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INTRODUCTION

Over the past decades, the media have evolved from a mere transmitter of information into an important participant in the internal and external life of all countries, including Ukraine. As a result, the role of the media in the context of shaping the country's image, public opinion and the influence of the press on the mass consciousness has significantly increased.

In this master's thesis, a lexical and stylistic analysis of the discourse of the English-language media on the political and economic development of Ukraine and socio-political events presented on the pages of the online versions of English-language newspapers, such as: "The New York Times, The Independent, The Guardian, etc.

The **relevance** of the work is primarily due to the fact that the lexical and stylistic analysis of the discourse of the English-language media in terms of portraying the image of Ukraine has so far received insufficient attention from scholars.

The **purpose** of the study is to determine the lexical and stylistic features of creating the image of Ukraine as a state on the pages of English-language publications. The object of the study is the image of Ukraine on the pages of English-language publications.

Objectives of the study:

1. to determine what lexical and stylistic means are usually used to present the image of Ukraine;
2. to analyze the negative and positive stereotypes of perception of Ukraine;
3. to conduct a content analysis of articles on Ukrainian topics to determine the dynamics of the country's image;
4. to identify which criterion of tone is most often manifested in English-language articles about Ukraine.

The object of the study is the image of Ukraine in the English-language

journalistic discourse.

The subject of the study is the means of representing the image of Ukraine in British and American periodicals.

Research methods. In order to achieve the goal and solve the questions posed in the master's thesis, various methods and techniques of linguistic analysis were comprehensively applied. In particular, the following empirical research methods were used

- observation method - the latest references to Ukraine that have appeared in online media recently were analyzed, which made it possible to observe changes and identify the latest trends in the use of language used to denote the image of Ukraine;
- the method of continuous sampling of quantitative counts - used when selecting materials for further analysis;
- comparative method - analysis of language material about Ukraine from The New York Times, The Washington Post, The Guardian and other newspapers, carried out to substantiate the latest trends in the use of language.

Among the **theoretical research methods** used in this paper were:

- lexical and stylistic analysis - to identify the system of linguistic means that create the image of Ukraine;
- content analysis - analysis of the content of articles in the English-language media based on the statistical count of specially selected textual units;
- contextual analysis of selected newspaper articles - analysis of the context in which Ukraine is most often mentioned;
- qualitative analysis of materials - articles and news are divided into positive, negative and neutral.

The degree of scientific research on the topic. The topic of the country's image in the media of other countries is being actively developed by foreign scholars, based on such authoritative scientific institutions as Cambridge,

Harvard, North Carolina State University, University of Malmö, etc.

One of the first to study the image of Ukraine in the media was M. Zhytariuk. In particular, he wrote a study "The English Press on the Ukrainian Problem," in which he traced in detail the British perception of Ukraine during its time as part of the USSR and after its collapse. In his work, M. Zhytariuk analyzed articles mentioning Ukraine in the following British publications: "Sunday Times", "Daily Express",

"Daily Courier" and "Birmingham Post". In his work, the researcher expressed his own attitude to the articles, as well as identified the reasons for the negative perception of Ukraine, and made forecasts for the near future. It is worth noting that the period of the studied materials covered the 40s of the twentieth century. And the texts in which Ukraine was mentioned in the context of the Soviet Union reflected the general trends in the attitude of the British press to the country [12].

Also, O. Boyko was at the origins of the Ukrainian media research on the image of Ukraine in the media of other countries. In her work "The External Image of Ukraine in the Light of the English Language Press," she studied the image of Ukraine not only in the British press, but also analyzed references to Ukraine in well-known American publications at the time, such as: "The New York Times, The Washington Post, The Wall Street Journal [3].

Among the more modern linguistic studies focused on the problem of depicting the image of Ukraine in foreign media, it is worth highlighting: Butyrsky O. A. and his work: "Ukraine in the Mirror of the Western Media" [4], Golik O. V. and his study "Historiography of the Image of Ukraine in the Russian and American Press" [9], as well as Moskal V., who conducted a study on "Audit of Ukraine's Perception in the World" [18].

Practical significance of the research. Conducting a lexical and stylistic analysis of the discourse of the English-language media regarding the image of Ukraine is worthy of attention and is an important study of our time,

because the English-language press plays an important role in shaping the image of the state in the eyes of foreigners. The concept of the state image was analyzed in the context of news discourse, i.e., by combining political science and media analytics. This is important for the development and expansion of courses, such as: "communication strategies", "cultural diplomacy", etc. In addition, the master's research draws the attention of Ukraine's diplomatic institutions to the importance of the process of constructing the media image of Ukraine in the foreign media.

Structure of the work. The work consists of an introduction, three chapters, conclusions and a list of references.

CONCLUSIONS

The purpose of my work was to conduct a comprehensive analysis of Ukraine's image in the English-language media: to study the structure, tools and main characteristics of Ukraine's image formation. The goal was achieved in several stages. First of all, the theoretical provisions were considered: the essence of mass communication, country image, world picture, stereotype, as well as the role of linguistic means in shaping the country's image.

At the second stage, the impact of the media on public opinion in Western countries was analyzed, which was necessary to confirm that the media play an important role and can influence public opinion. In other words, the degree of media influence on the dynamics of public perceptions of political facts was assessed, on the basis of which conclusions were drawn about the importance of assessments broadcast by the media for the public in Western countries.

The final stage consisted of a practical analysis of the methods of disclosing the image of Ukraine in the media in the UK and the USA. Stereotypes of perception of Ukraine and strategies for their formation were presented and analyzed. In addition, a qualitative and quantitative analysis of English-language articles on Ukrainian topics was conducted, which revealed what features of the modern image of Ukraine are expressed by linguistic means.

The image of a state is an emotionally colored image that has the character of a stereotype and is the result of a combination of purposeful and unintentional actions. The most important role in the process of forming and transforming the image of a state is played by the media of the country - the recipient of the image: they focus the audience's attention on some events or phenomena, while others remain untouched, thus deciding which events affect the image of the country.

The image of Ukraine is a rather significant phenomenon in the modern world. The analysis of the country's image allows us to determine the attitude of representatives of a particular linguistic culture to a particular state and, as a result, to form a certain kind of idea about a particular country. The national image

includes not just reliable facts, but subjective perceptions of another country. This leads to the consolidation of stereotypes, which can be characterized as a "typical" fragment of reality in the mind of a person. Although stereotypes help in the initial socialization of an individual in an unfamiliar environment, they are generalized and simplified ideas about another culture. National stereotypes about Ukraine in the West are mostly negative, due to the nature of historical relations, for example: the Ukrainian language does not exist; all Ukrainian women want to marry rich foreigners, etc.

In the course of the study, four English-language sources are analyzed, which highlight examples of the use of various linguistic means of representing the image of Ukraine, namely: the British newspapers *The Guardian* and *The Independent*, the American newspapers *The New York Times* and *The Washington Post*. In order to analyze the collected examples, a classification is introduced, which emphasizes the nature of the linguistic means of creating the image. In this respect, the examples are divided into four groups according to the type of linguistic means: denotative, connotative, associative and metaphorical levels. The study shows that linguistic means help English-speaking publicists to maintain and replicate a predominantly negative image of Ukraine, as well as to strengthen existing stereotypes about the country, which is quite naturally due to the current international situation.

In addition, a quantitative content analysis of articles about Ukraine in 2020 was conducted. The most frequently used words were identified: Zelenskiy, Kyiv, Biden, Russia, border, political, etc. As you can see, the results showed that the most frequently used words are related to political topics. In general, the analyzed publications about Ukraine are primarily informative.

Thus, the media is by far the most powerful channel of political communication, as well as the most important factor influencing public consciousness. At the same time, using a whole arsenal of means of influence, the media affect the result of conceptualization of information about the surrounding

reality, thereby determining the addressee's worldview, as well as the evolution of value orientations in the respective society.

Since the image of the state depends to a large extent on the international political, economic, military and other situations, further research on the phenomenon under consideration is promising. Studying the representation of Ukraine's image in the media discourse, for example, in diachronic terms, will allow us to predict future positive or negative reactions of the Western world to certain actions of our country. In addition, the linguistic disclosure of the image of Ukraine helps to identify not only the techniques used by foreign journalists, but also the most well-known realities of our country, the level of knowledge of foreigners about the life and culture of Ukraine, and persistent stereotypes. In other words, this study is promising not only in the field of linguistics, but also in the field of intercultural communication.

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