiences that have external manifestations. Emotions are universal, and the structure of emotional vocabulary does not match in different languages, having national specificity, in connection with which stand out universal and national-cultural emotional meanings in the semantics of language signs.

The experience of humanity in cognition of emotions is fixed in language units that can be used for detection of verbalization of basic human emotional states of the

psyche, but which ones have specific for each of the nations, signs of linguistic manifestation associated with features of the emotional language picture of the world and ways of communication of interactions [40, p. 436].

Considering the connection of emotions with the categories of evaluation and feeling, the most conditional division of emotions into positive and negative, as well as basic and derivatives. In the language system, emotionality is perceived as a semantic component of a word, in which objectively has its small meanings – emotional seven [14, p. 392].

All this finds formal expression in special means: prosody and kinesics, vocabulary and syntax, structure and stylistics, which appear in the function signals about the emotional information of this text. There are several semantic statuses of emotionality in the word: emotional meaning, emotional connotation, emotional potential. Emotional semantics can be represented in the denotative macrocomponents and make up the content of the semantics of the word. Constituents of emotional meaning are emotional seven. So emotional semantics in affective words as well. Note that with the development of psycholinguistics special attention is paid to revealing the affective side of words: the word is perceived as a symbol of a certain emotion.

Emotional connotation is formed by emotional semes that are outside of the logical-subject macrocomponent of the semantics of the word. Emotional sevens are associated with certain nuclear semes or are associated with it. Such emotionality is secondary to the difference of emotionality in the status of emotional meaning [31, p. 128].

The lexical semantics of a word can be formed from three components: logical, emotional, and functional-stylistic. Logical subject component means denotation, its function is nominatively identifying. The emotional component varies in two ways: meaning and consciousness (connotation). The function of emotional meaning is the independent expression of the typified emotional state or attitude of the speaker towards the "world" [31, p.129]. The function of the emotional connotation is the emotional accompaniment of the logical-objective one nomination, which conveys an

emotional attitude to the object of nomination. The functional and stylistic component regulates the choice and use of the word, the semantics of which corresponds to the specific situation of language communication the most measure

The functional and stylistic component realizes the correlation of use words with a communication situation, with a stylistic context. Analyzing emotionality in the semantics of the word, one cannot ignore the emotional valence of this word. The semantic system of each word has a field consisting of various associations. These are "radii" by which this word is connected with other words and concepts and which form its implicational and emotional. Emotional valence is understood to mean the ability of this linguistic unit to make emotional connections with other units on the basis of explicit or implicit emotions and, thereby, to carry out their active emotional function.

Actualization of emotional valence occurs through "unexpected" (unusual), compared with standard combination code, frameworks, as well as through combinations in which one or more valence "partners" are emotional – in such cases we have dealing with the combinatorial increase in meaning that develops in words in context a whole statement. Expressions, breaking the inertia of stereotyped expressions, strengthen the aesthetic effect on the reader. The text becomes more personal, and therefore such constructions make the text more intimate, penetrating into the "inner" life of its author, his personality. Combinations of words (or individual words) whose semantics and structure help establish the presence of general emotionality and name the emotion, are emotional descriptors [17, p. 228].

Taking into account the features of the emotional background, emotional tonality and emotional coloring of texts can be considered as a criterion for distinguishing phenomena such as "text emotionality" and "emotional text" within each functional style [16].

Thus, identification of various elements of the emotional content of texts, as well as their accounting of functional features determines the existence of various groups of functions inherent text emotionality: functions on the ratio of emotional and rational information in the text (duplicating, compensating, substituting),

functions for pragmatic task (emotional self-expression) assessment, emotional impact on addressee).

1.3. Verbal and non-verbal components of expressing emotions in television discourse

Verbal-photographic types of texts depicting the participants of the election process often appeared on the covers in television. Usually, these are pictures of the person herself or with someone else, which by themselves could cause difficulties for the recipient during decoding, so it was mostly accompanied by a verbal component in the form of an appropriate inscription, often combined with paraverbal effects (head position, font color, colored background gamma, etc.). Such a multimodal text attracts attention, as it represents the main theme of the publication issue, directs the reader to important events in society, and also creates an appropriate flavor of the event or emphasizes certain features of the depicted person [28, p. 110]

Verbal-visual models of multimodal texts serve as the basis for the analysis of non-verbal means, since they integrate means that fully enable the decoding of true semantics. The analysis of correlational processes was carried out on the basis of basic models reflected in parallel, complementary and interpretive dependencies. First of all, the material was analyzed for the presence of graphic images, their relation to election campaigns and economic topics, belonging to one of the models of verbal-visual multimodal texts [26, p. 43].

The analysis of the studied television material proves that the basic form of correlation within verbal-photographic models of multimodal texts is complementary. Obviously, the citizens of the country in which the president is elected already know the faces of the main contenders, so it would seem that such images are superfluous. However, the presence of a photo as an illustration to the text allows the reader to quickly identify the essence of the message, which will later influence his decision to read the entire material. Verbal-photographic types of texts depicting the participants of the election process often appeared on the covers of publications.

Images are a means of visual communication. That is why it has a huge number of functions, with the help of which documentary-ness and truthfulness are achieved in the news.

There are following classification of image functions:

- 1) attractive (the image should attract attention);
- 2) informative (the image informs);
- 3) expressive (the image affects feelings and emotions);
- 4) aesthetic (the image realizes the author's idea) [79, p. 15].

The texts are accompanied by images, which are a kind of illustration to them. Therefore, the function of images is quite unambiguous: information and visual illustration. Images are a guarantee of what has been said, because the level of trust of the recipients must be earned, as well as one's own audience. The viewer builds a connection between the text and the image, two different systems of signs that closely interact with each other. Attractive and expressive functions are next in importance. The task of the attractive function of TV news texts is to attract as many viewers as possible using various methods of pragmatic direction. Although it is quite difficult to do this in the news, the expressive function helps to express a subjective and evaluative attitude to what is being discussed.

The image is combined with oral speech, it is important to "ensure the principle of unimodality" - the complete coincidence of the image and the sound source [8, p. 132]. That is, it is necessary to ensure the "combination of space-time synchronization" of sound and image sources. If there is a gap between the channels that provide information, this will contribute to the misunderstanding of the whole image [6, p. 147].

The participants of any news are the author, presenter and viewer. The author implements his author's idea with the help of the text, kinetic and narrating ability of the presenter. The viewer is one of the main participants in communication, as the news is primarily created for him.

There are several important processes that we can adapt to television discourse, in particular:

- 1) the process of creating a text (genesis of an idea, its implementation, individual or collective, conscious or unconscious creative impulses);
- 2) text (editor's work, textual analysis);
- 3) existing (voiced by presenters) and possible interpretations of the text;
- 4) perception of the text and its interpretations, meaning and role of the text in culture [81, p. 253].

According to the theory of selectivity in studies of the viewing audience, the amount of information assimilation by the viewer is limited. This means that information is perceived either visually or audibly. First, information from one channel is processed, while information from another channel is stored in memory. If information from both channels comes in large volumes, overloading occurs, which leads to certain information losses [11, p. 17].

However, there is another theory, the theory of summation (Summationstheorie), which says that information can be properly processed when both visual and auditory series exist in parallel, when they complement each other. If there are discrepancies in these series, problems with understanding and perception of information arise [11, p. 22].

Television discourse has a set of components that constantly interact with each other: text codes (text comments, moving line); visual codes (video material, studio design, plots, screensavers); verbal codes (language of the host, journalists, commentators); sound codes (sound accompaniment of news).

In television news, the language presentation goes hand in hand with the visual representation of the state of affairs and the paraverbal behavior of the presenters. The feeling of trust and truthfulness is enhanced by the presence in the news of reports from the place of the event, a detailed image or reproduction of the events. Sometimes the text and image do not correspond to each other and the viewer is confused, he is forced to concentrate either on the text or on the image. Comprehension, perception and assimilation of information are thus complicated.

An important feature of modern television discourse is the use of typical modern methods of presenting material, the use of relevant lexical units. Attempts to

make the material attractive push journalists to search for "fresh" vocabulary, use non-standard emotional and expressive units [101].

Television language is the entire corpus of texts produced and distributed by mass media in the virtual media space;

– is a stable intralingual system characterized by a certain set of linguistic and stylistic properties and signs;

– is a special sign system of a mixed type with a certain ratio of verbal and audiovisual components, specific for each of the media: print, radio, television, Internet.

One of the important features of television texts of almost all genres is the combination of message and action elements. Although the main function of mass communication is considered to be the transmission of information, this transmission is quite rarely completely neutral, i.e. absolutely not conditioned by elements of influence on the audience.

Among the actual linguistic and stylistic features of the language of the television text, the set of which distinguishes it from the language of other functional styles, can be named [99, p. 56]:

1) "a high degree of standardization of the means used. A large percentage of persistent and clichéd expressions, various journalistic stamps, metaphors, standard terms and names, etc. This feature, first of all, is characteristic of information and news materials and reflects the desire of their authors to create an impression of absolute objectivity and impartiality;

2) the expressiveness of language as a way of attracting the reader's attention, expressing the attitude to the transmitted information, the placement of evaluative accents, etc., the presence of evaluative epithets, direct appeals to the reader;

3) extensive use of figurative phraseology and idiomatic vocabulary (both literary, colloquial, and spatial), including "deformed idioms", word games, puns, proverbs and sayings (often also in a "deformed form");

4) saturation with the most diverse realities (of social, political and cultural life), allusions and quotations;

5) recourse to colloquial, low, slang and profanity in order to express a certain attitude of the author of the material, create a certain image and stylistic effect" .

The emotionality of the text is the expression of the author's feelings in the television text and the impact of the text on the reader's feelings. The emotional component is conveyed by various linguistic means. The nature of emotional and expressive vocabulary is related to stylistic affiliation. Stylistic meaning is related to the ability of the text to influence the emotions of the recipient, to evoke certain feelings in him and to convey the emotions of the speaker, as well as to enhance expressiveness, that is, expressiveness of speech. Emotions allow you to reveal a specific assessment [100, p. 45].

Among the positive-evaluative words, solemn, rhetorical, approving and partly humorous words stand out; among the negative-evaluative or pejorative, such expressive shades as ironic, disapproving, cursing, contemptuous, humiliating, vulgar are distinguished. The nature of the coloring may change depending on the context and situation. A general phenomenon for modern English-language media text has become its convergence with spoken language and, accordingly, the use of stylistically reduced units. The use of emotional and expressive vocabulary in news media texts is closely related to the performance of the function of influence: the author expresses his attitude to the described events or objects, thereby trying to evoke an appropriate emotional response from the reader, which can further influence the formation of the reader's opinion regarding the described topic [43].

News in the English television discourse, as well as in the Ukrainian one, has four communicative tasks: informative, educational, emotional and evaluative and attracting attention (influence).

There are following types of relations between the image and the text:

- redundancy - the means of the verbal and non-verbal semiotic system depict the same fact;
- addition – information presented iconically complements the verbally expressed meaning, and the understanding of a multimodal text occurs through the perception of both the text and the image;

- inconsistency - the information in the text does not overlap with that in the image, since it is about different concepts and connection on an associative basis [94, p. 92].

There are three types of connection between the text and the image: parallel: the content of the text and the picture completely coincide; complementary: iconic information partially complements the verbal text or vice versa; interpretive: the text and image are not related to each other in terms of content [81, p. 255]

Therefore, images perform different functional roles in the organization and interpretation of the text. Multimodal (creolized text) is a special linguovisual phenomenon in which verbal and non-verbal components form one visual, structural and functional whole, which is aimed at a complex pragmatic impact on the addressee [9, p. 8]. The image, being a powerful visual stimulus, draws attention not only to itself, but also to the verbal component that accompanies it, arouses the interest of the addressee and encourages him to communicate with the addressee. The attractive function consists in the task of the image to visually represent the text, to convey its essence using non-verbal means. Also, the image, as a non-verbal component of the text, can carry the same semantic load as the verbal component. Sometimes, when decoding multimodal texts, the addressee receives information that cannot be obtained by interpreting only the verbal component.

Thus, the property of the image to perform an expressive function is expressed in its purpose of conveying the feelings of the addressee and influencing the emotions of the addressee. The aesthetic function of the image consists in the ability of the addressee to convey aesthetic information through the visual channel of perception and to influence the feelings of the addressee. The symbolic function of an image is to represent abstract concepts and ideas through visual symbols. The purpose of the illustrative function is partial or complete decoding of information received through the visual channel. The argumentative function is designed to represent the image as a visual argument to confirm the information of the verbal component of the multimodal text. The euphemistic function of an image consists in its ability to represent information that, for one reason or another, cannot be conveyed verbally.

Conclusions to chapter 1

Emotionality provides the expression of feelings and experiences through language. The linguistic unit of emotionality is the emotive, which is characterized by the function of expressing emotions. The emotions we usually deal with are basic. These are emotions of joy, anger, happiness, or disappointment. Usually, the easiest way to express them is paralinguistic means. These are gestures, tone of voice, movements and facial expressions. However, if we pay attention to the linguistic means of expression of emotions, they will be slang words, inversion, emphatic constructions, words that express positive and negative meanings, etc. It is impossible to express emotion with language alone. It will always be a combination of different key points, different means of expression.

There are different ways of verbal expression of emotions determined by national, cultural, historical and linguistic features. Despite these differences, the verbal expression of emotions in different languages has a number of similar characteristics, as a result of which emotionality can be considered a universal language category. Speakers of all languages experience such emotions as joy, happiness, hatred, sorrow, disappointment, anger. These are emotions universal for most languages. However, depending on a specific culture, these emotions can manifest themselves more or less intensely. The analysis of emotional texts allows us to distinguish its following components: verbal: emotional vocabulary and phraseology, a set of emotional constructions, emotional "kinemes" and "prosodemes" in lexical performance, etc.; non-verbal: an emotional situation, which, in turn, includes an emotional one presupposition, emotional intentions, emotional positions of communicators at the moment communication in that general emotional mood.

An important feature of modern television discourse is the use of typical modern methods of presenting material, the use of relevant lexical units. Attempts to make the material attractive push journalists to search for "fresh" vocabulary, use non-standard emotional and expressive units. Television language is the entire corpus of texts produced and distributed by mass media in the virtual media space; is a stable

intralingual system characterized by a certain set of linguistic and stylistic properties and signs; is a special sign system of a mixed type with a certain ratio of verbal and audiovisual components, specific for each of the media: press, radio, television, Internet.

CHAPTER 2

EXAMINATION OF VERBAL COMPONENTS IN EXPRESSING EMOTIONS BASED ON BRITISH ENGLISH AND AMERICAN ENGLISH TEXTS

2.1. Verbal components of expressing emotions in British English texts

The language corpus consisted of video recordings of political speeches of modern Americans (Donald Trump, Sarah Palin, Hillary Clinton, Nancy Pelosi, Alexandria Ocasio-Cortez, Andrew Cuomo), British (Nigel Farage, John Bercow, Theresa May, David Cameron, Jeremy Corbyn, Priti Patel) politicians. To describe verbal and non-verbal means of emotional expression, we used video recordings of multi-genre speeches by US politicians and caricatures, because visual representations of the politician's image in the television space are broadcast through certain communication channels, which are differentiated into static ones (photos, caricatures/cartoons, pre-election poster, graffiti, street art, political advertising) and dynamic (pre-election Internet videos, online broadcasts of speeches at debates, rallies, forums) forms. The pre-election poster as a carrier of visual information is the most successful in advertising and PR communications during the election campaign, it is quite adapted to social and political tasks [43].

Verbal means in the texts of the speeches of such British politicians as Nigel Farage, John Bercow, Theresa May, David Cameron, Jeremy Corbyn, Priti Patel are determined mainly by the themes of migration and Euroscepticism (Brexit), English nationalism (Scotxit, NI-xit), as well as most recently, the British Prince Harry and his wife Meghan Markle's refusal to perform royal duties (Megxit) and the emergence of a discourse of racism that is new for the British public (How Britain's political conversation turned toxic).

The British politician Nigel Farage, who is defined in the media as "the most dangerous man in Britain" (Nigel Farage is not "controversial" - he is toxic. Why do we keep giving him airtime?) and whose scandalous behavior has made significant contribution to the toxicity of the public discourse of Europe and Great Britain, in his

final speech in the European Parliament on January 29, 2020, openly insulted both individual politicians and all European politics in general, for example: “*No more financial contributions, no more European court of justice, no more common fisheries policy, no more being talked down to, no more being bullied, no more Guy Verhofstadt ...we love 186 Europe, we just hate the European Union – it's as simple as that!*” (NF).

N. Farage uses direct expletives of hatred for the European Union (“*we love Europe, we just hate the European Union*”) and images of Guy Verhofstadt, the representative of the European Parliament on Brexit, who was present at the meeting, accompanied by sharp movements of widely spread hands, head nods and tilts of the entire body, as well as waving the British flag together with other deputies (see Appendix R).

Home Secretary Priti Patel made a statement in the House of Commons on June 8, 2020, regarding the Black Lives Matter protests in Britain. After protesters in Bristol tore down a statue of Edward Colston, a slave trader, and threw it into the harbour, Patel, warning she would "not listen to lectures" from opposition MPs on racism, made a scathing statement that "*violence towards a police officer is completely unacceptable at any time. The police have our full support in tackling any violence, vandalism or disorderly behaviour*" (WFY).

Evaluative statements "criminal damage", "vandalism", "disorderly criminal behaviour", "hooliganism" and categorical passages ("*I will not take lectures from the those other side of the House*", "*These protests are about injustice*"), as well as Patel's aggressive tone and look had a toxic effect on the black member of parliament from the Labor Party, Florence Eshalomi, who immediately reacted to the question of whether she (Patel) "*actually understands the anger and frustration felt by so many people*" / "*understands anger and frustration, that such a number of people experience*" in Great Britain and demanded that the government show greater efficiency in this matter: "*Black lives matter and we need to see this government doing something about that*" (PL).

Queen Elizabeth's disgruntled, angry expression shows her irritation. It seems logical to assume that the cause of the Queen Mother's irritation is both the father and the son, who are quite independent and not quite adapted to real life outside the castle. Naturally, Elizabeth does not need a bad reputation in society, even if the cause of the latter is not herself, but someone close to her. Not worthy of the social status of Prince Philip is the lack of understanding with the victim, and the special privileges associated with the absence of punishment due to his title. This is evidenced by the verbal component of the multimodal text: "*Ms Fairweather said she was upset that no-one from the royal family had contacted her to offer an apology is how very sorry deeply sorry highly insensitive and inconsiderate*". However, the Prince claims that he wrote a letter of apology, where he "*was very contrite about the consequences and was deeply sorry about Ms. Fairweather's injury*" (YT). We can see the conceptual link in different requirements and expectations from a person, depending on his social status.

The codes of the verbal part are agreed and closely interconnected with the non-verbal codes that we follow at the content level: "*We assert our belief in the right of the people of Scotland to determine their own future and therefore, whilst maintaining our stance of not taking a position on the specific question of independence for Scotland, that is, being pro- or anti-independence, we support the right of the people of Scotland to determine that future through a constitutional referendum*".(YT)

The society of Scotland does not have a single opinion about the independence of their country. Scottish society, defined by social class, race, gender, has a cross-sectional view of independence as a key value and how to achieve it. Dissatisfaction with the situation on one or the other side is a feature of such or similar contradictions. In this text, we see the role of the manipulative function in the image's ability to influence the recipient's beliefs. The role of the exemplification function is to confirm the interpretation of non-verbal codes by verbal ones.

Consider the stylistic techniques used in the caricature to create a comic effect. The present study revealed the use of a caricature of a pun (English pun) in the verbal

series - a stylistic turn, a play on words based on a comic play on consonant words or phrases with incompatible meanings. [89, p. 315] Techniques for creating a pun are very diverse: 1) polysemy of words and phrases; 2) all types of homonymy; 3) the similarity of words and phrases in sound [90, p. 47].

A pun based on the ambiguity of the word “extension” (extension - extension and extension - lengthening) is used by the author in the commentary to this cartoon “*GOOD NEWS! I'M APPLYING FOR AN EXTENSION*” (TG).

Here is an example of a pun based on homonymy. Queen Elizabeth II asks Theresa May: “*D'you like party games?*” (TG). However, another meaning of the phrase “party games” is the meaning of “table games”. It was in this sense that Theresa May took the words and answered: *I love charades ma'am...*(TG), which created a comic effect.

Another stylistic device is the use of set expressions and playing around with the meaning of idioms.

1. “*On your marks, get set... go!*” - “*Ready set Go!*”;
2. *to pull the trigger - to quickly cause a serious problem;*
3. *a safe pair of hands - a reliable partner;*
4. *Bring it on! - Let's!*
5. *nanny state - a government that tries to give too much advice or make too many laws about how people should live.*(BR)

Antithesis is a stylistic figure, a comparison or opposition of contrasting concepts or images. The inscription on the cake “*Happy Brexit anniversary*” (BR) is completely opposed to the image and politics of Brexit and the political situation in the country.

Very often, the authors of political cartoons use such a stylistic device as irony. Unlike literary texts, where the essence of the contradiction lies in the opposition of form and content, in a caricature, where there is a creolized text, irony is based on the contradiction of the verbal component.

It is impossible not to mention one of the most common stylistic devices used in political caricature - the metaphor. It should be noted that a metaphor is a

secondary nomination based on the similarity, commonality (real or imaginary) of the object of the nomination with the object whose name is transferred to the object of the nomination. A metaphor in cognitive linguistics is understood as "a complex cognitive phenomenon that arises as a result of the interaction of two semantic complexes - content / focus / source and shell / frame / goal." [5] "*Lost in fog*" (BR) means that all politicians have their own problems, from which they cannot yet "find a way out", solve them.

"This is my... 12-point plan for Brexit." (BR) This is an "unbearable" test for Theresa May. Brexit represented by Theresa May. This stylistic device operates by analogy with personification.

Another common technique is allusion. An allusion is understood as a reference to an object or situation through a verbal or non-verbal display of individual attributes of a precedent object-character or persons involved in a precedent situation. Allusions are "meaningful, structural, or content-structural borrowings." [14] The allusion can be presented using verbal or non-verbal components, sometimes using the complex allusion.

Thus, the study of photographs makes it possible to record latent power hierarchies that are being formed, the desired image of a politician and a public figure, political practices and their specifics, for example, behavior at demonstrations, the attitude of listeners/spectators to a politician's speech, etc. Caricatures or caricatures often become part of official propaganda and serve as a means of forming the image of a toxic competitor.

British politician Nigel Farage, whose scandalous behavior has contributed significantly to the toxicity of public discourse in Europe and Great Britain (6), delivered a closing speech in the European Parliament on January 29, 2020, where he directly and openly insulted both individual politicians and the whole European politics in general, for example:

«...no more financial contributions, no more European court of justice, no more common fisheries policy, no more being talked down to, no more being bullied

... no more Guy Verhofstadt ... We don't need a European Commission, we don't need a European Court, we don't need EU institutions and all of this power and I can promise youth at in UKIP and indeed in the Brexit Party, we love Europe, we just hate the European Union – it's a simple as that!...» (BBC)

2.2. Verbal components of expressing emotions in American English texts

A distinctive feature of American English texts is the presence of emotional and evaluative vocabulary, characteristic of journalistic style and modern media discourse:

“climate change is “real and cannot be ignored”; “Calling “sweetie pie” and “hello cutie” to dogs in a daft baby voice is actually effective with younger dogs, the research reveals” [80]. “Awful but Lawful” [80].

You have to understand the cultural relevance of women in the country you're traveling to. Educate yourself before you get there. Reach out to locals, find good people and build that network (FT).

Our legal system allows for extrajudicial killings by the police without real consequences [63]. Pandemic Status: Almost “Normal”, but Not OK (FT).

Biden says Putin is a killer and “will pay a price” for election interference (FT)

American English-language news articles also use book vocabulary, for example:

“This phenomenon, almost certainly the result of climate change, is the first modern record of river piracy caused by a melting glacier. Yet when Casewell, Fry and colleagues put together an evolutionary family tree for the blennies, the one genus with both fangs and venom branched off” [76].

Colloquial vocabulary is also common in English-language news articles:

“Council takes overweight child into care” [76]. “The plus-size personal trainer aiming for “strong not skinny” [76]

Logical underlining words are also used in English-language articles:

“Additionally, we explored the effects of orbital eccentricity on the planetary conditions using a range of eccentricities guided by the observational constraints” [76].

Abbreviations characteristic of the scientific style of speech are often found in English news:

“Dr. Smith said; You have to hike up to above 522,500m to find the gibbons; Mr Trump has also said he wants the US to pull out of the Paris climate agreement” [74]. Words related to vaccines have spiked in frequency in 2021 due to Covid, with “doublevaxxed”, “unvaxxed” and “anti-vaxxer” all seeing a surge in use [80].

The use of neologisms in modern journalistic texts and a pragmatic analysis of their functions show that new words perform several functions. The most obvious, hence the main function is the nominative one, which stems from the existing need to identify new concepts, phenomena, objects mastered by society. New words enrich the vocabulary of the language and fill gaps in the dictionary. Most of the neologisms that are used to denote new concepts, for example in the field of technological modernization, such as information technologies, economics and politics, perform a nominative function as the main one [25, p, 12].

Thus, the appearance of new words in mass media is associated with the need to increase the awareness of native speakers of the realities surrounding them. The use of new words is one of the most effective lexical means of attracting the recipient's attention. For example, new loanwords are often used in the language and are more practical than the corresponding words in the native language because they have different connotations that attract the reader's attention.

Verbal-iconic models of multimodal texts, which are unrealistic images of objects of external reality, have a high level of imagery. This property enables the author to graphically represent entire stories that complement and expand the semantics of voluminous texts. Obviously, in order to understand the complex picture, the reader should familiarize himself with the verbal part of the journalistic material. Caricature turned out to be the most popular element of the verbal-illustrative model of multimodal texts representing the field of economics. This

illustrative phenomenon is based on a hyperbolized image of events, phenomena, and personalities known at the relevant historical stage. As the name of the model indicates, their main purpose is to illustrate the verbal component. Therefore, the most common type of correlation is complementary.

The fiscal policy of the office of President Donald Trump during the 2020 presidential campaign was subject to active criticism from the public. Traditionally, the representative of the Republican Party has advocated a lower tax rate for big business. This position became the subject of journalistic satire, especially sharply reacted to, in such a course of events in the conditions of a serious infectious threat.

There are two candidates for the post of president of the USA, who are shaking hands (**Appendix C**) (TE). The photo itself can give the impression that the people in it are best friends. However, the broad social context combined with the inscription "Everything to play for" obviously reminds the reader of a serious confrontation between the two rivals. Therefore, the identification of the general meaning is possible thanks to the decoding of both the verbal and non-verbal components.

The October 3, 2020 issue of The Economist magazine featured a black-and-white photo of Joe Biden on the cover with the words "Bidenomics" in white, accompanied by the phrase: "The good, the bad and the unknown." All this is represented on a red background (**Appendix D**) (TE). The main focus of the issue is on the first debate between the candidates, as well as an analysis of the economic development program presented by Joe Biden. Adding the morpheme "-nomics" to the name of the president is a fairly common way of forming neologisms in the American media; it is used to reveal and identify the characteristic features of the management of the economic sphere of this or that helmsman of the state. The image with the inscription on the cover of the magazine signals that the main article of the issue will be devoted to the economic component of the policy program. The elements on the cover in no way explain the essence of the economic program of the candidates from the Democratic Party, so they serve only as an addition to the main text of the article. The use of paralingual markers definitely draws the reader's attention to the underlying issues discussed in the magazine; the contrast created by

the color of the background and the inscription can create a feeling of anxiety and tension against the background of the election campaign.

The analysis of the material shows that the main information in all examples is conveyed verbally (the text of the article), and the graphic element only complements it, representing complementary dependence. Photos on the covers of magazines convey little meaningful information and rather serve as a factor that gives the reader quick access to the essence of the message, which in a short period of time helps to make a choice in favor of this or that publication.

The purpose of verbal-cartographic models of multimodal texts is to illustrate the location mentioned in the text. The image of cards almost always complements the verbal component, their independent use is not always appropriate. Verbal-cartographic models are widely used in the mass media space, but their use is always limited by the specifics of the subject of the material. Map images are used in texts that describe the location of certain objects in order to orient the reader and bring them closer to the area where the relevant events are taking place [25, p. 16].

Verbal-symbolic models primarily perform the role of identification, combining textual information with a certain fragment of the surrounding reality. They are presented in the form of emblems or logos. The effectiveness of using these elements depends on the recipient's ability to quickly and easily decode them. Often these images represent commercial structures that invest a lot of money to increase their popularity through association with the corresponding symbol. Usually, these elements are recognizable among representatives of certain ethnic groups, have a fixed meaning and are able to convey information independently [29, p. 4].

Most often, these illustrations are used in advertising texts. They are accompanied by a verbal mode, which actually plays a key role, associating the organization represented on the logo with those emotions, events or values that will be able to cause the recipient to like the product or service of this institution. However, scientific analysis shows that other types of correlation are also inherent in this model. The effectiveness of such models may be different for representatives of different social groups. Therefore, in order for these texts to be as effective as

possible, their author must be clearly aware of who will be the final addressee of this text, under what conditions its content will be decoded, and what associative connections with the products or services of this company should be activated in the consumer's mind.

Verbal-symbolic types of multimodal texts are actively used on the pages of media in general and to reflect the economic sphere in particular. In addition, although, at first glance, the communicative-pragmatic potential of these elements is limited due to the unification of semantics and intelligibility of the coded meaning, however, with the addition of non-characteristic elements and verbal and paraverbal effects, such models can have a stylistic-pragmatic load [32, p 70].

Neologisms are a mandatory stylistic component of American English language, an important source of expressive and emotional saturation:

“The key to a successful flirtationship is knowing that it will not go beyond flirting” [76].

Man, when I go out tonight, I am so going to Meghan Markle it, before going home early, getting eight hours sleep and not texting your ex (FT).

In the previous example, the used neologism Meghan Markle acts as a verb.

Oprah asks Meghan and Harry about one of the prevailing storylines about the royal couple: that Meghan orchestrated their departure from the Royal Family, in what the tabloids branded as “Megxit” (TG).

The neologism "Megxit" means Harry and Meghan leaving the royal family in the media called the word "Megxit" (by analogy with "Brexit" – the exit of Great Britain from the European Union).

The most frequent lexeme used to characterize a person's financial situation is somatism "clover". This fact has an extralinguistic explanation: clover is one of the herbs associated with the fact that ruminants love clover. In addition, cows quickly fatten up on clover and feel great when they eat it. Therefore, a person who lives luxuriously was compared to a contented cow grazing in clover. Hence the idiom: to be / live in clover – to live luxuriously, like cheese in butter, in a good position.

By British standards, a political party capable of raising from three benefactors is in clover. Mindful of the reputation for sleaze which contributed to the downfall of the Conservatives in 1997, Labor has introduced new, much tougher laws on party funding.

So they are like a cat in oil. What else do they need? (TG).

Along with the above phrase, the idioms golden handcuffs and a slice/share of the cake also have a positive connotation. A slice/share of the cake – share, tidbit (about money): Globalization is causing the biggest shift in relative prices (of labour, capital, commodities and goods) for a century, and this in turn is causing a significant redistribution of income. Low-skilled workers in developed economies are losing out relative to skilled workers. And owners of capital are grabbing a bigger slice of the cake relative to workers as a whole [79].

Of course, that piece of land is a piece of cake [60]. The idiom golden handcuffs – "golden handcuffs" refers to an increase in salary, which is given to an employee so that he does not quit and does not go to competitors:

As Gerald Ledford of the University of Southern California's business school puts it, they are "golden handcuffs" to keep people at their desks (TG).

The idiom to make (both) ends meet is used to indicate the fact that a person completely spends the money he has earned, that is, the salary covers only basic needs, thereby indicating a lack of earnings.

In fact, according to one of the versions, this phrase originally sounded like to "make ends meat". Even during the Great Depression in the USA, sausage manufacturers used tricks, such as filling only two ends of the sausage with meat and filling the middle of the product with a special cheap mixture of filler.

The buyer was offered to try the meat end of the sausage product before buying, no one cut the sausage or sausage in half:

Doctors have gone on strike over a new, less generous contract that the government is imposing on them. And everywhere hospitals are struggling to make ends meet (TG)

The lexeme “peanuts” also has a negative connotation, which leads to a difficult financial situation if someone is paid very little money (to pay (someone) peanuts). Literally – pay in peanuts. This idiom is used when talking about a very small salary paid by an employer.

The idiomatic expression to work for peanuts is also often found in journalistic discourse, hence the well-known proverb If you pay peanuts, you get monkeys [80].

The word peanuts is widely used as slang for a small amount of money. The English phraseological nomenclature with a negative connotation can be supplemented with the following idioms:

- good riddance – get rid of someone or something. In speeches and with champagne toasts, many across the world bid Trump “good riddance” (TG).

- to kill the goose that lays the golden eggs – to kill the hen that lays the golden eggs; to destroy something that brings profit with one's own hands. There are many ways to kill the goose that lays the golden eggs. London's economy makes Britain rich. If Britons were to vote on June 23rd to leave the European Union, London would suffer (TG).

- to grease someone's palm – to give someone a bribe. This makes it an offense for companies merely to fail to prevent an act of bribery, even if they do not actively grease palms, setting the bar higher for them to stay clean (TG).

- money-laundering – laundering/legalization of income. The Financial Crimes Enforcement Network (FinCEN), part of America's Treasury, chose February 19th to announce it had rescinded a devastating finding against a European bank suspected of facilitating money-laundering. The withdrawal, less than a year after the designation, looks like a climbdown (BBC).

- to rob Peter to pay Paul – take from one to give to another. But this gives rise to complaints that the federal government is robbing Peter to pay Paul, and using its spending power to muscle in on provincial jurisdiction (BBC).

Lexical markers of emotional assessment in the Ukrainian-language news discourse are component words that directly express emotions, called emotional state and/or emotional attitude. The functioning of phraseological units on the pages of

English-language and Ukrainian-language newspapers is conditioned by laws that are common to the entire literary language and journalistic style – a combination of expression and standard. The basis of the implementation of this principle is the phenomenon of "actualization" – the use of language means that are perceived against the background of the context as unusual and attract attention. Phraseological turns, proverbs, sayings, idioms and catchphrases are a mandatory stylistic component of the language of the newspaper, an important source of expressive and emotional saturation. The main stylistic purpose of idioms in a journalistic text is to perform the function of characterizing a person, object, or phenomenon. They express the evaluative opinion of the author, strengthening the emotional and expressive potential of the text. It is this quality of theirs that corresponds to the aesthetic goals of a journalistic text – to influence the reader, to cause him the desired reaction to the expressed opinion [97, p. 509]

Communicative influence is achieved by a political person through the use of intensifiers, expressive, emotionally saturated tropes and stylistic figures, the palette of which is extremely diverse. Among them, the most used are [9, p. 4]:

1. Metonymy: Great Britain decided to keep check on some people... .
2. Metaphor: A good politician of the world.
3. Epithet: An extraordinarily talented ambassador.
4. Repetition: ... and I won't prejudge whether or not they'll be successful. If they are successful...
5. Rhetorical questions: Will this hold by way of a promise?; Are we looking at a broader set of sanctions?
6. Interjections or phrases that demonstrate the speaker's attitude to the topic: I think, my hope; I suppose; but what I do know is
7. Inversion: On providing lethal weapons to Ukraine, it's important to point out that we have been ... (BBC).

Returning to the influence strategies of political personalities during interviews, it should be noted that with their appearance, and, in fact, with their speech, they create a certain image, which, depending on the general opinion of the

population, can be positive or negative. Thus, political personalities can use both conflict and non-conflict strategies.

The most used conflict strategies were defined:

1. Tactics of disagreement: We have emphasized that the prospect ... but we haven't said that...

2. Avoiding the answer: It is better to ask answerable for that people...; But I want to emphasize that a decision has not yet been made.

3. Discrediting the opponent: I don't want to be disrespectful to the president, but ... (BBC)

The author refers to non-conflict strategies such techniques as:

1. Tactics of agreement: Well, I absolutely agree.

2. Promise tactics: And so we're going to do everything we can to help bolster that.

3. Tactics of self-promotion: And that's how I operated throughout my first term in office.

4. Argumentative tactics: And it has paid a significant cost for its actions, for example, fist ...; On proving lethal weapons to Ukraine... (BBC)

Thus, Donald Trump, in a speech on January 06, 2021, spreading fake claims about the fraud of the 2020 election, inspired an angry mob to storm the Capitol and relied mainly on toxic content calling for conflict or protest, for example:

"... Now... it is up to Congress to confront this egregious assault on our democracy. And after this, we're going to walk down... and I'll be there with you... we're going to walk down...we're going to walk down... Anyone you want, but I think right here, we're going to walk down to the Capitol, and we're going to cheer on our brave senators and congressmen and women ... You have to show strength and you have to be strong...". (BBC)

In the above passage, we can see that the toxicity of Trump's address to the rally participants is initiated by the verbalizer "egregious assault on our democracy", verbal explicatives of toxic implicit meanings ("after this" → "after this = "after my victory was stolen"; " we're going to cheer on" → "now let's be courageous" = "we

will force the senators to review the election results") are accompanied by a sharp movement of the right hand and an increase or decrease in the amplitude of the voice volume.

Thus, the toxic content of the "protest" was triggered by the "egregious assault on our democracy" trigger, which resulted in an angry mob attacking the Capitol with chants of "Hang Mike Pence!". It is the lexical level that is provided by emotional and expressive vocabulary and explained by a number of stylistic tropes (epithets, metaphors, metonymies, synecdoches, hyperboles, paraphrases).

Imagery in the political speeches of B. Obama and M. Romney at the lexical level is achieved thanks to such basic expressive means as:

1) an epithet that makes the speech emotional and causes excitement in the listener – a hard fight, failed policies, astronomical levels, appeasement strategy (M. Romney); decent living, decent retirement, highest obligation, extraordinary achievement, hard work, own home (B. Obama):

– *“This is a hard fight because there's so much worth fighting for. ...It's a state that has suffered terribly under the failed policies of President Obama. ...He has raised the national debt time and time again to astronomical levels. ...The president – the president has adopted an appeasement strategy. ...He believes that America's role as leader of the world is a thing of the past” (TW);*

– *“This is an extraordinary achievement – one made possible by the hard work and sacrifice of the men and women who had the courage to serve. ...This is a moment where we must come together to ensure that every American has the chance to work for a decent living, own their own home, send their kids to college, and secure a decent retirement. ... That is our highest obligation as citizens” (TW).*

The use of an epithet is symbolic, since its purpose is to emphasize a characteristic feature, a defining quality of a certain object or phenomenon and, having entered a new semantic field, to enrich this field with a new emotional or semantic nuance [103, c. 59].

In the speeches and addresses of President B. Obama, we single out a group of "aggressive" epithets directed by the speaker to discredit the actions of his political

opponent, the representative of the Republican Party M. Romney, some of them are as follows: reckless behavior sketchy deal, wealthiest households, modest pay, skyrocketing tuition, crumbling roads and bridges, crippling sanctions. Here are examples of their use in sentences:

- *"It's the one-point plan that says it's okay for Wall Street to keep engaging in the reckless behavior that got us into the mess we've been fighting back from for the last four years";*

- *"We've got to make investments in science and research and infrastructure. And we can't do all that and reduce our deficit unless we ask the wealthiest households to pay a little bit more" (TW)*

After participating in the second part of the debate with M. Romney, B. Obama addressed the residents of Mount Vernon, Iowa, in which he briefly analyzed the debate. And it was while evaluating the actions of his opponent that he used the above epithets. He successfully managed to spoil the image and weaken the authority of his main opponent, calling his action plan reckless behavior, one that does not have a clearly structured and consistent sketchy deal strategy. So, the desired effect was achieved thanks to the use of correctly and successfully selected emotional and expressive vocabulary.

2) metaphor, as a means of creating expressiveness and imagery of speech:

- *"Our campaign is about more than replacing a President; it is about saving the soul of America. This election is a choice between two very different destinies. We still believe in the America that is a land of opportunity and a beacon of freedom"(TW);*

- *"Generation of veterans – is armed with the skills, discipline and leadership to attack the defining challenge of our time: rebuilding an economy where hard work pays off, where responsibility is rewarded, where anyone can make it if they try" (TW).*

It is noteworthy that metaphor has always served as an object of interest to researchers, as it is considered as a process and result of complex linguistic and cognitive mechanisms and a means of conceptualizing empirical knowledge. A

thorough study of metaphor is related to the study of the peculiarities of its functioning in speech.

The use of metaphorization is a procedural mechanism of suggestion in political speeches, that is, transferring the qualities of some objects of reality to the qualities of others. The variation of different semantic consequences of metaphors in different contexts determines the effect of this mechanism of interpreting reality. Metaphors are widely used in political speeches and arguments. They are means of influencing the audience to make a certain decision, encouraging the behavior of the audience expected by the speaker [3, p. 97].

Yes, every metaphorical statement is a speech act, because it establishes or most often contributes to the establishment of a connection between familiar and unfamiliar topics for the recipient of information. According to this theory, when public leaders try to convey any information, the audience observes their relationship with the listeners, thinking of the metaphorical expression of the category of "height" and "distance" that separates them from the public figures. They realize themselves separately from them" [4, p. 65].

As a stylistic technique used in the texts of political speeches, metaphor enables the interpretation of what is said and offers the listener an alternative interpretation of the issue discussed by the politician. Studying political metaphors as a factor of political culture, it is worth noting that in the language of political discourse, scientists distinguish the following types of metaphors: size, personal supremacy, distance, subordination and choice.

3) metonymy, with the help of which meaning is transferred from one phenomenon to another:

- *"...you can't change Washington from the inside, inside; you can only change it from the outside We're going to give him that chance on November 6th"* (TW);

- *"There were those who said we should let Detroit go bankrupt, but we made a bet on the American worker – on the ingenuity of American companies"* (TW).

Metonymic images, which are a means of studying mental processes and a means of understanding national self-consciousness, deserve special attention in the

context of the study of emotional and expressive vocabulary. Defining the phenomenon of metonymy, we note that it is a trope close to metaphor, with the help of which the meaning of words is transferred from certain phenomena and objects to others by contiguity [11, c. 13].

Donald Trump inspired angry mobs to storm the Capitol in his Jan. 6, 2021 speech spreading false claims that the 2020 election was rigged, relying mostly on toxic content calling for conflict or protest. The toxicity of Trump's address to the participants of the rally is explained through the demagogic expression "egregious assault on our democracy", while such verbal explications of toxic implicit meanings, such as "*after this*" ("after my victory was stolen"), "*we're going to cheer on our brave senators and congressmen*" (WSJ) are accompanied by a significant amplitude of the volume of the voice and sharp movements of both hands with palms in the form of a fist, which is similar to the fighting stance of a boxer. The additional effect of visualizing the combat stance of Trump, who is ready to protect American democracy in his person from the enemy (Biden), is emphasized by the color scheme of the red lines located outside Trump on the national flags of America and his red tie, which symbolize valor, courage and thoroughness (see Appendix T).

Also, at one time, the American politician from the Democrats, the speaker of the US House of Representatives, Nancy Pelosi, brought the toxic enmity with Donald Trump to a new low, when on January 6, 2019, she tore the president's State of the Nation address in half during a live broadcast of his speech in the US Congress (Nancy Pelosi takes toxic feud with Donald Trump to new low). The public relations between Donald Trump and Nancy Pelosi have become a symbol of a divided Washington: He says she's crazy and corrupt; she calls him coward and claims she prays for him.

The toxic effect of this gesture was that it was condemned from both sides by both conservatives and Republicans, because "*she isn't clever or cute her childishness insults our American traditions – should be censured*" (WSJ) she is not smart and not cute, her childhood offends our American traditions, which must be

condemned" (Gingrich calls on Pelosi to be censured: 'Disgusted' by 'viciously partisan action').

Expression is made possible by various kinds of enlivening metonymy, such as reinforcing metonymy with other stylistic figures or tropes. All this draws the addressee's attention to the way of expressing an opinion, which is perceived as more weighty and vivid. In our opinion, the metonymic expression of a political polemic is a set of metonymic transfers of different levels, which are consciously used by the speaker to present, evaluate and transform some fragment of reality in order to influence the reader and ultimately form the desired attitude to the message.

Therefore, the results of the study allow us to draw certain conclusions and assert that for positive self-presentation and the identification of their exclusively positive features, as well as for discrediting opponents, publicizing negative facts and arguments, politicians use a number of stylistic tools, which are characterized by great argumentative potential and quick persuasiveness an effect that allows the power of persuasion to capture attention and achieve the desired goal.

Conclusions to chapter 2

The analysis showed that common types of correlations between verbal and non-verbal components are parallel and complementary dependence. The analyzed non-verbal components duplicate or complement the verbal components. The absolute majority of the analyzed units contribute to a better understanding of the main idea. However, there have been isolated cases of unsuccessful use of a non-verbal element, which, in our opinion, may cause difficulties in the process of decoding the text. The conducted analysis proves that the non-verbal component is fully capable of performing attractive, informative, expressive, symbolic, illustrative, argumentative, characterological, satirical and image-creating functions. Attractive, expressive and illustrative functions are basic, which is determined by the socio-political subject matter of mass media texts. Verbal means in the texts of the speeches of such British politicians as Nigel Farage, John Bercow, Theresa May, David Cameron, Jeremy Corbyn, Priti Patel are determined mainly by the themes of

migration and Euroscepticism (Brexit), English nationalism (Scotxit, NI-xit), as well as most recently, the British Prince Harry and his wife Meghan Markle's refusal to perform royal duties (Megxit) and the emergence of a discourse of racism that is new for the British public (How Britain's political conversation turned toxic).

It can be concluded that the main information in all American text examples is conveyed verbally (via the actual text), with the graphic element only complementing it, which is a representation of complementary dependence. Compared with the verbal component, photos on the covers of newspapers or magazines convey little meaningful information and serve as a way of giving the reader quick access to the essence of the message, thus helping to make a choice in favor of this or that publication in no time.

Furthermore, due to the unification of semantics and intelligibility of the coded meaning, the communicative-pragmatic potential of these elements is limited, while non-characteristic elements in verbal and paraverbal effects add a stylistic-pragmatic load.

American English texts are characteristic of emotional vocabulary. Not infrequent is the use of colloquial as well as book vocabulary. Abbreviations characteristic of the scientific style of speech are also common to the American style. There can also be found an extensive use of neologisms in addition to the loan words which attract more of the audience's attention and illustrate the discussed reality in a much clearer way. The analysis of the US election campaign materials, news reports and caricatures suggests a wide range of figures of speech is applied to emphasize the encoded idea. Another remarkable feature is the use of word formation techniques (e.g. "Bidenomics").

CHAPTER 3

EXAMINATION OF NON-VERBAL COMPONENTS IN EXPRESSING EMOTIONS BASED ON BRITISH ENGLISH AND AMERICAN ENGLISH TEXTS

3.1. Non-verbal components of expressing emotions in British English texts

Non-verbal means create a "textual image" and are an important carrier of information. The functional load of non-verbal components can change and expand, depending on the type of text. When decoding such texts, one should take into account not only the linguistic and cultural specifics, but also the addressee's intentions and the addressee's background knowledge. Communicative and pragmatic norms of multimodal texts make high demands on the communicative competence of participants in communication. Adherence to such norms is a mandatory condition for the successful implementation of communication.

Considering the fact that the spectrum of non-verbal means is quite wide, their potential possibilities are unlimited, as are a number of possible variations and methods of conjugation and ways of influence [13, p. 20]. When creating mass media messages, producers resort to special schemes of their submission, highlighting bright and relevant units against the background of ordinary text. The sender of the message has the opportunity to concisely and visually express intentions, thoughts, emotions, attitudes regarding certain events or facts through the activation and synchronous involvement of various sensory organs of the recipients. It is also important to take into account social and cultural-ethnic traditions and values that outline the process of encoding and decoding graphic information in mass media.

In the English-language mass media communication space, there are a number of images that serve as certain identifiers of American and British ethnic groups. Non-verbal components that reflect national values, realities and stereotypes of English-speaking communities are so strongly rooted in society that they do not require additional explanations. Behind each of them is a certain history and events,

as a result of which they entered the mass media environment. Examples of those in the mass media space are caricatures, cartoons, sketches.

Non-verbal resources have the status of being universally and culturally marked, as they are able to reflect both generally accepted ethno-cultural values and culture-specific British and American value orientations. From the perspective of illustrative components, the analyzed texts make it possible to outline cultural realities, values and the state of affairs that are relevant to American and British ethnic groups. Comic and satirical depiction of events and situations with the help of prototypes enable us to form portraits of the British and Americans, their way of life and attitude to the ruling elite [12, p. 13]. All the identified texts with sociocultural markers consist of verbal and non-verbal/non-verbal components. Also, cases when revealing the content of the text is impossible without familiarization with the verbal part have been found, since the non-verbal can have a large number of different interpretations. A small percentage represents information that further reveals the content, supplementing the articles with additional information.

For the British public, Boris Johnson is a recognizable figure. The somewhat ironic image of the politician allows him to express crazy ideas and avoid serious consequences. His self-criticism and sense of humor are quintessentially British traits. The attitude of the British society towards Johnson is twofold: some feel sympathy and believe that the politician is masking his vulnerability in this way, while others fundamentally do not perceive his frivolity and comicalness.

Appendix V shows the Prime Minister in a business suit with a traditional hairstyle and a satisfied smile. It should be noted that Johnson is standing on a surface covered with a British flag. Usually similar images show contempt for the flag and the country. However, interpreting the non-verbal component of this text, we can confidently assert that the politician stands guard over British interests. Such conclusions seem possible due to the interpretation of the non-verbal component and the background knowledge of the recipients. The politician holds the cherished star from the flag of the European Union in his hands, which violates the notion of

European perfection, completeness and unity, but attests to the independence of Great Britain.

The symbolic function of the next image is its purpose to sensibly perceive national British images, concepts and ideas. This image is associated with a specific text and is not limited in its interpretation. As you know, the flag is one of the most powerful valorative dominants of each ethnic group. The image of the British flag with traces of ash, as if saved from a fire or burned on the battlefield, performs a powerful expressive function. However, without the verbal part, it is difficult to accurately understand the exact intention of the author. The article accompanying Appendix V refers to Scotland's desire to secede from the Kingdom.

The implementation of this plan would cause the collapse of the United Kingdom, and therefore, the collapse of its national symbols. *"Emotionally, the shock would be profound. The integration of 300 years could not be sawn through without huge pain, on both sides. If leaving the EU was like a parting from an extended family of second cousins, this would feel like the disintegration of the ancestral home"*. This turn of events is not only a risk of loss of authenticity for the United Kingdom, but also a risk for Scotland in building its own independent state. Thus, the image is an example of correlation of interdependence and performs an accompanying illustrative function (**Appendix P**) (TE).

In the nomenclature of the material studied, only texts with partial and full correlation of verbal and non-verbal components have been included. Consider examples that demonstrate these types of multimodal texts (**Appendix Q**) (TE).

Thus, **Appendix Q** (TE) and the accompanying article in the British magazine *The Economist*, which it complements, serve as an example of a text with a full correlation of verbal and non-verbal components. As you can see, the verbal and non-verbal components denote different subjects and situations that are closely related to each other associatively. The verbal component highlights the British government, whose reputation is tarnished by the coronavirus crisis: *"As Britons were getting together to amuse themselves and infect each other, Europe was shutting down. Borders were closing, public gatherings being banned."* The verbal component

clarifies that it is a rugby match that took place on March 7, 2020 in London at the height of the pandemic.

British Prime Minister Boris Johnson was also present among the audience. Decoding of non-verbal information takes place taking into account linguistic and cultural features and national flavor. Thus, conservative Britons condemned such disregard by the authorities for the health and lives of people at a time when "Europe closed" and was looking for ways to fight the virus. The image of the flag associatively enriches the verbal part, but without it, it can receive different interpretations. The white spots on the flag symbolize the condemnation of the government's actions by a large part of British society, for whom the flag is the embodiment of spiritual strength, convictions, an object of pride that no one has the right to flout. Likewise, the British will not allow the safety of ordinary citizens to be neglected for the sake of someone's entertainment. Even if members of the ruling elite want to have fun.

The flag of Great Britain, as we have already mentioned, is the main national symbol. However, it is presented somewhat unconventionally, with traces of ash, as if the British flag saved from a fire or forgotten in a fire looks defaced. The non-verbal component of the multimodal text represents a core British value that needs no additions or clarifications. The image performs an expressive function and demonstrates the ability of national British symbols to evoke patriotic feelings. The interpretation of this non-verbal component is related to the interpretation of the verbal component that accompanies it and without which it is difficult to accurately understand the exact intention of the author. As you know, the flag is one of the most powerful valorizing dominants of each ethnic group.

Speaking about the integrity of the territory of the United Kingdom, as an important value constant of the British people, consider Appendix X, the informativeness of which is sufficient even without a verbal component. Thus, the background knowledge of the addressee allows us to consider this image in the context of the acute ethno-political conflict in Northern Ireland, which continues to this day between Catholic "nationalists" and Protestant "unionists" (CT). Nationalists

are in favor of Northern Ireland leaving the United Kingdom and joining the rest of Ireland, while Unionists, who are the majority in Northern Ireland, did not want such changes.

In 2020, a party linked to the Irish Republican Army won the election, winning over voters with promises of investment in health care and housing. This party pursues the ambitious political goal of achieving Irish unity through a referendum. Since the majority of the population of Northern Ireland are Protestants, who are British in culture and tradition, who are committed to the idea of maintaining constitutional ties with the British crown, the United Kingdom hopes to maintain territorial integrity.

Both the verbal and non-verbal components of this multimodal text actualize a valuable British conceptsphere. The functional load of the non-verbal component is reduced to the evocation of the addressee's feelings and the addressee's media manipulation of these feelings. The cultural function of the image is also clearly presented, which clearly directs the interpretations of the addressee of the multimodal text in the context of domestic and foreign political issues of Great Britain and Ireland.

The image, as a component of the multimodal text represents the British linguistic culture and thereby realizes the cultural function of the non-verbal component. Having familiarized ourselves with the verbal component, we can say that the attitude of the British to the flag of their country is as respectful as to their monarch - Queen Elizabeth II. Smiles on people's faces testify to love, respect, and honor. Such celebrations are due to the Queen's tour of Great Britain in celebration of her birthday in 2012. The monarch is dressed in a coat of one of her favorite colors - blue, which emphasizes her high social status. The smile on her lips indicates that Elizabeth enjoys communicating with ordinary British people, which is also confirmed by the verbal component of this multimodal text.

Speaking about the functional load of this image, its multifacetedness should be taken into account. Yes, the color scheme of the queen's outfit is the element of the image that performs an associative function. The explanation of such a role can be

seen in drawing parallels between the "*blue blood*" (CT) of Elizabeth II and the symbolism of the color blue. The emphasis on social inequality is balanced by the lack of distance between the monarch and the crowd, in which we also see a media manipulative function: presenting the Queen in a positive light and demonstrating her respect and reverence for every ordinary Briton.

The image in Appendix X also presents the recipient with the flags of different territories of the United Kingdom: Great Britain and the British Virgin Islands. The British Virgin Islands is a territory of Great Britain and a member of the British Commonwealth. The position of the flags in the image indicates the existence of an element that unites the heraldic symbols, which is also confirmed by similar prints on the canvases. To trace the function of this non-verbal component of a multimodal text, one should familiarize oneself with its verbal component. As the title indicates, the article is about the termination of funding of the British Virgin Islands by the European Union: "*BVI loses access to EU funding*" (CT).

The reason for such changes, as we can guess, is Brexit. Thus, the role of the function of exemplification in the interpretation of this non-verbal component of a multimodal text seems obvious. After all, the information encoded in the non-verbal component is confirmed by verbal information. The image also exerts a media manipulative effect on the recipient, convincing the latter of the recklessness of the British side of the Brexit decision. All the disadvantages that are a consequence of Britain's withdrawal from the Union of European Commonwealth countries have already been felt by the British Virgin Islands themselves: "*The BVI and other British Overseas Territories will no longer have access to any future funding for sustainable development from the European Union as the UK's Brexit deal took effect on January 1, 2021. According to a statement from Premier Andrew Fahie, the BVI "has long enjoyed a politically beneficial relationship with the European Union through our Associate Status as one of the Overseas Countries and Territories (OCTs) directly associated with the bloc". Through this relationship the BVI was able to gain funds from the European Development Fund and other initiatives to tackle climate change, marine biodiversity and pursue renewable energy goals*" (CT).

According to the data obtained through verbal and non-verbal channels, we can also talk about the importance of cultural and associative functions. Flags, being the main symbols of the nation, in which the preserved knowledge and experience of previous generations serve not only as a key to the cultural treasure of the British ethnicity, but also play the role of a separate communicative element of a multimodal text, which, subject to the cultural awareness of the addressee, has a powerful informative potential. It should also be noted that the verbal and non-verbal components are not completely congruent in this multimodal text, because the image also contains information about the differences of opinion regarding the foreign and domestic policies of Britain and the British Virgin Islands. Such information is reflected in the non-verbal component by the opposite angles of the flags and is confirmed by the verbal component after a comprehensive analysis of the multimodal text. Different views on values are determined by the linguistic and cultural heritage used by representatives of one or another territory.

3.2. Non-verbal components of expressing emotions in American English texts

Presidential elections play an important role in the lives of citizens. All events related to them are reflected in the communicative mass media space, which not only reproduces them, but also serves as a means of influencing the consciousness of the recipients. The array of analyzed material demonstrates that the actualization of economic issues through the prism of election processes was carried out through the use of a large number of non-linguistic means of different structure and functional load. Obviously, non-verbal means of representing the US economy played an important role in the process of covering election campaigns. Combining with verbal components, they correlate with each other in different ways, performing a multifunctional role, and are able to both facilitate and complicate the perception of information, as well as exert a communicative-pragmatic influence, involving stylistic inventory. Considering such trends, we consider it expedient to carry out a multi-vector analysis of non-verbal means taking into account different paradigms.

Verbal-photographic models of multimodal texts are widely represented in the research by photographs that accompany pre-election or economic texts. It is obvious that the field of economics is abstract by nature, so it is quite difficult to directly reflect economic concepts through verbal and photographic models of texts. However, this became possible thanks to the photos of persons who represent certain economic aspects.

Appendix A (TE) illustrates an article about the US presidential debate of the year. **Appendix B** (TE) accompanies the article on the economic indicators left behind by Barack Obama's first term as president. Obviously, these images would not make any sense on their own, so their primary purpose is to supplement the verbal component and signal to the reader that some specific text will tell about the event associated with the image.

The following image of the cover of Newsweek magazine combines two graphic symbols and a verbal component. The first symbol is the traditional image of a piggy bank in the form of a golden-colored pig, which in many cultures is associated with wealth, money storage, and ultimately with the banking system, which is part of the financial and economic systems. Another is an image of a cell of the Covid-19 virus, which, swinging on a rope like a construction projectile, breaks a piggy bank. In this case, we are dealing with parallel correlation. The image duplicates the inscription above, both elements – one literally, the other figuratively – symbolize the deterioration of the economic situation in the country due to the spread of the coronavirus infection (**Appendix E**) (TE).

Despite the popularity and apparently justified use of non-verbal components, there are cases when they in no way enhance the effect of the verbal component.

The illustration for the article depicts coins of various world currencies, two blue and red snakes, a ladder, and on the background are multi-colored cells with numbers reminiscent of a board game (**Appendix F**). The combination of the meanings of the symbolic elements does not explain the general meaning of the image either independently or in combination with the text of the article. The level of abstraction of the image is so high that it does not in any way make it possible to

associate it with the written text, making it difficult to understand. The presented illustrations demonstrate an interpretive type of correlation (TE).

At the end of this article, we come across an image of a red snake biting its own tail (**Appendix G**). Such an image in mythology is called "ouroboros" ("the one that devours its tail") and is considered a symbol of endless rebirth. Summarizing, the author writes that the exchange rate does not affect the development of the economy so much, therefore the primary task of the government is to stabilize the financial sector and reduce the unemployment rate. In general, after reading the publication, we have a clear understanding of why developed countries are not concerned with maintaining the exchange rate, graphic elements in this case do not help, but rather complicate the perception of information. Verbal-iconic models are actively used to reflect the sphere of economy. Non-photographic images of objects and phenomena of the surrounding reality make it possible to compose within one drawing different objects that are unlikely to come across together in real life. This model is characterized by different types of dependencies.

The main topic of the September 17, 2020 issue of "The Economist" was large corporations and their influence on the world economy. The cover of the issue shows a lower leg wearing a shiny new shoe (**Appendix H**). The owner of the foot steps forward, and at that moment there is a small person under the big shoe, who is trying with all his might to escape so as not to be crushed. Other silhouettes of people are visible in the background; some of them are also very small in size, others are medium in size. The verbal mode consists of two inscriptions of different colors and different font sizes. The non-verbal component is an illustration for a publication about large multinational companies that destroy small businesses and even in combination with the captions that accompany it, does not convey the main content, but only complements the verbal mode.

Appendices I, J (TE) demonstrate the inconsistency of the economic policy of the office of the president, when some market participants (usually large corporations and organizations close to the president) receive certain preferences, and the average American is left with nothing (**Appendix I**) (TE). The authors of another cartoon

hinted that "irresponsible" economic policies could lead to serious resistance from the common people, drawing parallels with the historical events that became known as the "Boston Tea Party", when as a result of selective tax cuts for an individual company in order to destroy the smuggled supply of tea to the United States, there were serious riots, as a result of which the batch of tea that was on board the ships of the English East India Company was destroyed (**Appendix J**) (TE). Such types of verbal-illustrative models do not accompany the verbal component of the text, so we determine the type of dependence by analyzing the image and the verbal component in it. Inscriptions that symbolize the speech of the characters or the corresponding names applied to certain objects: ("Sanity" (Common Sense) on a wooden box, "GOP" (Great Old Party) – the traditional name of the Republican Party on the stern of the ship), complement non-verbal component, demonstrating a complementary type of correlation.

The analysis of the mass media communicative space of the USA, in particular of the last three pre-election presidential campaigns, demonstrated the significant potential of multimodal texts in terms of representation of the economic sphere. Graphic images characteristic of American culture are understood to society; they appeal to the feelings, emotions, hopes and experiences of American citizens, implicitly or explicitly affecting their consciousness.

The functional potential of the non-verbal component depends on the type, content, thematic content and intention of the relevant multimodal texts. In addition, most of the analyzed non-verbal components of multimodal texts are characterized by multifunctionality, when several different functions are activated at once. The array of researched material consists of multimodal texts of modern periodicals "Newsweek", "The Economist", "The Week", presented mainly by a combination of a non-verbal component and a non-verbal component that accompanies it, less often – by an independent drawing (caricature or cover of the publication), on which the verbal (inscriptions, titles, phrases of characters) and non-verbal (iconic image) components interact, forming a complex meaning of the message.

The analysis of illustrative material confirms the ability of the non-verbal component to perform attractive, informative, expressive, aesthetic, symbolic, illustrative, argumentative, characterological, satirical and image-creating functions. Within the scope of the study, the function of the author's evaluation of the information presented in the text, which is used to provide evaluative judgments to events and people, and the function of critical comparison of visual images, which is used to present one of the candidates for the post of president of the United States in a favorable light, were additionally identified. Such functions as attractive, expressive and illustrative are characteristic of almost all analyzed means, which is dictated by the very nature of the mass media communicative space.

The non-verbal component in mass media in the modern world primarily serves as a means of drawing attention to the relevant topic. A large number of recipients, picking up a magazine, do not have a clear plan for reading texts on a specific topic. The factor of choosing material for reading depends on many factors. It is also influenced by elements such as a catchy article title and a successful illustration. Given the total lack of time for American citizens, sometimes the last two play a key role. The absolute majority of non-verbal components within the analyzed array perform an illustrative function. The most common option is when images accompany articles. They are used as supporting elements for the phenomena and events described in the text, or as associative referents of the surrounding real or abstract reality, which the author of the text refers to. Some functions within the studied array, in particular the characterological and image-creating function, are clearly traced in all three presidential campaigns. Obviously, mass media play an important role in the process of creating and maintaining the image of a modern politician. In democratic societies, the politician himself cannot directly influence this process, so he is forced to carefully monitor his speech, actions and behavior in general.

The formation of a negative image of Donald Trump is characteristic of the entire 2020 campaign. In an article entitled "Hail to the King" in the weekly "The Economist" of August 29, the candidacy of the candidate is depicted with reference to

his achievements in the previous four years. The critical attitude of the author of the article to the policy of the office of the current president at the time, as well as his personal qualities, is vividly emphasized by the caricature that accompanies the article. The picture shows Donald Trump in the image of a king (**Appendix K**) (TE).

The frankly unattractive face of the candidate immediately catches the eye. All elements of the image demonstrate his arrogance and egotism. He has a crown on his head, and his bright multi-colored clothes show obvious bad taste (which was repeatedly reported by the media during the term of office). There is a staff in his hands, on the end of which is fixed a flag with the inscription "AMERICA", but the reader can notice that the element "me" occupies more than half of this inscription, hinting that Donald Trump's own interests prevail over those of the state in his politics. Furthermore, such images portray Donald Trump as a mindless medieval monarch. In the same case, we follow criticism from the producer of the non-verbal component regarding the political activity of the candidate.

Donald Trump also received devastating criticism for the ineffective fight against the coronavirus infection (**Appendices L, M**) (TE). Featured images used in The Week magazine. They serve as examples of independent multimodal texts that do not accompany an article. However, the combination of the non-verbal component with the inscriptions on it form a unity of modes in the expression of a common meaning. Both pictures depict the politician's inadequate response to the spread of the disease.

The negative impact of Covid-19 on political processes is vividly illustrated in **Appendix N**. The drawing represents the American economy in the form of a horse that at high speed runs into an obstacle, which turned out to be a coronavirus infection. The horse falls headlong to the ground, but the jockey, who represents the American stock market, continues his movement as if nothing had happened, but on another horse, disguised as a representative of the federal government. In this way, the caricature humorously criticizes the actions of the federal government to support big business in a difficult situation. The average audience watching this event is obviously not happy with this show and wondering how much longer it will continue.

The purpose of this image is to criticize the policies of President Trump's office to support big business during the economic downturn.

Donald Trump's economic protectionist policies against China have led to reciprocal tariff increases, driving up prices for Chinese goods for American consumers and making it much more difficult for American entrepreneurs and their partners to do business in that country. An article titled "Supply chained and bound" in "The Economist" magazine dated September 22, 2020 describes the situation in which the world's clothing manufacturers have become hostages of the conflict between the United States and China.

The US government has imposed economic sanctions on Xinjiang, the world's largest cotton producer, over labor rights violations. Considering the ethical aspects of the problem, Western manufacturers do not want to associate their brands with this enterprise, so as not to get into an unpleasant story and cause outrage among their consumers. However, the Chinese government's ban on auditing foreign companies does not allow them to trace the final supplier of raw materials to factories in China. Apparel companies complain about the lack of diplomatic support from the U.S. government to resolve the issue, and the continued uncertainty hurts their reputations and business interests. The content of the article is illustrated by a picture depicting a person with a case, from both sides of which a large chain stretches (**Appendix O**) (TE). Both ends of the chain are attached to the eyes on the background of the Chinese and American flags. The man in the center of the image is a clothing manufacturer, and the eyes watching him are metaphorically defeated by the governments of China and the United States, respectively.

The man cannot move freely through the chain and looks towards the "American" eye, hoping for help. Let's note the creativity and complexity of the metaphorical transfer. Obviously, the chain symbolizes the dependence of clothing manufacturers on the two governments. However, it is worth paying attention to the complex play created by the image of the chain and the title of the article. The title of the article in combination with the image simultaneously conveys the idea of dependence on raw material suppliers and on the governments of the two countries.

The image complements the information presented in the article, an unusual decision of the cartoonist, which is superimposed on the headline, serves as a means of attracting attention.

The image in Appendix W is vivid and impressive. The non-verbal component of the text contains two American national symbols: the Statue of Liberty and Uncle Sam. Both image elements are culturally and value-marked and known to most recipients. Their position, facial expression, and other graphic means testify to the personification of America and Americans in these images. Interpretations of potential recipients may vary. The narrowing of the interpretive circle is possible when taking into account the informativeness of the verbal component, which refers to the decline of the United States, the financial and moral impoverishment of the nation. Yes, Uncle Sam is the prototype of an American society that is close to unconsciousness due to indifference to the electoral process and concern for its petty self-interests. Someone blames the ruling party for their troubles, someone blames the president, but only a united nation can change the system. It is the lack of cohesion and the threat of the destruction of the cherished American dream that the Statue of Liberty, which, in the picture, is depicted with tears in its eyes, mourns.

The economic sphere was a key topic during all three presidential campaigns and found wide representation in the US mass media communication space. Multimodal text is one of the most popular ways to convey information about the state of the election race and the economic situation. Non-verbal components perform the following functions: attractive, informative, expressive, illustrative, satirical. To a lesser extent, the corpus of illustrative material presents aesthetic and symbolic functions. The function of creating an image is characteristic and inherent in all election campaigns, which were based on similar scenarios: fatigue from aggressive political struggle, division of American society.

Conclusions to chapter 3

It can be concluded that non-verbal means are essential in creating a "textual image" in addition to being an important carrier of information. The functional load

of non-verbal components is subject to change and expansion. One should take into account not only the linguistic and cultural specifics, but also the addressee's intentions and the addressee's background knowledge, when decoding such texts. The communicative competence of participants in communication must meet high demands of communicative and pragmatic norms of multimodal texts. Adherence to such norms is a mandatory condition for the successful implementation of communication.

What was a key topic during all three presidential campaigns was the economic sphere which found wide representation in the US mass media communication space. One of the most common ways for the electorate to gain information about the state of the election race and the economic situation is with the help of a multimodal text. Non-verbal components perform such functions as to attract and inform the reader, express your opinion, illustrate the fact, and satirize the information. The corpus of illustrative material carries out aesthetic and symbolic functions not as strongly as the verbal part of it. By having analyzed the illustrative components, we are able to outline cultural realities, values and the state of problems that are relevant for American and British ethnic groups. The general picture of the British and Americans, as well as their way of life and attitude to the ruling elite can be painted based on comic and satirical depiction of events and situations with the help of prototypes. The function of creating an image is characteristic and inherent in all election campaigns, which were based on similar scenarios: fatigue from aggressive political struggle and the division of American society.

CONCLUSIONS

Emotionality provides the expression of feelings and experiences through language. The linguistic unit of emotionality is the emotive, which is characterized by the function of expressing emotions. The emotions we usually deal with are basic. These are emotions of joy, anger, happiness, or disappointment. Usually, the easiest way to express them is paralinguistic means. These are gestures, tone of voice, movements and facial expressions. However, if we pay attention to the linguistic means of expression of emotions, they will be slang words, inversion, emphatic constructions, words that express positive and negative meanings, etc. It is impossible to express emotion with just one language. It will always be a combination of different key points, different means of expression.

There are different ways of verbal expression of emotions determined by national, cultural, historical and linguistic features. Despite these differences, the verbal expression of emotions in different languages has a number of similar characteristics, as a result of which emotionality can be considered a universal language category. Speakers of all languages experience such emotions as joy, happiness, hatred, sorrow, disappointment, anger. These emotions are universal for most languages. However, depending on the specific cultures, these emotions can manifest themselves more or less intensely. The analysis of emotional texts allows us to distinguish its following components: verbal: emotional vocabulary and phraseology, a set of emotional constructions, emotional "kinemes" and "prosodemes" in lexical performance, etc.; non-verbal: an emotional situation, which, in turn, includes an emotional one presupposition, emotional intentions, emotional positions of communicators at the moment communication in that general emotional mood

An important feature of modern television discourse is the use of typical modern methods of presenting material, the use of relevant lexical units. Attempts to make the material attractive push journalists to search for "fresh" vocabulary, use non-standard emotional and expressive units. Television language is the entire corpus

of texts produced and distributed by mass media in the virtual media space; is a stable intralingual system characterized by a certain set of linguistic and stylistic properties and signs; is a special sign system of a mixed type with a certain ratio of verbal and audiovisual components, specific for each of the media: print, radio, television, Internet.

The analysis showed that common types of correlations between verbal and non-verbal components are parallel and complementary dependence. The analyzed non-verbal components duplicate or complement the verbal components. The absolute majority of the analyzed units contribute to a better understanding of the main idea. However, there have been isolated cases of unsuccessful use of a non-verbal element, which, in our opinion, may cause difficulties in the process of decoding the text. The conducted analysis proves that the non-verbal component is fully capable of performing attractive, informative, expressive, symbolic, illustrative, argumentative, characterological, satirical and image-creating functions. Attractive, expressive and illustrative functions are basic, which is determined by the socio-political subject matter of mass media texts. Verbal means in the texts of the speeches of such British politicians as Nigel Farage, John Bercow, Theresa May, David Cameron, Jeremy Corbyn, Priti Patel are determined mainly by the themes of migration and Euroscepticism (Brexit), English nationalism (Scotxit, NI-xit), as well as most recently, the British Prince Harry and his wife Meghan Markle's refusal to perform royal duties (Megxit) and the emergence of a discourse of racism that is new for the British public (How Britain's political conversation turned toxic).

It can be concluded that the main information in all American text examples is conveyed verbally (via the actual text), with the graphic element only complementing it, which is a representation of complementary dependence. Compared with the verbal component, photos on the covers of newspapers or magazines convey little meaningful information and serve as a way of giving the reader quick access to the essence of the message, thus helping to make a choice in favor of this or that publication in no time.

Furthermore, due to the unification of semantics and intelligibility of the coded meaning, the communicative-pragmatic potential of these elements is limited, while non-characteristic elements in verbal and paraverbal effects add a stylistic-pragmatic load.

American English texts are characteristic of emotional vocabulary. Not infrequent is the use of colloquial as well as book vocabulary. Abbreviations characteristic of the scientific style of speech are also common to the American style. There can also be found an extensive use of neologisms in addition to the loan words which attract more of the audience's attention and illustrate the discussed reality in a much clearer way. The analysis of the US election campaign materials, news reports and caricatures suggests a wide range of figures of speech is applied to emphasize the encoded idea. Another remarkable feature is the use of word formation techniques (e.g. "Bidenomics").

It can be concluded that non-verbal means are essential in creating a "textual image" in addition to being an important carrier of information. The functional load of non-verbal components is subject to change and expansion. One should take into account not only the linguistic and cultural specifics, but also the addressee's intentions and the addressee's background knowledge, when decoding such texts. The communicative competence of participants in communication must meet high demands of communicative and pragmatic norms of multimodal texts. Adherence to such norms is a mandatory condition for the successful implementation of communication.

What was a key topic during all three presidential campaigns was the economic sphere which found wide representation in the US mass media communication space. One of the most common ways for the electorate to gain information about the state of the election race and the economic situation is with the help of a multimodal text. Non-verbal components perform such functions as to attract and inform the reader, express your opinion, illustrate the fact, and satirize the information. The corpus of illustrative material carries out aesthetic and symbolic functions not as strongly as the verbal part of it. By having analyzed the illustrative components, we are able to

outline cultural realities, values and the state of problems that are relevant for American and British ethnic groups. The general picture of the British and Americans, as well as their way of life and attitude to the ruling elite can be painted based on comic and satirical depiction of events and situations with the help of prototypes. The function of creating an image is characteristic and inherent in all election campaigns, which were based on similar scenarios: fatigue from aggressive political struggle and the division of American society.

ABSTRACT

The paper discusses the centrality of emotions in the field of linguistics, emphasizing that emotions play a central role in human communication and are expressed through both verbal and non-verbal means. The study of emotions within linguistics requires an integrated approach that includes linguistic, paralinguistic, and discursive analysis. The research aims to analyze the verbal and non-verbal components of expressing emotions in British and American English texts, particularly in television discourse. Theoretical and practical implications of the research are highlighted, including its potential applications in linguistic courses and the understanding of emotional expression. There are different ways of verbal expression of emotions determined by national, cultural, historical and linguistic features. Despite these differences, the verbal expression of emotions in different languages has a number of similar characteristics, as a result of which emotionality can be considered a universal language category. An important feature of modern television discourse is the use of typical modern methods of presenting material, the use of relevant lexical units. Attempts to make the material attractive push journalists to search for "fresh" vocabulary, use non-standard emotional and expressive units. The structure of the research paper is outlined, and it is complemented by a discussion of the findings regarding emotional vocabulary, non-verbal elements, and the use of multimodal texts in political campaigns. By having analyzed the illustrative components, we are able to outline cultural realities, values and the state of problems that are relevant for American and British ethnic groups. The general picture of the British and Americans, as well as their way of life and attitude to the ruling elite can be painted based on comic and satirical depiction of events and situations with the help of prototypes. Due to the unification of semantics and intelligibility of the coded meaning, the communicative-pragmatic potential of these elements is limited, while non-characteristic elements in verbal and paraverbal effects add a stylistic-pragmatic load. The paper also mentions the role of non-verbal components in television discourse, the interplay between verbal and non-verbal means, and the use of

emotional expression in political campaigns. Its results can be used in school and university linguistic courses to characterize the functioning of verbal and non-verbal components in expressing emotions; in linguistic courses on word formation, lexicology, and tendencies in the development of English, lessons in stylistics and translation theory. The paper concludes by proving the importance of understanding the relationship between verbal and non-verbal elements in conveying emotions and the impact of emotions on communication processes.

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LIST OF ABBREVIATIONS OF ILLUSTRATIVE MATERIAL

105. (BBC) BBC. URL: <https://www.bbc.com/>
106. (BR). Britanica. www.britannica.com [Электронный ресурс]
107. (CT) www.cartoonstock.com [Электронный ресурс]
108. (FT) Financial Times. URL: <https://www.ft.co>
109. (NF) Nigel Farage is not “controversial” – he is toxic. Why do we keep giving him airtime? URL: <https://www.theguardian.com/commentisfree/2016/dec/11/nigel-farage-not-controversial-toxic-why-give-airtime-question-time>
110. (NW) Newsweek. URL: <https://www.newsweek.com>
111. (PL) Parliament. Home Secretary Priti Patel gave a statement in the House of Commons on new points-based immigration system. <https://www.parliament.uk/business/news/2020/february/statement-on-points-based-immigration-system/>
112. (TE) The Economist. URL: <https://www.economist.com>
113. (TG) The Guardian. URL: <https://www.theguardian.com>
114. (TT) www.telegraph.co.uk [Электронный ресурс]
115. (TW) The Weeks. URL: <http://www.nytimes.com>
116. (WFY) Public Order – in the House of Commons at 4:35 pm on 8th June 2020 (Priti Patel The Secretary of State for the Home Department 4:41 pm, 8th June 2020). URL: <https://www.theyworkforyou.com/debates/?id=2020-06-08c.40.0>

117. (WSJ) WSJ. URL: <https://www.wsj.com/video/trump-full-speech-at-dc-rally-on-jan-6/E4E7BBBF-23B1-4401-ADCE-7D4432D07030.html>)

118. (YT) Youtube. URL: <https://www.youtube.com/>

APPENDICES

Appendix A



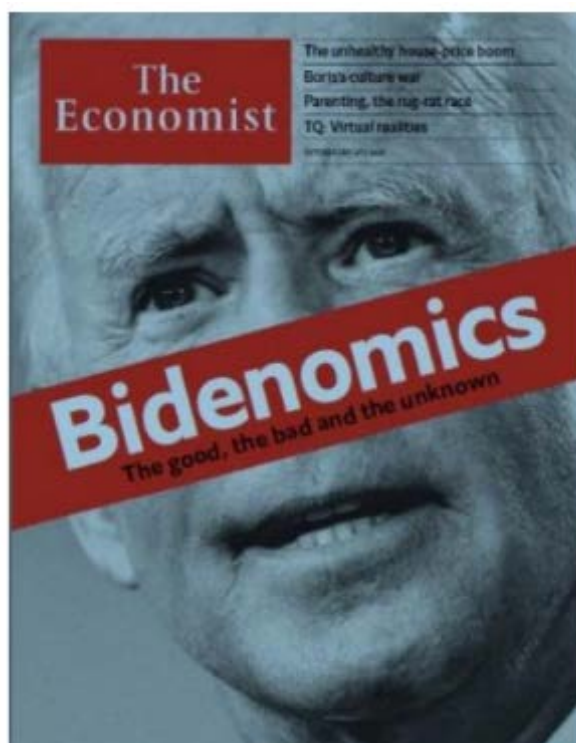
Appendix B



Appendix C



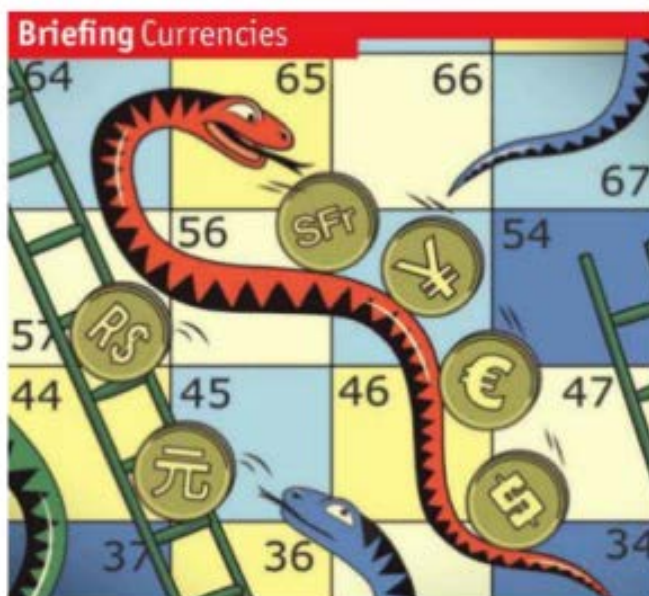
Appendix D



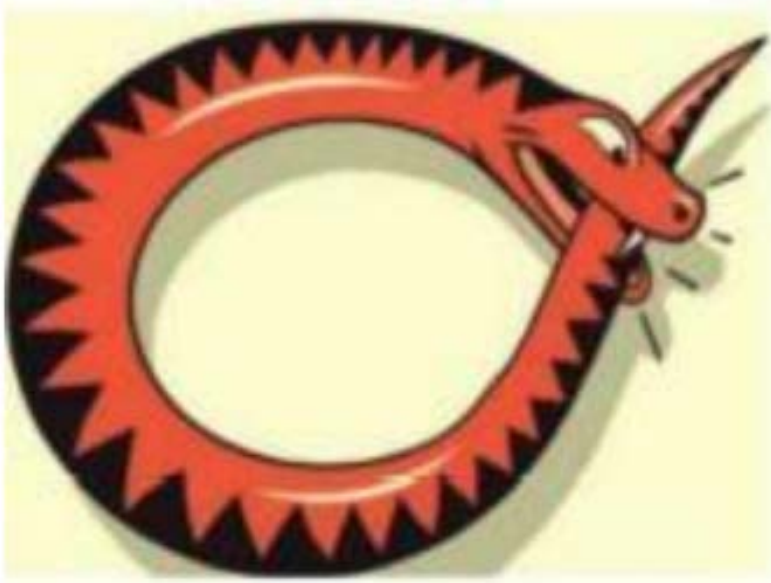
Appendix E



Appendix F



Appendix G



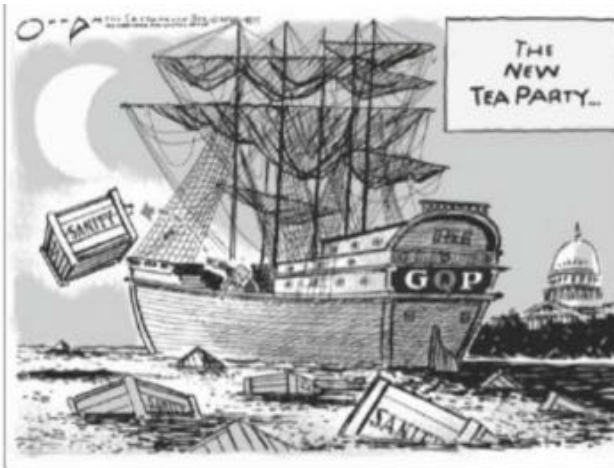
Appendix H



Appendix I



Appendix J



Appendix K



Appendix L



Appendix M



Appendix N



Appendix O



Appendix P



Appendix Q



Appendix R



Appendix S



Appendix T



Appendix U



Appendix V



Appendix W



Appendix X



Appendix Z

