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THE PRAGMATICS OF THE DYSPHEMISMS IN MODERN AMERICAN PRESS

In the modern English press, dysphemisms are often used to create bright and emotional content that attracts the attention of readers. They play an important role in the construction of evaluative characteristics, as well as in the expression of criticism, sarcasm or contempt for certain persons, groups, events or phenomena. The lexical and semantic features of dysphemisms in the press are still a relevant issue of linguistics and discourse studies, because they depend on the socio-political context of their use, which shape the public opinion of modern society [1].

Such scientists as K. Alan, K. Barij, V.B. Velikoroda, L.R. Nebelyuk, A.N. Katsev, O.A. Sidelnikova, A.M. Ryazanova, etc. devoted their works to the study of these lexemes and collocations [2, p. 6]. However, informational globalization as a driving force for the promotion of certain social ideas determines the need for further study of the use of dysphemisms in modern media for influencing the target audience and forming their pragmatic functions, which determines the relevance of this research.

Dysphemisms in the English media often appear in titles and in the very articles in order to emphasize the sensationalism or emotional intensity of the material. For example, in the coverage of political events or scandals, journalists can use dysphemisms to refer to politicians or political groups, such as "liar", "thug", "buffoon", to create a negative impression and cause emotional reaction from readers. These dysphemisms can have different levels of offensiveness depending on the context: from sarcastic to frankly offensive [5; 6].

The lexical-semantic analysis of dysphemisms in the English press shows that they often contain culturally determined connotations that reflect public attitudes, stereotypes or prejudices. For example, some dysphemisms can be aimed at ethnic, religious or gender groups and be used to emphasize differences or expose certain social problems. It is important to note that dysphemisms that touch on socially sensitive topics can have serious consequences, including increasing hatred or discrimination.

From the point of view of semantics, dysphemisms in the press can also have figurative or metaphorical meaning, which increases their emotional impact. For example, expressions like "economic vampire" or "political puppet" are used to emphasize the parasitic or manipulative features of certain individuals or structures, causing negative attitudes in readers. Thus, dysphemisms become a tool of language manipulation, which allows authors to influence public opinion.

Based on this, it can be argued that dysphemisms in the modern English press are a powerful pragmatic tool that serves to strengthen evaluative statements, create a dramatic effect, and have an emotional impact on the reader. They not only reflect socio-political realities, but also actively shape them, sometimes increasing the polarization of society [3].

Analyzing one of the latest issues of "The New York Times", it was established that the article "*At a Key Moment in Trump's Campaign, a Social-Media Instigator Is at His Side*" dated 12/09/2024 contains several examples of dysphemisms [7].

"Far-right activist" – the description of Laura Loomer as a "far-right activist" has a negative connotation that indicates her extremist views and connection with radical groups.

"Endless stream of sexist, homophobic, transphobic, anti-Muslim and occasionally antisemitic social media posts" – the terms "sexist", "homophobic", "transphobic", "anti-Muslim" are used here (anti-Islamic) and "antisemitic" (anti-Semitic) to emphasize the negative aspects of Loomer's views, which are also dysphemisms [7].

"Toxic" – Senator Lindsey Graham's description of Loomer as "very toxic" is an expression that implies the undesiredness and harmfulness of her influence.

"Social-media instigator" – the description of Loomer as a "social media instigator" conveys her role as a provocateur and instigator of conflicts, which has a negative connotation.

Analyzing the issue of "The New York Times", it was established that in the article "*Trump Defends Debate Performance and Calls for Ending Tax on Overtime*" dated 12/09/2024, it was determined that the text about Donald Trump's speech held in Tucson, Arizona uses dysphemisms, which emphasize the negative features of a person or situation, and also serve to create a certain image. For example, Trump calls debate moderators "nasty", which is an example of dysphemism, which aims to express contempt and distrust of these individuals. This word conveys the impression of their unpleasantness and incompetence, which worsens the perception of their work and accentuates negative emotions [5].

Another example is the use of the term "conquered" when Trump refers to a country as being under the control of foreign powers. This word does not simply describe a physical conquest, but also aims to emphasize the feeling of threat and control by immigrants, which is perceived as a great danger. This creates the image of a country suffering from external invasion.

The term "occupied by a foreign element" is also used to increase fear and sense of danger. This statement is intended to create the impression that the country is being taken over by foreigners, which threatens its integrity and security. The same negative connotation is present in the expression "invading force of criminals", which designates immigrants as criminals who invade the country and are a threat to its citizens [7].

The use of the phrase "desperate and scrambling" describes Trump as a person who panics and will do anything to achieve his goals. This expression emphasizes his instability and attempts to deceive voters in order to gain support. This creates the image of a politician who is ready for any manipulation to maintain his popularity and influence.

All these examples of dysphemisms serve to form a certain negative image of both persons and situations, emphasizing their negative features and creating the impression of a threat or general negativity [4].

'The same old show': Kamala Harris describes Donald Trump's debate performance, hinting at the repetitiveness and irrelevance of his arguments. This can be perceived as a disdain for Trump. "No action plan, concepts!": here Harris emphasizes that Trump has no real plan, only concepts. She mocks him for not providing concrete actions, only abstract ideas. It can also be taken as a dysphemism, as she questions the seriousness of his proposals. Harris also uses the term "Trump abortion bans," which can have a negative connotation, in an attempt to link Trump to restrictions on women's abortion rights. This emphasizes the critical attitude towards his policy [7].

Therefore, the lexical-semantic features of dysphemisms in the modern American press, in particular in the articles of "The New York Times", play an important role in the formation of public opinion and influence on the perception of political and social events (pragmatics). Dysphemisms, expressions used to express a negative attitude towards certain persons or phenomena, often contain veiled or direct disparaging undertones, which helps to emphasize criticism or irony.

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THE PLACE OF RP IN THE LANGUAGE IDEOLOGY OF THE UK AND ITS MODERN VARIANT

In today's globalized world there is an urgent need for the common instrument to conduct international business and other affairs. The English language has successfully