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Бокової Ганни Василівни
студентки групи МЛа 51-19
факультету германської філології
денної форми навчання
Спеціальності 035 Філологія

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_____ проф. Маріна О. С.

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доктор філологічних наук,
професор Маріна О.С.

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Ministry of Education and Science of Ukraine
Kyiv National Linguistic University
Professor O. M. Morokhovsky Department of English Philology, Translation and
Philosophy of Language

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Hanna Bokova

Group MLa 51-19

Department of Germanic Philology

Full-Time Study

Speciality 035 Philology

Research Adviser

Prof. O.S. Marina

DrSc. (Philology)

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INTRODUCTION

Contemporary society consists of wise individuals, but even at present people all over the world consider who to choose to be their leader or influencer. They read leaflets, watch speeches, notice big boards and pay attention to slogans. People do it to figure out whether a politician or a social activist is reliable and fits their moral values. Humanity draws conclusions proceeding from a politician's image formed explicitly to influence their future supporters.

It was believed that politics is for men only. That time is over and present-day society fights against such notions as sexism, misogyny, and all developed countries struggle for gender equality. Regardless, it is considered that it is more difficult for women to have a positive image in politics. Mass media often discuss female politicians in the context of their haircut or public performances.

A widespread academic interest in *image of female politicians in media texts* predetermines the **topicality** of our research. On the one hand, it is growing recognition of the unrealized women's skills, capacities, and talents in political leadership. Theresa May and Michelle Obama are powerful figures in the world politics and their actions are important for the international history. Owing to this, their images are incomparably recognizable.

On the other hand, the paper is timely as it investigates the 21st century Internet media discourse. The present paper analyzes videos of Theresa May's and Michele Obama's speeches. The study is conducted through Theresa May's and Michelle Obama's appearance and spoken, as well as written texts of her speeches.

A focus of our academic research lies in present-day English media texts and their distinctive features. The issue became widely researched in late 20th and early 21st centuries by such scholars as R. Wodak, G. Pocheptsov, A. Pease, M. Knapp, J. Hall, D. Lilleker, E. Sampson, A. Eagly and others. This paper makes an attempt to determine and analyze linguistic and stylistic features of female politician's image formation from multimodal stylistic perspective.

The **object** of the research is Theresa May's and Michelle Obama's politicians' images constructed in the 21st century Internet media texts.

The **subject-matter** of the paper is multimodal stylistic features of Theresa May's and Michelle Obama's speeches, which construct their multimodal images.

The **material** of the research includes videos of Theresa May's and Michelle Obama's speeches presented on different Internet platforms.

The **aim** of the study is to determine multimodal stylistic features of present-day female politician's image, namely Theresa May's and Michelle Obama's.

In compliance with the aim of the research the following **tasks** were set:

- to specify definitions of the following notions: “image”, “politician's image”, “media discourse”, “Internet media text”, and “multimodal text”;
- to reveal verbal and non-verbal components of Theresa May's and Michelle Obama's politicians' images construction in present-day Internet media texts;
- to determine multimodal stylistic features of Theresa May's and Michelle Obama's politicians' images in present-day Internet media texts;
- to explain the influence of Theresa May's and Michelle Obama's politicians' images on audience's perception.

The **methods** used in the research are as follows: the method of contextual analysis, stylistic analysis with elements of multimodal analysis, the method of discourse analysis, and comparative method.

Structurally, the paper consists of introduction, two chapters, general conclusions, abstract, and the list of references. **The Introduction** outlines the object, subject-matter, aim, tasks, and novelty of the research. **Chapter One** deals with the investigation of the terms of “image”, “multimodality”, “verbal and non-verbal components of a female politician's image”. Chapter Two focuses on the research of key multimodal stylistic features of Theresa May's and Michelle Obama's politicians' images construction in present-day Internet media texts. **Conclusions** summarize the information and generalize the results achieved.

CHAPTER ONE.
**THEORETICAL FRAMEWORK FOR THE RESEARCH OF A FEMALE
POLITICIAN'S IMAGE IN MEDIA TEXTS**

1.1 Concept of a Politician's Image

Humanity considers images to be one of the most powerful tools in our life. The role of a politician's image is not an exception. It can leave either good or unpleasant impression on the public and along with political consultants and spin-doctors create a politician's image for the sake of their success.

Image is an outward representation of a political leader, candidate or organization. It is largely a construct that exists in the mind, but is based on the audience's power to decode the way that those individuals or organizations behave, combined with what audience members take from the way those individuals or organizations have been portrayed in the media and the manner and style in which they communicate (Lilleker, 2006, p. 95).

Since popularity of television has achieved an enormous impact on political activity, it became essential for prominent figures to economize time and transfer a lot of material briefly. The keystone to this is image and how it is presented to the audience. Therefore, a lot of (academic) attention focuses on image construction and communication. This concept is central to professional political communication of the contemporary era.

The latest study of mediation of politicians' image, taking into account 17 countries, revealed that the phenomenon of well-stylized candidates, setting themselves up as self-made men or women who have overcome personal adversity, are family-oriented and possess a range of authentic values which inform political principles is global (Stanyer and Wring, 2004, p. 6). Hence, in the current era of campaigning, politics become celebritised and a greater focus made of personalities. This provides the emotionalisation of politics, campaigns attempting to support a politician's authenticity and the individual rather than the political. Also, it shows how popular culture intrudes into the political arena.

The image is evoked in the minds of the audience, but it relies on the ability of individuals to decode messages and interpret politicians' behavior.

The image is particularly based on visual representation that the audience receives. In this regard, the image is based on the idea that the photography, and the camera, gives us an objective image about a politician, about his or her appearance and an emotional response on a certain situation. In this respect, a picture on the first page of a magazine that is quickly seen gives more information and gives an impression than the performances of the politicians and the articles about them.

In the contemporary media world personal factor is prevailing and the electorate's choice falls on particular candidates because of their created image, sometimes not considering their programs and agendas. Politician's image includes variety of qualities and characteristics, formed on the basis of perception stereotypes and also under the influence of news media, radio and television broadcasts, print media and political advertisement. Thus, media stakeholders take active part in politician's image and reputation formation.

With the help of the image, information about the politician is transmitted to the public. The image conveys a set of external characteristics of the individual, due to which its internal qualities are perceived. Personal image is based on the appearance of a politician, his manners, preferences, hobbies, peculiarities of his speech. Image can be positive and negative, controlled and uncontrolled, current and desired. An uncontrolled image is usually formed in connection with some events. The current image is formed on the basis of the information that is available to the public and depends on what is known about the owner of the image. The desired image shows politician's aspiration.

In today's world concepts of "image", "picture", "reputation", as well as "charisma" are often considered to be synonymous. The majority of scholars claim that these notions have only minor differences. The image is interpreted as a visible presentation that is a reflection of some objective features.

Three main meanings of the concept of "image" could be highlighted:

1. Image is a *psychological phenomenon* that can be described as one person's relationship to another;
2. Image is a *sociological phenomenon*, since it is not only interaction between two personalities, but their interaction in a social group;
3. With the help of media, a politician interacts with different social groups that vary from each other with the level of education, income, living conditions etc. Thus, the audience perceives the same information differently and, in consequence, different images are formed.

The image represents big social groups' attitude to the politician. The mass audience takes all information about him or her from newspapers, radio- and TV programs, flyers and big boards. It follows that the most influential vehicle of image formation is mass media. For instance, the majority of audience vote for their front-runner because his or her portrayal made by spin-doctors. In contrast to other media, television is able to conduct more general picture of the politician: a viewer can access nonverbal elements of communication, such as mimics, gestures, posture etc.

According to the modern research, a politician, who takes an active part in TV performances, is highly interested in increasing of his or her image level. To meet this goal the viewers have to feel they get something important, some pivotal moments in exchange for their wasted time. Key characteristics of the successful political speech are cohesion, relevance and meaningfulness (The Hill).

Television speeches, on the one hand, allow viewers to get the most comprehensive portrayal of political figures, evaluate their appearance, patterns of behavior, elocution, on the other hand, they give politicians the opportunity to show their speaking abilities, to gain audience's trust.

A great role plays form of politician's speech, its emotional coloring and the power of persuasion. The effectiveness of the last point is largely determined by how the leader expresses verbally. Mass media have the ability to create the image of a politician in a positive light, using different shooting techniques and practices.

Referring to all mentioned, it can be noted that in contemporary political world the politician's image is a generalized picture formed by ordinary viewers. Moreover, it is purposefully formed by image makers. According to this, the following definition can be suggested: image is a portrayal of an ideal and real political figure that is formed in the public consciousness. Image includes the following characteristics: personal qualities, organizational skills, ability to take part in decision-making processes, characteristics that bring the leader closer to the electorate.

Thus, the essential concept of image is a complex socio-psychological phenomenon that is created on the basis of a specific foundation of informational, emotional-communicative and activity-related factors. According to Pocheptsov, image is a ready-made interpretation of the world that the world itself gives us. The exaggerated world, which is represented in the image, is more understandable, and we rely on ready-made image schemas while interpreting new reality. Imaginary worlds also have a national nature because they depend on a particular mentality, culture of the region's population (Почепцов, 1997, p. 32).

The politician's image is perceived as a deliberately formed image of a politician. This is not just about a mental image of consciousness as a reflection of reality, but also a specially created reflection of it, created by professionals, so-called image-makers. It has to be concrete and real, tethered to a politician's personal features, based on real facts and events, be supported by interesting occasions in contemporary society.

Analyzing academic resources, the present research revealed three main components of the politician's image:

1. Politician's personal characteristics, including physical, psychophysiological features, character, type of temperament, individual style, etc.;
2. Social characteristics, which show the status of a leader, are not only related to his or her official position, but also to his origin, wealth, etc. Social

characteristics also include the leader's connections with social groups and with opponents;

3. Symbolism: leaders become symbols of certain ideologies, a specific political direction (Егорова-ГАНТМАН, 2004, p. 118), which is associated with stable cultural archetypes.

Summing up, the image in politics plays a significant role. It has to be very persuasive and have a great level of credibility among public. It is created by many specialists, as spin-doctors and image-makers to achieve public benevolence. The politician's image is indicative of their level of education, social and cultural traditions, manners and standards of behavior.

1.1.1 Verbal Dimension of a Politician's Image

As it was mentioned in the previous section, politician's image is formed through external appearance and personal features of a personality: intelligence, slant, message, etc. The public's impression, which is created on the basis of these characteristics, is directly the image itself. There are two main components, or modes participating in a politician's image construction, namely verbal and nonverbal. Verbal dimension is explained below.

Verbal component of the image is formed with the help of such linguistic features as clearness, logic, correctness, expressiveness, relevance (Панасюк, 2007, p. 27).

The opinion about a person is formed on the basis of communication manners. One can find out a lot of important features about politicians while they are giving their speeches or being interviewed. It is important to point out that the spoken language differs significantly from its written variant. Despite the fact politicians prepare their speeches, train their intonation and the performance in general, the spoken language is mostly improvised, because some external factors might impede. According to the above-mentioned factors, a politician has to take the following aspects, as:

1. **The sense of speech** is a significant component, because a recipient has to understand what the author wants to conduct. It is necessary to have a

conversation on the same language level, neither use difficult and confusing terms nor speak too simply.

2. **Pauses.** They highlight the sense of the speech and express the speaker's attitude of the theme. It is important to mention that pauses help to begin a dialogue or contradict, if it is appropriately. Pauses can be logical or psychological. The successful politician should avoid pauses of hesitation, because opponents or viewer can find it as a lack of self-confidence and ignorance.

3. **Intonation.** This aspect develops the real sense of the spoken words, because the same text can be said either in sarcastic, tragic or joyous slant and only intonation may transmit in properly. Furthermore, the correct application of intonation is pivotal, if the speaker wants to catch the audience's attention and maintain it longer.

4. **Tempo.** This item better familiarizes the audience with the politician's image, because it tells the public if the speaker has well self-restriction and composure. It also helps to see his or her nature, manners and temperament. Moreover, it is unpleasant to perceive neither rapid nor sluggish tempo of speech, so the politician has to consider the foregoing and provide balanced pace.

While giving the speech, a politician should remember about all possible verbal aspects, also considering slips of the tongue, mispronouncing some words and stuttering. These fallacies can bring damage to the image.

1.1.2. Non-verbal Dimension of a Politician's Image

Non-verbal channel of communication is the most ancient one. It includes information, which one can perceive without any spoken words. According to the recent research, the greater half of people's messages is transmitted by non-verbal means.

Non-verbal communication embraces all communicative acts that are performed without words (Knapp and Hall, 2000, p. 23). Main types of non-verbal communication are: eye contact, gestures, posture and body orientation, facial expressions and body language. People use gestures as an essential element of every speech, as well as body movement and mimics.

The first point to be considered is **gestures**. According to Cambridge Dictionary, it is a movement of the head, arms or hands to express an idea or feelings (Cambridge Dictionary). Gestures show how a speaker reacts on his or her words while giving the speech. They may deny or, in the contrary, to support the spoken language.

Scholars claim that the verbal channel is used to convey information. In contrast to it, non-verbal channel is to “discuss” personal relations and in some cases it is used instead of verbal messages (Pease, 1992, p. 13). Moreover, researches show that non-verbal signals convey more information than verbal ones and if the signals are incongruent, people rely on non-verbal information, considering it to be more efficient (Pease, 1992, p. 23).

According to Pease, even experienced specialists can imitate proper movements, but they can do it only short period of time, because in the near future the speaker will inadvertently transmit real signals, which are appropriate to his or her thoughts and intentions. It is due to the fact that our subconsciousness generates gestures automatically, that is why a politician’s body language can show if the speaker tells the truth or not.

The next aspect to be highlighted is facial expressions. Aristotle considered the face was a window to the person’s mind it is hard to deny it, because the politician’s mimic makes the face alive and it shows his or her real attitude to the issue. Due to facial expressions, public can recognize if the politicians honest are, their competence, empathy, etc. Mimic gives viewer a mental shortcut about the candidate’s personality and manners that forms his or her image in audience’s mind. Even just the picture can convey an impression of the politician’s integrity, competence and leadership. An external appearance of candidates drives a lot of votes, and public’s evaluations of a candidate’s competence built just on his facial appearance firmly predicts the results of, for instance, elections. Hence, the politician’s facial expressions can be decisive in his or her success.

Powell, Boomgaarden, De Swert, and de Vreese (2015) demand that, when news visuals depicting a foreign conflict are accompanied by news text, the

emotional impact of visuals is stronger on behavioral intentions than on opinions. Thus, visual influence may depend on the outcome measured and a full explanation of visual effects may require the measurement of diverse, politically relevant outcomes. The impact of other moderators, such as the gender and race of the person portrayed, has also been documented, although not as amply as the impact of information. According to Laustsen and Petersen, candidate gender influences the signaling power of appearance features on election results (Laustsen & Petersen, 2019). Specifically, facial dominance benefits male candidates with conservative audiences; in conflict situations, both male and female viewers prefer leaders with dominant faces. However, female candidates with dominant features (e.g., with masculine traits) are more likely to perform worse in elections than candidates without these features. Female candidates who make agentic hand gestures, such as assertive, expressive or choppy movements, are likely to be punished for them, compared to male candidates who are likely to increase their voter support (Everitt, Best & Gaudet, 2016).

Taking into account all that is described above, it would be con to sum up:

- 1) Verbal and nonverbal aspects equally conduct information about a politician;
- 2) Process of image making gives an opportunity to increase the politician's popularity.

1.2 Gender Components of a Politician's Image

1.2.1 Specificity of Female Politician's Image in Media Discourse

The concept of "image" is relatively recent. The word 'image' originates from Latin *imāgin-*, *imāgō* meaning 'representation, reflection, apparition, semblance, copy, visible form' (MWOD, s.a.). According to Cambridge Dictionary and thesaurus 'image' is: "a) a picture in smb's mind or an idea of how someone or something is, b) the way that something or someone is thought of by other people, c) a mental picture or idea that forms in a reader's or listener's mind from the words that they read or hear" (Cambridge Dictionary). Moreover, there is a larger

definition of an image as "a mental conception held in common by members of a group and symbolic of a basic attitude and orientation" and as "a popular conception (as of a person, institution, or nation) projected especially through the mass media" (Merriam-Webster Dictionary).

Image, motive, role, role, mask, type, fashion, installation, facade, reputation, acting, predicted expectation - this is an incomplete list of the meanings of this concepts. Playing a diverse role in human culture, the concept of "image" accumulates various cultural and historical meanings (Лисовский, 2000). In political science, the term "image" came from the business sphere, where it was used to differentiate advertised goods; with the development of modern technologies for conducting pre-election advertising campaigns, this term began to be used to differentiate social movements and political leaders.

An image is understood as a portrayal that captures the peculiarities of the person's perception (political leader, party) by other people (Березкина, 1999, p. 6). Thus, the image acts as a kind of mediator between the leader and the masses, it performs leadership functions, encouraging supporters of the bearer of the image to certain actions, justifying or deceiving the hopes and aspirations of the electorate. The voter perceives exactly the image, constantly reproduced by the subject and the means of communication - certain features, qualities of a leader, taken in the unity of political, ideological, biographical, external qualities, resonating in the preferences of the electorate. In connection with that, the definition proposed by Avtayeva seems the most accurate: "an image is a carefully constructed and presented to voters the image of a politician who performs a mediating function in the interaction between the leader and the masses, encouraging supporters of the image bearer to take action, including a certain, predictable electoral behavior (Автаева, 2006, p. 4–5). It is important to note that the images of politicians differ significantly from each other depending on gender characteristics. According to E. Igli, there are certain social expectations, focusing on which, and male leaders, and women leaders must adhere to their gender roles and take into account features of gender stereotypes. However, a leadership role requires masculine qualities, which,

in the case of the formation of a political image for a representative of the weak half of humanity, provokes a conflict between the need to comply with the female gender role prescribed by society and the desire of leadership. To achieve dominant positions, a woman must overcome the psychological barrier, while a man who does not face with the indicated contradiction, has more advantages in pursuing a political career (Eagly, 1995, p. 125–145). In this regard, it is advisable to highlight the image of a woman politician in a separate category to study. Patriarchal views that define place and role women in society and who are often adhered to not only by electoral groups, but also political institutions (for example, the media), create a number of difficulties in the formation and replication of the political image women. Analysis of personal characteristics corresponding to electoral expectations, and psychological characteristics of historical figures, will reveal a set of stable traits necessary for the formation of an effective image of a woman politician.

The entry of women into the politics of American countries began in the first half of the twentieth century, despite the fact that the process of recognition women's voting rights was not connected with the possibility of women's participation in big politics. However, even the formal involvement of women in the processes of political management continues to be limited. Their representation in parliament is not numerous, there is practically no access to the highest positions in the executive and judicial branches of government.

The situation that has developed in the world in the field of government decision-making fits perfectly into the concept of tokenism proposed by Rosabeth Kanter. With reference to Cambridge Dictionary, the term “tokenism” means “actions that are the result of pretending to give advantage to those groups in society who are often treated unfairly, in order to give the appearance of fairness” (Cambridge Dictionary). According to this concept, the group dynamics is influenced by the proportion representatives of various cultural categories in the group (in particular, by gender and race).

In the asymmetric group, members, who make up the majority in any of the indicated characteristics, were called dominants, and those who were represented in the group insignificantly, only symbolically, received the name "tokens" (symbols). Since there are few tokens, they are more noticeable in the general background, hence the exaggeration of their characteristics. Women in the men's group traditionally play several roles:

- *a mother* – not professional advice, but emotional support is expected from her;
- *an iron lady* – a characteristic quality is stiffness;
- *a lucky charm* – the presence of a woman in a male group is considered good form rule;
- *temptress* – a woman acts as an object of intimate sympathy (Бендас, 2000, p. 89).

Spin-doctors and specialists in developing the image of a woman politician rely mainly on the data of the classification which is proposed above. A certain social role corresponds to a predictable and therefore a well-recognizable model of behavior that is fixed in the minds of voters through symbolic features.

When the connection between social role and behavior model is reproduced in the image, it can be considered successfully constructed. How this effect is achieved, one can trace to the following aspects of the formation of women leaders' political image:

- 1) the scenario of coming to power;
- 2) the contextual component of the image;
- 3) the visual component of the image.

The visual aspect of the image is most important for women politicians. This fact is confirmed by psychologists. For example, F. Davis in his monograph shows that the traits of another person are perceived in the following order: skin color, gender, age, facial expression, eyes and gaze, hair, type of constitution, clothing, and movements. Moreover, 55% a person's impression is created based on what others visual image, 38% based on how the person speaks (tone, pitch, speech rate,

use of pauses, clarity of diction, accent). And only 7% of the impression is based on the words that the speaker uses (Дэйвис, 1997, p. 58–59). Thus, the visual image plays crucial role for a woman politician.

Political Image Researchers have not reached an agreement on the issue of combining the image of woman politician categories of "masculinity" and "femininity". In this context, an important role plays a woman politician's family. Comparing with men, women find themselves at a disadvantage, since a whole image, with a full contextual component in the image of a family, can cause in some voters, under the influence of patriarchal stereotypes, a feeling of lack of political authority. Apparently therefore, the experience of the world politics shows that all women leaders who have achieved the high-ranking positions were not married during their reign. But still, most researchers agree that, ideally, a woman politician should play her gender role, that is, take place as a wife and mother.

A particular place takes a woman politician's hairstyle. Psychologists note that dark hair is associated with power. However, in each specific case, the external image is selected only individually.

It is undeniable that it is difficult to create an effective political image that meets the requirements of all voters, which is why it is highly important to segment the electoral market. Relying on the support of these particular groups voters, you can get a sufficient percentage of votes in the elections.

The most common segmentation criteria are:

- professional (teachers, doctors, workers, students, etc.);
- ethnic and confessional;
- territorial (urban and rural residents);
- property (rich, poor, middle class);
- demographic (youth - pensioners, men - women).

In countries where patriarchal stereotypes are persistent, many women politicians try to protect themselves from solving women's issues, as they fear accusations of feminist views. Thus, we can conclude that women in power use different tactics: some distance themselves from solving women's issues, others, on

the contrary, see the meaning of their political career in representing the interests of women.

The queen of the hive syndrome suggests, according to researchers, that women politicians are aware of the existence of certain discrimination, but do not believe that must speak on behalf of all women. They attribute this to the fact that they achieved success on their own, since they spent enough effort, and their motivation was strong. All those who strive for leadership or self-realization must follow a similar path. The closet-feminist syndrome implies that female politicians deliberately avoid making any formal statements in favor of women. Being named a feminist involves a certain political risk, given the negative attitude towards feminism as a concept and phenomenon.

Summing up, the fact can be stated that in modern society there is no elaborated conceptual image of a power representative. As can be seen, when constructing the image of women politicians, spin doctors rely mainly on existing models, which are not always effective (the short stay of some leaders in power is just an additional confirmation of this). This can be explained by the following: voters do not want give their votes to those who do not correspond to their ideas about the ideal candidate. An effective political image must contain features that are understandable and accepted by the electoral group for which it is designed. To consolidate positions, a candidate needs to demonstrate a set of specific actions that he did for the good of his electorate.

At the same time, the constructed image must be integral, it must present catchy personality traits that will remain in the memory of the electorate.

A high-quality image of a woman-politician should include rationally developed aspects:

- 1) external (clothes, appearance, gait, bad habits, state of health, temperament);
- 2) psychological (character, speech characteristics, moral and ethical characteristics, attitude towards men);

3) professional (experience, political views, competence, leadership abilities).

When one creates an image, it is important for women politicians to focus not gender but on political preferences, policy statements, party views. In this case, a woman's image, which runs for office and counts on the support of a certain social group, will contain accents on some characteristics and features. A well-thought-out image that meets the preferences and expectations of the audience can influence the actions of voters.

1.3 Genre and Linguistic Features of Internet Media Discourse

1.3.1 Towards a Definition of Electronic Media Texts

Different scholars and researchers use and treat the concept of discourse in various ways. Each of them is defined according to scholars' methodologies of research and diverse disciplinary ground. Hence, the concept of discourse became a motive power in a variety of apparently distant studies as rhetoric, philosophy, sociology, text linguistics, psychology, literary studies, cognitive sciences, along with in pragmatics and applied linguistics (Fairclough, Wodak, 1997, p. 357-378).

The notion of "discourse" as applied in Discourse Analysis (DA), an interdisciplinary approach considering "discourse" either as designating ways of constituting certain aspects of social life, such as distinguishing various political discourses, but also nominating the generally semiotic elements of social life, has recently also been a very popular framework among those researching human communication over and within various electronic media.

Perceiving discourse as a form of "semiosis" is showing capacity to make meanings in a process involving different semiotic signs, as, for instance, verbal language, visual cues in a form of elements of interface, has had a particular appeal to Computer-mediated Communication (CMC) researchers.

"Discourse" is an umbrella term and an interdisciplinary framework that permits to cover the heterogeneous character of online communication.

According to Dobrosklonskaya, media discourse is a message that includes a variety of other components of communication, such as a sender, a recipient, a

message, a channel, a feedback and communication situation (Добросклонская, 2005, p. 28-34).

Mass media provide the process of mass communication and implement their vector towards the world, which is aimed at cognitive processing of the society and a personality to form a certain picture of the world. Mass media discourse's function is to state interactions which take place on different broadcasting platforms and the discourse there is directed on a non-present viewer or reader.

According to Manaenko, "discourse" is the generally accepted type of a language in the certain sphere of human's activity, predefined social and historical environment and stable stereotypes of the organization and interpreting of texts as components constituting and displaying its specificity (Маанаенко, 2003, p. 26-40)

Returning to the question of the distinction between text and discourse and following Arutyunova, it has to be mentioned that discourse is speech "immersed in life". Due to this reason, the term discourse, in contrast to the text, is not used in relation to texts, "whose connections with life are not restored directly" (Арутюнова, 2002, p. 137).

The trend of discourse-centrism is embodied by the sphere of mass communications, which possesses powerful persuasiveness and influences the personality not only through the language, but also by replicating the ideologies of total and dominant discourses, their schemes, thoughts, images, metaphors, assessment, etc.

The communicative-informational situation in modern society is characterized by the active use of all media, such as radio, TV and printed types. Information and communication technologies are dynamically developing and becoming an integral part of the modern society life.

G. Dobrosklonskaya believes media texts (from Latin *media textus* - "means, intermediaries", "fabric, plexus") are today one of the most common forms of language existence. She differentiates the concepts of "text", "media text"

and "media discourse." In her opinion, "text is a message, media text is a message plus a channel, and a media discourse is a message with all other communication components" (Добросклонская, 2005, p. 124). Being a complex and multifaceted phenomenon, the language of the media can be hardly described only from the side of the language system, therefore, media linguistics is considered from the point of view of the discourse approach, since the specifics of using the language in the media can be disclosed only taking into account the concepts of discourse and information on space.

In defining media discourse, two approaches are distinguished. According to the first one, a media discourse is a specific type of speech-cognitive activity that is typical for the information field of mass media. Due to it, one should distinguish a media discourse and other independent types of discourse, such as political, religious, scientific, etc. According to the second approach, a media discourse is considered as any kind of discourse implemented in the field of mass communication produced by the media. Thus, one can talk about political, religious, pedagogical, and other types of media discourse; these types of institutional discourse require a relatively stable set of practices for the production, broadcast and interpretation of the media (Кожемякин, 2010, p. 13-21).

Media discourse is greatly implemented in the media space. Media space refers to the combination of media entities (personalities and communities), the texts they transmit and the collective addressee that receives these texts — the mass audience, both the target and the widest. Types of media discourse are directly related to the genre-functional features of the media space. The following types of media discourse are distinguished:

1) by communicative functions: journalistic discourse, advertising discourse, PR-discourse;

2) through sales channels: television discourse, radio discourse, computer discourse (Оломская, 2013, p. 253).

Journalistic discourse is "an acting type of discourse, a text of any subject that necessarily has a political and ideological mode of text formulation"

(Клушина. 2008, p. 36). The author, using various techniques and methods of persuasion and manipulation, wants to provoke a reaction from readers. Journalistic discourse is largely focused on the interaction of media process subjects and affects their cognitive functions.

In modern linguistic literature, there are a number of definitions of the word “advertising” (from Latin *reclamare* “to affirm, exclaim, shout”). According to the definition given in Cambridge Dictionary, advertising is “the business of trying to persuade people to buy products or services” (Cambridge Dictionary). Secondly, the dissemination of information about something exists in order to create popularity. Undoubtedly, advertising is a special type of communication activity. Outside of human society, the existence of advertising is unthinkable. Advertising has an economic basis and accompanies humanity throughout the history of its development.

A sufficiently long development of advertising has led to the fact that independent communication directions such as Public Relations (PR), Direct Marketing, Sales Promotion, etc., separated from it and began to progress. A distinctive feature of advertising texts is their anthropocentrism. One of the oldest and most famous advertising models is the AIDA model (Attention - Interest - desire - Action). This model was proposed in 1896 by the American advertiser Elmer Levis and was built on the basis of the psychological impact on a person: to attract the attention of a potential client, increase the interest and the desire to purchase a particular product or service, and, finally, encourage shopping and use of the service.

One of the pressing issues of discourse remains the distinction between advertising and PR discourse. According to many characteristics, these two concepts are related to communication forms that are “in the relationship of additional distribution and increasing mutual influence” (Кривоносов, 2002, p. 188). PR-activity does not have such a large history of discursive study. But recently, the study of this aspect has been intensified in the framework of discourse (for example, representatives of the Ural school of discourse studies V. Rusakov

and O. Rusakova). Scientists define PR discourse as “symbolic and symbolic activities carried out in the public communicative space, during which the functions of forming symbolic, societal and utilitarian capitals are realized” (Русакова, 2008, p. 9).

The structure and functions of PR discourse (which is also called promotional, as well as advertising discourse, are associated with the reflection of the features of public life, but this is done differently. Pocheptsov’s definition claims that the purpose of advertising is “including us in its structure of meanings, encouraging us to participate in the decoding of its linguistic and visual signs ...”, while the goal of PR communication is “to reach the general public, and not to a narrowly defined circle of consumers” (Почепцов, 2001, p. 71, 459).

Television discourse (or television discourse) occupies a special place in the system of information exposure. This is not just a set of linguistic, audio and visual signs, but also a cultural phenomenon. Television discourse, as a form of mass media discourse, has almost the same social task, preserves common system features and reveals common invariant features. It is characterized by:

- 1) the obligatory presence of two participants in the communication process
- the addresser and the addressee;
- 2) the interaction of the telecommunicator and television audience;
 - a) direct-interpersonal (for example, in the studio, on the set, on the street, etc.);
 - b) indirect
 - asynchronous (letters to the editor; polls, ratings, etc., the results of which were obtained through satellite, telephone, mobile, paging and the Internet);
 - simultaneous - communication in an interactive mode (calls and messages directly to the studio during the broadcast of the program).

1.3.2 Typology of Electronic Media Texts

The concept of “media text” appeared in the 20th century because of the rapid development of mass communication (media), when the traditional printed

texts were replaced by new types of texts which were related to cinematography, radio, video the internet and mobile phones development.

Media text is a message presented in any form an genre of media and designed for for simultaneous visual and auditory perception by the audience (Федоров, 2010, p. 64). This is a “new communication product” (Засурский, 2005, p. 6). the peculiarity of which is that it can be included in different media structures of verbal, visual, sound, multimedia sides, which presupposes the integrity of its perception and hence a deeper penetration into its meaning.

In contemporary science, the problem of typologization of texts is solved from different points of views, which are not unexpected in light of the diversity and unlimited number of types and types of texts, as well as their specific characteristics. According to G. Solganik, such a classification would be ideal, where all types of texts are highlighted on the basis of a single relevant criterion, but such a criterion has not been found yet, and it is doubtful whether it is possible, taking into account the variety and complexity of the structure of texts (Солганик, 2005, p. 7).

Media texts are traditionally subdivided into separate genres. It depends on their compositional and structural features. Traditionally, such genres are distinguished as reportage, essay, review, note, feuilleton, interview, report, etc. .; in Anglo-American - news, commentary, feature article, analytics, and interviews. At the same time, for a complete and comprehensive typological description of media texts, it is necessary to take into account as many parameters as possible, due to the specifics of this area of speech use.

The specifics of media texts is explained through communication models, in a circle which is considered the classic model of the American political scientist Lasswell: who – what she or he reports – by which channel - to whom - its effect (Lasswell, 1951, p. 29). Mass communication, presented as a more or less complex process of informational communication, takes into account the interaction of various elements: author, addressee, channel, code, text, context, feedback, communication efficiency. There are elements can be served as criteria for the

typology of media texts (Добросклонская, 2005, p. 28). Following the communication models, the basis for the selection of text types, which are understood as a model or scheme for the construction and perception of similar texts, the following categories can be laid down: distribution channel: print, radio, television, Internet; institutional type of text: journalistic, advertising, PR-text; typological characteristics of the media communications; message (text): functional-genre classification of texts of three social institutions of mass communication; code (language): verbal, non-verbal, verbal-non-verbal types of texts; addressee (author, producer of the text): social / private, in accordance with that the author's modality is formed in the text fabric (objective or subjective attitude to reality); addressee (audience): mass / specialized, thematic dominant of the text.

Obviously, analyzing media texts, researchers take into account a large number of features and parameters, depending on the goals. For example, the code (language), the semiotic organization of the media text, appeals to its form. Modern media texts both in the form of creation and in forms of reproduction are considered multimodal, creolize, polycode, integrating heterogeneous components in a single semantic space (verbal, visual, audible, audiovisual and others). And even traditional publications are difficult to designate only as a type of written speech, since an important element of the newspaper text is the visual component, its graphic, font and color design.

The author, as the most important style-forming category of media texts, is classified in the scientific literature based on various indicators. So, the study of E. Shchelkunova takes into account the degree of the author's presence in the textual fabric, according to which there are three types of communicator: personified, generalized and depersonalized (Щелкунова, 2004, p. 144). Relying on the concept of the volume and status of the communicant, N.V. Muravyova offers the author's personal, collective, private, public, social types (Муравьёва, 2002).

Following G. Solganik's concept, in the category of the addressee the opposition can be distinguished as the author is a "social person" and "a private

person”. There are a huge number of transitional cases between the extreme poles of the author's category and the types of author are formed: propagandist, polemicist, editor, chronicler, artist, analyst, researcher, etc (Солганик, 2010, p. 128).

The category of the addressee determines the communicative interaction of the author and addressee through text: addressee, according to G. Solganik, there is “a mirror in which the author is reflected”. Addressee is recognized as an essential feature of modern journalistic texts. The orientation of contemporary publications towards “their” reader is reflected in various systematizations: typological, ideological, stylistic, etc.

An analysis of the available typologies of media texts shows the process of their creating, when researchers rely on various typology criteria. For example, G.Melnik categorizes media product in terms of their impact to the audience and highlights the texts (Мельник, 1996, p. 161):

- 1) designed for simultaneous impact on specific social institutions or specific individuals, and on consciousness of the mass audience;
- 2) the purpose of which is to influence the consciousness of the mass audience, principally designed for a person’s immediate response or social institution;
- 3) designed for immediate reactions that require intervention in reality and are not designed to influence the consciousness of a mass audience;
- 4) neutral, informative and enlightening for immediate reaction.

According to I.V. Rogozina, two groups of factors are essential for the selection of a certain type of text - external, or extralinguistic, and internal, or linguamental. To the most important external factors, influencing the formation of the type of media text, the researcher attributes a certain type of informational activity of the mass media, of which this text is an integral part. Another external type-forming factor is interaction in the framework of the “producer - text - recipient” triad.

One of the most ambitious and significant feature of the typological description of media texts is their functional and genre affiliation. This parameter allows you to view media texts “not from any one hand, but in the aggregate of their content and formal-linguistic properties“ (Солганик, 2005, p. 7). Each functional style is a kind of miniature language that unites a certain type of text. In conditions of convergence and dynamic development of the media, there is a constant genre movement in the field mass communication, which makes it difficult to identify stable features of various genres of media texts and leads to a variety of functional genre typologies.

With regard to periodicals, Misonzhnikov distinguishes two main groups of texts in accordance with their main qualitative and functional characteristics:

- 1) analytical, or opinion press;
- 2) informational, or popular (Мисонжников, 1999, p. 17), while the list of journalistic genres proposed by Tertychny, includes more than thirty titles, including an analytical interview, conversation, commentary, sociological summary, rating, review, letter, confession, essay and others (Тертычный, 2000, p. 158).

Dobrosklonskaya distinguishes four main types of media texts in terms of their functional genre: news, information analytics and commentary, essay text (any thematic materials designated English term features), advertising (Добросклонская, 2005, p. 25). According to the author, such a classification has an almost universal character, because it is built taking into account the functional and stylistic differentiation of the language and reflects combinatoric functions of message and impact in a particular type of media texts. Thus, news texts fully implement one of the main functions of the language - message - and one of the main functions of mass communication - informative. Analytical media texts combine the implementation of the message function with strengthening the impact component through expression and evaluation. The texts of the essays are characterized by further strengthening of the influence function in its artistic and aesthetic version. Advertising combines the function of influence in two aspects:

the function of language, realized with the help of a rich list of linguistic and stylistic means of expression, and the function of mass communication realized through special media technologies.

This classification makes it possible to characterize almost any media text not only in terms of the implementation of language and media functions, but also in terms of the main format features. The first three types of the text in the classification under consideration are traditionally distinguished informational, analytical and artistic journalistic genre (Конурбаев, 2008, p. 181-188). Thus, following Dobrosklonskaya, but using already well-established terminology, four main types of media texts can be distinguished according to their functional and genre affiliation:

- a) informational;
- b) analytical;
- c) artistic and journalistic;
- d) advertising.

According to Dobrosklonskaya's research, "The media organize, streamline a dynamically changing picture of the world with the help of a stable systems of so-called mediatopics, or regularly reproduced topics" (Добросклонская, 2005, p. 33). Each genre of media texts has its own system of thematic dominants. Thus, D. Hartley notes that all news materials without exception can be grouped around six main news topics: politics, economy, events abroad, events within the country, incidents, events, sports (Hartley, 1982, p. 203). Each major thematic block can be detailed. For example, the "business news" block is presented by R. Hughes as follows: news from corporations, firms and companies; portraits of business representatives the world; information about new goods, products, technologies; information on price politics, unemployment rate, etc.; analytical materials on economic trends and prospects; the relationship between the workforce and the management apparatus (Hughes, 1998, p. 196).

Undoubtedly, this parameter is of particular importance from the standpoint of the didactic use of media texts. In the context of integrating media education

into the teaching of various disciplines, it seems appropriate to take into account not only thematic dominants of various types of media texts, but also the thematic relevance of each specific media text, which will allow to identify opportunities for its inclusion in the training content when studying specific topics of the curriculum.

Based on the typology of media texts proposed by Dobrosklonskaya, and taking into account the changes and additions made, media texts can be classified:

- 1) by category of author: copyright and collegiate;
- 2) by the form of creation and the form of reproduction: one-dimensional and multi-dimensional;
- 3) by the channel of distribution: texts of print media, radio texts, television, Internet;
- 4) by functional and genre characteristics: informational, analytical, artistic and publicistic and advertising;
- 5) by thematic relevance: belonging to a particular topic within stable media topics.

Thus, communication models are the starting point for typologizing mass communication texts. The proposed typological features are not ambiguous, they intersect, interact, complement and expand each other. Any of the model components can be the basis for organizing texts. This approach to the analysis of media texts testifies to the multidimensional and multidimensional nature of the media product. The development of a methodology for analyzing media texts is a prospect for further research of the stated problem.

Conclusions to Chapter One

Nowadays a successively-constructed politician's image plays a crucial role in politics. Such concepts as "image", "picture", "reputation", and "charisma" are treated as synonymous. The majority of scholars assume these notions to have only slight differences. With the help of the image, information about the politician is transmitted to the public. The image conveys a set of external characteristics of the

individual, due to which its internal qualities are perceived. In today's world concepts of "image", "picture", "reputation", as well as "charisma" are often considered to be synonymous. The majority of scholars claim that these notions have only minor differences. The image is interpreted as a visible presentation that is a reflection of some objective features.

Verbal and non-verbal means are used in a politician's image construction transforming it into a multimodal one. Verbal mode of the image includes pauses, intonation, and tempo. Non-verbal modes are as follows: eye contact, gestures, posture and body orientation, facial expressions and body language. People use gestures as an essential element of every speech, as well as body movement and mimics. While giving the speech, a politician should remember about all possible verbal aspects, also considering slips of the tongue, mispronouncing some words and stuttering. These fallacies can bring damage to the image. Non-verbal channel of communication is the most ancient one. It includes information, which one can perceive without any spoken words. According to the recent research, the greater half of people's messages is transmitted by non-verbal means.

Non-verbal communication embraces all communicative acts that are performed without words. Main types of non-verbal communication are: eye contact, gestures, posture and body orientation, facial expressions and body language. People use gestures as an essential element of every speech, as well as body movement and mimics.

When one creates an image, it is important for women politicians to focus not gender but on political preferences, policy statements, party views. In this case, a woman's image, which runs for office and counts on the support of a certain social group, will contain accents on some characteristics and features. A well-thought-out image that meets the preferences and expectations of the audience can influence the actions of voters. Moreover, it is believed that full involvement of women in public life is crucial for building and sustaining strong democratic societies. This prompts a heightened interest of linguists to various means of a woman in politics' image formation. Even further, the relevance of the

investigation is explained by anthropocentric vector characterizing present-day linguistics along with some ecocentric implications.

It is widely known that people get familiar with politicians via different types of media. Media texts create their images and allow citizens to follow its establishment.

CHAPTER TWO.

MULTIMODAL CONSTRUCTION OF FEMALE POLITICIAN'S IMAGE IN PRESENT-DAY ENGLISH MEDIA TEXTS

2.1 Verbal Means of Female Politician Image Formation

First and foremost, people are communicators. We count on processes of interaction to comprehend our surrounding and we count on creating common meaning of people, who communicate with us. Via symbols, we use and tailor language each other's language.

The same is accurate for speeches, but what symbols you choose and how you bring them, that is what is qualified as **verbal communication**.

Speech is a central element of personal image, as it is perceived in conjunction with the manner of dressing, and in a telephone conversation is the only channel through which you can create your image. This gives reason to conclude that speech is one of the main components of the image of modern politics. Politicians' speeches create their image in the sight of electorate and common citizens.

The most important factor influencing others is public speaking. Politicians must use the technique of direct contact, both at the individual and public level. In practice, this is achievable only with a help of correct using of rhetoric. Rhetoric is not just oratory, voice data and correct literary language, but also the logic of judgments, the ability to create in speech.

To make the speech bright, impressive, politicians follow the next spin-doctors' recommendations:

- Accentuate important words and emphasize them with intonation;
- Change the tone of voice - it should rise or fall;
- Change the pace of speech - it gives it expressiveness;
- Pause before and after important thoughts.

Thus, rhetoric is a significant part of image formation. Politicians should remember about some recommendations to make their speech bright and impressive, in the case they want to gain listeners' attention and benevolence.

2.1.1 Verbal Facet of Theresa May's Image

Theresa May is the second female prime minister in British history, who took up the post after Margaret Thatcher. Prior to that, May had been the Minister of the Interior for six years.

May, however, is considered to be a pragmatist, and over the course of her long political career, she has repeatedly corrected her positions on various issues. For instance, she advocated the legalization of same-sex marriage, although many high-ranking British conservatives held a different opinion on this matter. May has made herself a name with her tough position regarding to migration. In 2015, she gave a controversial speech in which she argued that immigration makes it impossible to build a durable society (Conservatives).

Theresa May is an important political figure whose words have crucial might for the nation. Two analyzed speeches are, first of all, united by their importance. They are both significant for the future of the United Kingdom. The analysis shows that Theresa May maintains suitable intonation during all videos that could be characterized as uptight, confident, and stable. While listening to Theresa May, the audience may be convinced that the government does everything correctly, that is proven by the beginnings of both videos which are tethered by the address to the nation in a calm and certain tone.

In the 21st century Internet discourse Theresa May's image is formed by a great variety of verbal and non-verbal (visual, such as gestures, clothes and facial expressions), i.e. multimodal means. Effective combination of the latter fosters construction of the politician's positive image, while ineffectiveness can lead to its negative implications. This proves that multimodality challenges the idea that language is the single most powerful mode of communication (Bezemer & Jewitt). The audience perceives gestures, colors of clothes, general appearance and the

person's image folds subconsciously. In other words, facial expressions, wearing and other modes fulfill all the social needs of a situation (Bezemer & Jewitt).

These facts can briefly describe Theresa May's personality to an average person. But a curious man would look deeper, taking into consideration her image that can say more.

May's image formation is made owing to texts of her speeches. Taking into account one of her most famous and significant statements ("*Britain, the great meritocracy*" (September 9, 2016), it can be said that a plenty of techniques and methods were used.

Political language can contribute to the creation and development of political and ideological unity, being an instrument of adaptation to the prevailing political realities.

The first principle has to be considered: drawing audience's attention.

The prime minister frankly talks about serious and profound changes ("great ... profound changes"), emphasizing that there is a need to establish the country in the world community and in front of the citizens:

"We are facing a moment of great change as a nation. As we leave the European Union, we must define an ambitious new role for ourselves in the world. That involves asking ourselves what kind of country we want to be: a confident, global trading nation that continues to play its full part on the world stage". "... What kind of country we want to be here at home too" (10 Downing Street).

Political text is often built on such a basic opposition as "one's own - another's", which in T. May's speech is expressed by opposing the ideas of national development of "*nation - on the world stage*" and "*Country - at home*". At the same time, the prime minister does not oppose one to another, on the contrary, believes that the prosperity of Great Britain itself can happen without strengthening its positions on the international arena.

The priority of the future internal politics for T. May is a nation, which is heard and understood, whose desires are taken into account, and not ignored.

A nation waiting for change:

“They (the British people) want a government that listens, understands and is on their side. They want change. And this government is going to deliver it” (10 Downing Street).

In Theresa May’s speech as the prime minister one can follow the idea of patriotism and it is expressed in government’s readiness to take into account the ordinary citizens’ interests, working-class people: *“Everything we do will be driven, not by the interests of the privileged few. Not by those with the loudest voices, the special interests, the greatest wealth or the access to influence. This government’s priorities are those of ordinary, working class people. People for whom life sometimes can be a struggle, but who get on with things without complaint”* (10 Downing Street).

May stands for an honest and just state that provides a decent standard of living and equal opportunities for all citizens, respects human dignity: *“They don’t ask for much, but they want to know that the people that make the big decisions are on their side, working for them. They want to believe that everyone plays by the same rules and things are fair. And above all they want to believe that if they uphold their end of the deal – they do the right thing, they work hard, they pay their taxes - then tomorrow will be better than today and their children will have a fair chance in life, the chance to go as far as their talents will take them”*. Unionless homology enumeration *“They do the right thing, they work hard, they pay their taxes”* (10 Downing Street) gives the impression of consistency, precision, unity.

Using a winged expression *“Tomorrow will be better than today”* (10 Downing Street) allows you to express clearly your attitude to the prime minister to what is happening and reflect her emotions.

The next is the implementation of the ideological function in T. May's speech, which is one of the key in any political text, since it consists in describing the problems that the politician considers necessary to solve, and ways of solving these problems.

As part of her message, the prime minister notes that the main task now is to build countries according to the principles of meritocracy (meritocracy - " a social system, society, or organization in which people get success or power because of their abilities, not because of their money or social position" (Cambridge Dictionary), forms of government, according to which a person's position in society is determined by his or her abilities, and not his or her social origin or financial wealth:

"...What kind of country - what kind of society - do we want to be? I am clear about the answer. I want Britain to be the world's great meritocracy - a country where everyone has a fair chance to go as far as their talent and their hard work will allow" (10 Downing Street).

"And I want Britain to be a place where advantage is based on merit not privilege; where it's your talent and hard work that matter, not where you were born, who your parents are or what your accent sounds like" (10 Downing Street). Using the verb twice the particle "not" ("not privilege", "not where you were born"), the prime minister underlines her responsibility to the people in providing equal opportunities for everybody, in which the success of a person in life will depend only on his or her independence, initiative and work.

According to T. May, the principles of meritocracy can be implemented through certain actions: *"taking on some big challenges; tackling some vested interests; overcoming barriers that have been constructed over many years; not being afraid to think differently about what disadvantage means, who we want to help and how we can help them"* (10 Downing Street). In this case, attention is drawn to verbs (*"taking/tackling/ overcoming/not being afraid"*), the use of which testifies the capabilities and serious intentions of the government in regarding the implementation of the idea of meritocracy in the country. However, the main element in achieving meritocratic is social reform in all levels of society: *"But to make Britain a great meritocracy, we must move beyond this agenda and deliver real social reform across every layer of society so that those whom the system would currently miss ... are given the help they need"* (10 Downing Street).

“Because if the central concern ordinary working class people have is that their children will not enjoy the same opportunities they have had in life, we need to ensure that there is a good school place for every child and education provision that caters to the individual needs and abilities of every pupil” (10 Downing Street). In this case T. May uses the method of presupposition. The assertion contains one a proposition that is the topic: *“If the central concern ordinary working class people have is that their children will not enjoy the same opportunities they have had in life”* (10 Downing Street). Substantive side of social reform (social equality) includes the concept of "modernization", reflecting the model of the future educational system that offered to the citizens of the country.

Here examples of the implementation of this concept in more detail are considered.

Modernization of state general education schools: *“teachers and head teachers are free to make the decisions that are best for them; every child has the opportunity to develop the core knowledge that underpins everything else; put control in the hands of parents and head teachers, and encouraged people from all walks of life who are passionate about education to bring their best ideas and innovations to our school system; ternational comparisons; extra help and support (pupil premium) if you’re from a disadvantaged family; families can be sure of their children getting good school places; every child should be given the opportunity to develop the crucial academic core”* (10 Downing Street). In her address May uses an ordered distant repetition: *“the opportunity to develop... the opportunity to develop”* (10 Downing Street). It is designed to create the effect of the implementation of the plans by the government.

Modernization of the potential (capabilities) of the school: *“radically expand the number of good school places available to all families; increase the capacity of the system so every child can get the education they deserve”* (10 Downing Street).

Modernization of Higher Education: *“Firstly, I want to build on the success we have already experienced when some of our great universities have stepped in to help by sponsoring or supporting a local school”*. *“And over time we will extend*

this to the sponsorship or establishment of more than one school, so that in the future we see our universities sponsoring thriving school chains in every town and city in the country” (10 Downing Street).

Modernization of the process of functioning of religious schools: *“Second, I want to remove the obstacles that stop more good faith schools from opening”* (10 Downing Street).

It should be noted that in the British education system, religion is of great importance. Giving an excellent education to their wards, religious schools occupy the first places in the national ranking of exam results. Concerning no wonder the prime minister focuses on the ownership of all citizens of the United Kingdom for Future Change in the education system of religious schools, using in their performance anaphoric repetition of “we will” 25 times: *“We will encourage; we will explore; we will consult...”*(10 Downing Street).

Modernization of private (selective) schools: *“So I want to relax the restrictions that stop selective schools from expanding, that deny parents the right to have a new selective school opened where they want one, and that stop existing nonselective schools to become selective in the right circumstances and where there is demand”* (10 Downing Street).

Analysis of the presented concepts allows to determine that in the future for T. May's government, the principle of meritocracy will be a driving force in transforming the education system Great Britain. The prime minister seeks to emphasize the idea of *"the state for the person" rather than "the person for the state"* (10 Downing Street). Another strategic goal of speech is to convince the audience in the correctness of the problems posed and the proposed ways of solving them.

Summing up, the prime minister considers the future country to find a motivating factor in forming a successful and prosperous society: *“It is not a proposal to go back to the 1950s but to look to the future, and that future I believe is an exciting one”* (10 Downing Street).

“It is a future in which every child should have access to a good school place. And a future in which Britain's education system shifts decisively to support ordinary working class families” (10 Downing Street). In her message, T. May encourages his listeners to join to her team, to become its member in order to achieve the tasks set by her - her ambitions: *“Let's now build on the success of school reform, let's encourage others to play their part, and let's remove the barriers they face so we can do more; let's sweep away those barriers and encourage more people to join us in the task of delivering a good school place for every child; let's build a truly dynamic school system; let's offer a diverse range of good schools that ensure the individual talents and abilities of every child are catered for”* (10 Downing Street).

“I want this country to be a great meritocracy. I want to see more houses built, better productivity so we can have more well-paid jobs, more economic growth not just in the south-east of England but across the whole country to help more people get on” (10 Downing Street).

“But more than anything else, I want to see children from ordinary, working class families given the chances their richer contemporaries take for granted. That means we need more great schools” (10 Downing Street)..

In the examples given, there are successful used anaphoric repetitions (let's, I want, future) that give speech a shade of expressiveness, rhythm, and emotionality. In order to influence the audience T. May emphasizes his personal involvement in solving state questions, using in the speech the constructions “I want” 20, “let's” - 7 and the noun “future” - 7 times. Multiple repetitions of the quantitative quantifier (more), which occurs 30 times in the text, indicate to a more developed and promising society.

The idea of a renewed country is emphasized by using comparative form of adjectives (better, richer). Thus, the choice of language means by a politician in order to describe her vision of the situation plays an important role, since the same situation can be presented in different ways depending on what goals the speaker

pursues. The use of certain linguistic means by political subject forms the necessary perception of political events and a certain attitude towards her.

Using a model including the functions of the strategic tasks of the political speech, Theresa May's speech was analyzed Great Britain T. May. At the beginning of her speech Theresa May pays attention of listeners to the country's priority problem - its exit from The European Union, thereby emphasizing its involvement in this issue. T. May also puts forward to the fore the role of patriotism in creation of a just state.

Within the ideological function, T. May's speeches focus on the need to modernize social reform, to establish principles of meritocracy in English society. Moreover, the prime minister tries to convince the audience in the correctness of the problems posed by her government and the ways to solve them, as well as using different language means encourages its listeners to join her team. She has created a strong image since she is in power. This has been achieved though the combination of different stylistic means, that impact the perception. Regardless, she is not the prime minister any more the citizens still listen to her every new speech, believe her and are inspired by her.

2.1.2 Verbal Facet of Michael Obama's Image

First lady Michelle LaVaughn Robinson Obama is an Ivy League educated lawyer, philanthropist, and devoted wife and mother; "she has become a role model for women and an advocate for poverty awareness, higher education, and healthy living" (Whitehouse.gov, 2015). Throughout her upbringing, early career, and role as first lady, Michelle Obama has navigated the interacting oppressions faced by women of color all over the world.

Michelle Obama was raised in a working-class, African American neighborhood on the South Side of Chicago (Whitehouse.gov, 2015). She attended public school before attending Princeton University, as a first generation college student, where she pursued an undergraduate degree in sociology and African American studies (L. Collins, 2008; whitehouse.gov, 2015).

Michelle Obama's two public speeches were chosen as the object of the study: *Being President Doesn't Change Who You Are, It Reveals Who You Are* and *In Support of Presidential Candidate Barack Obama*. Both speeches were delivered by Michelle Obama during the campaign period when her husband Barack Obama was running for the presidency of the United States. Both Michelle Obama's speeches were given in her husband's support at the convention of the Democratic Party in front of an audience of thousands.

In the addresses analyzed, the speaker pursues the following goals:

1. to talk about your origin and the origin of your spouse;
2. to inform interesting facts from the biography of B. Obama;
3. to introduce B. Obama as a good family man, loving and beloved husband and father;
4. to emphasize B. Obama's merits to the country, to influence public opinion, to convince listeners to vote for Barack Obama.

It seems that the main idea of the speeches is: if you work hard, you can achieve a lot, successfully fulfill your plans and dreams. If you vote for Barack Obama - a good future is guaranteed for you and your children. It is known that pragmatically effective are those speeches, in which the speaker reports on an unpleasant past, on certain difficulties that he or she had to go through. Then the speeches are referred to the changes that have taken place, about living with values that are consonant with the values of the audience. As a rule, the effectiveness of speech increases as a result of the fact that the speaker shares with the audience personal experiences, his own experience. It is obvious that both analyzed speeches can be attributed to pragmatic effective because the speaker shares personal experiences with the audience. Michelle Obama provides compelling examples of hardships from her and her husband's past, and emphasizes that their family values are the same as those of most Americans.

It should be emphasized that public speeches are influenced by audience expectations. The audience's expectations are largely determined by the nature of the speech, what the speaker's rhetorical past is, and in what setting the speech will

be delivered. As the analysis of the video recordings of Michelle Obama's speeches shows, the audience is very positive. Michelle Obama's speech is interrupted by prolonged applause.

The reaction of the spectators can be compared with the reaction of the fans when they watch the performance of their favorite team - many spectators are holding banners in their hands, the performance is repeatedly interrupted by the chants of the audience.



Picture 1.

If you compare the names of the analyzed speeches, you will notice the following. It is known that headings play a certain role in the perception and understanding of the text of speech, they can cause interest or indifference, which determines the addressee's attitude to further messages. A heading is understood as a communicative unit located in a position in front of the text and being its name. The heading directly or indirectly indicates the content of the text. It can use keywords that form the semantic basis of public speaking. In most cases, titles indicate the content of the text, that is, there is a connection between the title and the information contained in the text. Taking into account the fact that a good title attracts the attention of listeners, contributes to a positive attitude of the audience, it can be concluded that the title performs a contact-establishing function. Thus, the title of the appeal “Being President Doesn't Change Who You Are, It Reveals Who

You Are” can be called implicit; it is an unusual statement and attracts attention listeners.

The main distinguishing feature of B. Obama's candidacy is that he was the first black candidate to become the President of the United States. Barack Obama's wife informs voters about many interesting facts from his biography in order to convince them that he is a worthy candidate for the presidency of the country.

While analyzing the texts of the analyzed speeches, the following factors were taken into account:

- 1) communicative intention of the speaker;
- 2) initial situation associated with a fragment of reality displayed by the text;
- 3) patterns of structural organization.

Communicative aim or intention of the speaker largely determines both the internal and external form of the text of the speech, the structure of the content and the organization of linguistic means. The fragment of reality described in the text of a public speech also affects its internal form, structure, content and, indirectly, through it, the external organization of the speech. The inner and outer forms of the text are not isolated from each other. There is an opinion that the internal form is primary in relation to the external. It is with the help of the text that the addressee is influenced; the urge to perform a certain action is carried out. The real process of comprehension is carried out at the level of consciousness. Regardless of how the text is viewed - from the standpoint of generation or from the standpoint of perception, its internal content structure is dominant.

Let's consider the content structure of the analyzed calls. As the comparative analysis shows, there is a lot in common between them, with the exception of the introduction. In the first speech, the introduction begins with an unusual statement - Michelle Obama refers to her brother as well as her parents, which gives her speech a personal character. In the introduction of the second appeal, she shares her experience of traveling around the country as the first lady of the United States and notes the patriotism of ordinary Americans, the kindness and care of people towards her and her family. Obviously, the speech strategies used in the

introduction perform primarily a contact-establishing function. The main part of both appeals is related to the topic “upcoming elections”, which are compared to a long journey. Michelle Obama notes that she is not only a wife, but also a daughter, and a sister, and a mother of two daughters.

She emphasizes the role of children in their lives and makes a smooth transition to the theme of “future”, bearing in mind not only the future of her children, but also the future of the children of the whole country. For her, as a mother, the main and decisive moment associated with the upcoming elections is the future of her children.

In both speeches, the creation of the chain: past-present-future is traced. For this purpose, facts from the past are presented that explain the life and work path of Barack Obama and present it from a positive side. Then it describes the current moment, expresses pride in the greatness of the nation, and highlights Barack Obama’s merit to the country. As for the future, the idea is expressed that it depends on the results of the upcoming elections. Michelle Obama is confident that the future of the country and the future of all children will be prosperous if everyone votes for Barack Obama.

The main part of the talk provides additional information about the Michelle family and the Barack Obama family. It is noted that both of them are from common people and in both families there were often material difficulties “*He was raised by grandparents who were working class folks just like my parents and by a single mother who struggled to pay the bills just like we did*”; reveals a lot in common, especially in values “were raised with the same values”. She emphasizes the importance of such qualities as nobility, decency, honesty, humility, dignity and decency, honesty and integrity, gratitude and humility.

She emphasizes that the president has to make many decisions and values are the decisive factor in making decisions. It is clear that the strategies used in the bulk of the speeches fulfill the structural function used to create a positive image of Barack Obama. For this purpose, implications, generalization, strengthening, softening, contrast are used, personal examples are given.

It is widely known that one of the distinctive features of the American national mentality is a sense of pride in their country, an awareness of the exceptionalism of the American people, of their special purpose. The concept of American greatness and the image of their President Barack Obama is formed through the use of vocabulary with positive connotations, for example: *proud, good, blessed, loved, cherished, safe, strong, equal, great, limitless, extraordinary, success, admire, kindness, warmth, hope, love, gratitude, triumph, pride, courage, grace, patience, wisdom, dignity, respect, aspiration, commitment, justice, ideal, belief, possibility, promise, champion, hero, inspire, respect, move forward, contribute*, etc. It can be assumed that after listening to the addresses that the addressee receives a positive charge of energy, and vocabulary with a positive connotation affects listeners' mind and contributes to the formation of a positive image of the president in their consciousness.

Positively colored vocabulary is also used in Michelle Obama's mention of the merits of ordinary Americans who, through their work, contribute to the realization of the American dream; she lists fellow countrymen who have made significant contributions to the American Dream. It is of some interest to consider in more detail the concept of the "American Dream".

Further, stylistic features of the analyzed references are considered. Stylistic analysis revealed that the predominant stylistic means are anaphora "*I have seen it in the incredible kindness and warmth that people have shown me and my family ... // I've seen it in teachers in a near-bankrupt school district ... // I've seen it in people who become heroes at a moment's notice*", lexical and syntactic repetition "*that is what has made my story, and Barack's story, and so many other American stories possible // but today, I love my husband even more than I did four years ago ... even more than I did 23 years ago, when we first met*" (Elephant Journal). The polysyndeton "*with patience and wisdom, and courage and grace // collection of struggles and hopes and dreams*" and alliteration "*dignity and decency, how hard*" give a special rhythm and euphonious speech. Both references use a metaphor "*doorway of opportunity // my dad was my rock // the current of history*

meets this new tide of hope // the thread that connects our hearts”, hyperbole “*mountain of debt*”, comparison “*like so many of us*”, rhetorical question “*And isn't it the great American story?*”, quotation “*He talked about “The world as it is” and “The world as it should be”*”, and direct speech “*and I hear the determination in his voice as he tells me, “You won't believe what these folks are going through, Michelle ... it's not right. We've got to keep working to fix this. We've got so much more to do”*” (Elephant Journal).

One of the features of the style is the use of the conjunctions “but, and, so”, the expressions can be seen at the beginning of sentences, which makes speech conversational.

The use of contrast and transfer of the circumstance of the place to the beginning of the sentence gives a special expressiveness of speech, for example: “*And in my own life, in my own small way I've tried to give back to this country that has given me so much*”.

In speech, unfinished sentences and applications are often used, which gives the speech a special rhythm and makes it easier to understand speech by ear: “*So today, when the challenges we face start to seem overwhelming - or even impossible - let us never forget that doing the impossible is the history of this nation ... it's who we are as Americans ... it's how this country was built.*” (Elephant Journal).

Thus, the following conclusions can be drawn. It is no coincidence that the first lady of the country makes public addresses at particularly significant historical moments. As the analysis of the speeches shows, they play a certain role in influencing the audience and shaping public opinion. It is known that teams of professional speechwriters are working on the preparation of such messages. Obviously, the public addresses of the first lady of the United States are of interest for further study, since they can help to better understand the features of the American mentality, culture, as well as the personality and political activities of the president of the country.

2.2 Non-verbal Components of a Female Politician Image

Non-verbal image components include all information transmitted by a person at a non-verbal level. Moreover, when verbal and non-verbal information does not coincide, the recipients involuntarily give priority to the non-verbal one, since they intuitively consider it to be more accurate and truthful.

Theresa May's and Michelle Obama's examples demonstrate that the types of non-verbal information include the following.

Optical-kinetic system of signs. These are gestures, facial expressions, pantomime. It is the general motor skills of various parts of the body that reflect the emotional reactions of an audience, therefore, the inclusion of an optical-kinetic system of signs gives nuances to communication. It must be remembered that in different cultures these nuances can be ambiguous. In the given study examples of British and American cultures are considered.

Theresa May is a powerful political figure and memorable person. She has a strong position and it can be proved by **gestures** which take place in woman's frequent use.

One of the less noticeable, but the most meaningful non-verbal sign is the palm gesture. Allan Pease, who has got his worldwide fame for his work on the body languages, claims that there is a *Palm Power*. If it used correctly, *Palm Power* invests its user with the power of authority. In the picture 2 it can be observed that both palms are turned to face downwards which means that the speaker will project immediate authority (Pease, 1988, p. 30).



Picture 2

One more gesture that was noticed during May's speeches is pointing finger (Picture 3,4).



Picture 3



Picture 4

The Palm-Closed-Finger-Pointed is a fist where the pointed finger is used like a symbolic club with which the speaker figuratively beats her listeners into submission. Subconsciously, it evokes negative feelings in others because it precedes a right over-arm blow, a primal move most primates use in a physical attack (Pease, 2004, p. 36).

The next significant and characterizing May's gesture is the gesture of Honest Person. If a speaker wants to be open or honest, she or he will often hold one or both palms out to the other. When someone begins to open up or be truthful, they will likely expose all or part of their palms to the other person. Like most body language signals, this is a completely unconscious gesture, one that gives you an 'intuitive' feeling or hunch that the other person is telling the truth. Theresa May uses this gesture truly often, almost in every speech (Picture 5,6).



Picture 5



Picture 6

There is a great difference between Theresa May's in Michelle Obama's images. Obama was the first lady and she was considered by the media as the agent of making Barack Obama's image as the President. Also, she was often criticized by the media for her inexperience. Thus, the gesture called "Political Point" (Picture 7) was lambasted.



Picture 7

“By most accounts, Michelle Obama did a good job in her speech last night in her endorsement of Hillary Clinton at the Democratic National Convention. However, going beyond her spoken words and looking at her body language, there were several things she could have definitely improved upon” (Bodylanguage Success).

The political point resembles what many would call an "Okay sign". It's a "softer" way to point and therefore it's used instead of an index finger point.

Michelle Obama, to a fairly dramatic degree, overused the political point. The reason for this is that it's a gesture that's almost exclusively used in the political realm - and while this alone makes it suspect, politicians also tend to rather naively overuse it. Anytime a body language display is overused, at the very least, it's considered a bad habit or poor form. It also can be a signal of anxiety. In addition, although it's not a reason in this particular context (we know this by Mrs. Obama's other nonverbal displays), it can also be a signal of insincerity.

The next image (Picture 8) of President George W. Bush and Michelle Obama was taken this past Saturday during a commemoration of the 50th anniversary of the Selma-to-Montgomery marches. In this moment as they sat at one end of the Edmund Pettus Bridge, Mrs. Obama had a very particular group of non-verbal components displayed:

- Forehead is contracted and elevated

- Eyebrows elevated
- Head is tilted forward and down
- Eyes looking upwards

This body language cluster is highly indicative of disbelief.



Picture 8

This facial expression proves display of incredulity.

Eye contact is also an important sign system used in visual communication. Maintaining eye contact indicates a desire to maintain communication, attention to the interlocutor, sincerity. On the contrary, the absence of eye contact contributes to the termination of contact, causes a feeling of insincerity, closeness, distrust, and reduces attraction. Both Michelle Obama and Theresa May always remember about eye contact maintaining (Picture 9, 10).



Picture 9



Picture 10

Thus, all non-verbal components of the leader's image work together, forming a general positive or negative attitude towards them. It should be noted that in the mind of the recipient, image and personality are not separated: the image is understood by the recipient as the personality of the perceived one. Therefore, all externally observable characteristics are deciphered by him in terms of the personal qualities of the inductor. It is important that the image of the leader is holistic and contains information about positively perceived personal qualities, as well as the goals, values and mission of the leader that do not contradict the goals, values and mission of the organization.

2.2.1 Optical and Kinetic Modes of Theresa May's and Michelle Obama's Images Creation

One of the most significant components of visual image construction is colors. According to Sampson, the visual image people notice at first. Politicians' body movements, gestures and clothes speak for them more. (Sampson, 1994, p. 221). Each color affects the psychological state. Some colors attract attention, others, on the contrary, repel. Therefore, the color of the clothes creates certain psychological sensations from our presence in those around us. If a politician understands the meanings of colors she or he chooses as the color of clothes, she or he can control the impression and create the certain image.

Theresa May most frequently wears blue outfits. The most important events were accompanied exactly by this color or its undertones. For instance, her final speech as the prime minister (Picture 11) or giving the speech at the 2017 Conservative Party conference (Picture 12).



Picture 11



Picture 12

Blue inspires confidence and gives the impression of seriousness, thoughtfulness and reliability. This is the color of authority and it is not a coincidence that the business dress code for business official events prescribes wearing a dark blue suit. Blue color is soothing, but at the same time it keeps you in good shape. Importantly, blue is the color of the Conservative Party. The color blue is conducive to communication. This color is attractive to people with a

phlegmatic temperament. It induces processes in the body that promote relaxation. Blue clothing symbolizes trust and loyalty.

Blue is the color of royalty and noble birth. The expression "blue blood" for people of high birth originated from the belief that the veins of the Spanish aristocrats are "bluer" than those of ordinary people. According to Cambridge Dictionary, it means the fact of someone having been born into family that belongs to the highest social class (Cambridge Dictionary).

The first English record of the term 'blue blooded' to mean noble descent dates to the early 19th century, but the notion actually stretches back much further.

The concept likely originates in medieval Spain as 'sangre azul', and is attributed to the rich, powerful families of Castile. As part of their 'pure Gothic' descent, they would claim never to have intermarried with another race by drawing attention to their pale skin, which made the blueness of their veins visible (History Extra).

Another color to be considered is red. While blue traditionally represents a cold palette, red is the central tone among warm colors. Red shades are the most powerful in terms of visual perception. They greatly affect a person's perception. The red Obama chose on her final speech as First Lady of the United States (Picture 13), which could be a nod to the incoming Republican administration, is a definite full-circle moment to some of her first appearances during the administration.



Picture 13

The influential color has attracted public attention each time the First Lady has worn it, whether as an accent or as the main event (Vanity Fair).

On the night that Barack Obama was elected president in November 2008, the incoming First Lady took to the stage in a red-and-black Narciso Rodriguez dress that, *The New York Times* reported, received a mixed review. One fashion critic called it a “lava lamp look,” while another said it was Obama’s way of saying to “be who you are, don’t let someone else tell you how to be.”

Obama wore another vibrant red in 2011, during the White House state dinner with leaders of China. It was this Alexander McQueen dress that sparked controversy (Fashionista) among American designers, prompting confusion as to why Obama chose to wear a British label to a dinner over an American one. The First Lady responded with a direct comment on the matter: “I like to patronize American designers and the vast majority of the clothes that I wear are [designed by Americans],” she said. “But there are a lot of other designers that have cute stuff, too. I don’t think that I’m different from any other woman, other than the fact that people see what I wear, and then they talk about it.”

Red made its appearance again at the Obamas’ second inaugural ball in 2013 (Picture 14).



Picture 14

“I want to close today by simply saying thank you,” Obama said to the educators in the room. “Being your First Lady has been the greatest honor of my life, and I hope I’ve made you proud” (Vanity Fair).

To sum up, it has been proven that color affects the physiological, mental, emotional person’s state. It is always a symbol that carries a certain meaning, and a person, without noticing it, perfectly “reads” it and “transfers” it into the surrounding reality. Colors, which are chosen by politicians, have a great impact on their images formation. Thus, Theresa May’s and Michelle Obama’s images are differently perceived by their audience, due to colors they choose.

2.2.2 Visual Mode of Theresa May’s and Michelle Obama’s Images Formation

Due to the fact, that the process of politician’s image formation is a complex notion and it greatly depends on cultural peculiarities, therefore the representatives of both British and American culture were chosen.

Theresa May is a British politician who served as the prime minister of the United Kingdom and Leader of the Conservative Party from 2016 to 2019. May served as Home Secretary from 2010 to 2016 and has been Member of Parliament for Maidenhead in Berkshire since 1997. Ideologically, she identifies herself as a one-nation conservative. (Wikipedia)

Michelle Obama is an American attorney and author who was the First Lady of the United States from 2009 to 2017. She is married to the 44th president of the United States, Barack Obama, and is the first African-American First Lady. (Wikipedia)

Seemingly, May’s and Obama’s images are not possible to compare. They live on different continents, take different positions in politics. But there are some things which are in common.

First of all, both women are struggle for the gender equal rights. This can be heard in a lot of speeches and performances. For example, while giving Theresa May’s final speech as the prime minister, she said the following quote: “I hope that

every young girl, who has seen a woman the prime minister, now knows for sure that there are no limits to what they can achieve” (The Guardian).

Also, it is important to be mentioned that May held the office of Minister for Women and Equalities in parallel to her office of Home Secretary from 2010 to September 2012.

Michelle Obama is also famous for her strong position on the importance of the woman rights and equality. She admits that the world is dangerous for women and no one can be completely protected. It can be understood from her phrase: ““The world is, a, sadly, dangerous place for women and girls,” she added. “And I think young women are tired of it. They're tired of being undervalued. They're tired of being disregarded” (NBC News).

Giving her speech on the International Day of the Girl, Obama announced a new initiative called The Global Girls Alliance, which will focus on helping adolescent girls around the world secure an education.

Michelle Obama was First Lady. This status involves that she ought to create a positive image for her husband and this mission was successfully managed.

In the analyzed speeches, Michelle Obama pursues the following goals:

1. to talk about her origin and the origin of your spouse;
2. to inform interesting facts from Barack Obama’s biography;
3. to introduce B. Obama as a good family man, loving and beloved husband and father;
4. to emphasize B. Obama's services to the country, to influence the public opinion, to convince listeners to vote for Barack Obama.

Creating her husband’s image, Michelle Obama has successfully formed her own one: she is a supportive and loving wife who is his hope and strength: “... but today, I love my husband even more than I did four years ago...even more than I did 23 years ago, when we first met”. It has become normal that while delivering her speech viewers are so moved that they wipe away their tears, especially when it comes to children.

Theresa May also creates an impression of a family woman. She often mentions her husband Phillip and thanks him for his support. At the end of her final speech as the prime minister she thanks him: “I want to thank my husband Phillip who has been my greatest supporter and my closest companion”.

To conclude, Theresa May and Michelle Obama have images of powerful influencers for people, especially for women of any age. Michelle Obama constantly mentions the notion of “American Dream” and every person can become even a president. Theresa May also has a certain slant in her speeches. They are known as women of strong social position and they confirm this status with their deeds.

Conclusions to Chapter Two

Political public speeches have a set of forming features that determine their nature and manipulative potential. Struggle for power between the subjects of politics in front of a multimillion audience predetermines the choice of speech behavior strategy that speakers resort to. A predominant number of speech strategies employed by speakers is aimed at influencing, or rather manipulating addressees, namely persuading them to make a decision preferable for speakers.

1. Both verbal and non-verbal semiotic modes interact in forming a politician's image. Verbal signs interact with non-verbal ones to create a multimodal politicians image.

2. Theresa May's speeches focus on the need to establish principles of meritocracy in English society. She tries to convince the audience in the correctness of the problems posed by her government and ways to solve them. Effective usage of different language means encourages her listeners to join her team. She has created a strong image since she is in power. This has been achieved though via combination of different stylistic means. Regardless, she is not the prime minister anymore, citizens still listen to her every new speech, believe her and are inspired by her image.

3. The First Lady of the country Michelle Obama makes public addresses at particularly significant historical moments. As the analysis of the speeches shows,

they play a certain role in influencing the audience and shaping public opinion. Obviously, the public First Lady's speeches of the United States are of interest for our study, since they can help to understand better the features of the American mentality, culture, as well as the personality and political activities of the president of the country.

4. All non-verbal components of Theresa May's and Michelle Obama's image work together, forming a general positive or negative attitude towards him or her. It should be noted that in recipient's mind, image and personality are not separated: the image is understood by the recipient as the personality of the perceived one. Therefore, all externally observable characteristics are deciphered by him in terms of the personal qualities of the inductor. It is important that the image of the leader is holistic and contains information about positively perceived personal qualities, as well as goals, values and mission of the leader that do not contradict the goals, values and mission of the organization.

5. Theresa May and Michelle Obama have images of powerful influencers, especially for women of any age. Michelle Obama constantly mentions the notion of "American Dream" and every person can become even a president. Theresa May also has a certain slant in her speeches. They are known as women of strong social position and they confirm this status with their deeds.

GENERAL CONCLUSIONS

The paper focuses on Theresa May's and Michelle Obama's image construction in the 21st century Internet media discourse from the standpoint of multimodality theory. In particular, it analyzes Theresa May's and Michelle Obama's speeches presented on different Internet platforms.

The topicality of the research is predetermined by two aspects. On the one hand, it is growing recognition of the unrealized women's skills, capacities, and talents in political leadership. In this regard, some sources state that representation of women in politics has dramatically increased since late 1990s. Moreover, it is believed that full involvement of women in public life is crucial for building and sustaining strong democratic societies. This prompts a heightened interest of linguists to various means of a woman in politics' image formation. Even further, the relevance of the investigation is explained by anthropocentric vector characterizing present-day linguistics along with some ecocentric implications. Such a direction facilitates analysis of a person's identity. Theresa May and Michelle Obama are powerful figures in the world politics and their actions are important for the international history. Owing to this, their images are incomparably recognizable.

On the other hand, the paper is timely as it investigates the 21st century Internet media discourse. Today, its importance is undeniable. Internet discourse is divided into two types, namely print media discourse and spoken media discourse. The present paper analyzes videos of Theresa May's and Michele Obama's speeches. The study is conducted through Theresa May's and Michelle Obama's appearance and spoken, as well as written texts of her speeches. It shows that the cohesion idea is expressed not only in their speeches, but visual and verbal means work in collaboration to transfer one and the same idea of their messages. The more modes are involved in constructing Theresa May's and Michelle Obama's image, the more powerful their speeches are.

The result of successful image creation depends not only on verbal means of communication. We studied how the audience perceives gestures, colors of clothes, general appearance and the person's image. In other words, facial expressions, wearing and other modes fulfill all the social needs of a situation, so it is significant to take it into account.

To conclude, Theresa May's and Michelle Obama's images are constructed as multimodal in the 21st century Internet media discourse. Their portrayals are indeed recognizable around the world, because they are important figures in the international political arena. In the present paper their speeches and appearances are analyzed and it can be said that Theresa May and Michelle Obama adhere to formal image in their look and rhetoric.

RÉSUMÉ

Часи, коли було прийнятним вважати, що політика тільки для чоловіків вже давно позаду. Сучасне суспільство активно бореться з сексизмом, мізогінією та прагне до рівноправ'я. Не дивлячись на це, існує думка, що жінкам важче вибудувати гарний імідж через упередження та стереотипи. Наукова робота фокусується на формуванні образу жінки-політика у сучасних електронних медіа-текстах, а саме на прикладах відео публічних виступів та промов Терези Мей та Мішель Обама. Робота торкається двох важливих проблем. З одного боку, розглядаються здібності жінок у політиці та їх внесок у розвиток всесвітньої історії, а з іншого боку, у кваліфікаційна робота фокусується на Інтернет-дискурсі XXI століття. Мішель Обама та Тереза Мей мають надзвичайну силу у словах та діях. Вони надихаючі особистості, під час промов яких у слухачів з'являється натхнення та бажання розвиватися, вчитися та йти до омріяних цілей.

У науковій роботі розглянуто відео промов Терези Мей та Мішель Обама, що об'єднують вербальний і невербальні складники. Це промови, які були проголошені у визначні для долі країн події.

У Дослідженні аналізуються вербальні: стилістичні, лексичні, фонетичні та невербальні: візуальні особливості формування іміджу жінки-політика.

Наукова робота має сприяти усвідомленню важливості формування іміджу жінки-політика через вербальні та невербальні аспекти. Це питання є вагомим не лише для лінгвістики, а й для політології, психології та соціології.

Ключові слова: імідж, жінка-політик, мультимодальність, медіа дискурс

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