

*It is only shallow people who do not judge by appearances.
The true mystery of the world is the visible, not the invisible.
Oscar Wilde, The Picture of Dorian Grey (1891)*

[3; 5; 6; 7].

[7, .13].

” [5, с.609].

[8, с.24]:

“Women dressed in **shalwar kameez** sat with their front doors open to the street, one eye on the local television news, another on the activity outside. Jodie Reynolds, 40, a converted Muslim with a Muslim daughter and partner, said she was terrified of bombers striking in her community” (1).

: shalwar kameez –

with a Muslim daughter.

: a converted Muslim

suits, boots, tie, shirt, scarf.

“Barack Obama, a suits candidate, is a former law professor. ... Obama thrills to the cheers of Berliners but shuns visiting wounded troops. ... He hangs out with terrorists-cum-professors, racial radicals-cum-pastors and actors-cum-politicians, but he demeans rural voters as simpletons who “cling to guns or religion or antipathy to people who aren’t like them John McCain, by contrast, is a boots candidate in the tradition of Teddy Roosevelt. He spent over five years as a prisoner of war in Vietnam, refusing a ticket home if it meant leaving his men behind. He has a long tradition of voting the way he believes, even if it means ticking off his own base. He hails from Arizona, owns a ranch and doesn’t look uncomfortable donning a Stetson” (2).

suits candidate.

: boots candidate.

: hails from Arizona (), owns a ranch, donning a Stetson – (cowboy hats).

suits () boots ()

“boots”.

: “Michelle Obama chose sleeve sheath with striking starry brooch in which she addressed the Democratic National Convention. The floral shirtwaister dress with silver pumps. The black –and-white leaf-print shift. Everybody remembers the clothes for two reasons: she looks good and she looks like Michelle Obama ...as opposed to the identikit politician’s wife or a power-dressing fashion plate. ...Obama wears clothes that you could wear to a school parents’ day or a smart party; a day on the hustings or a family barbecue. This woman – a normal woman with a normal figure and a (relatively) normal working life – had kicked power dressing into the 21st century” (4).

clothes that you could wear to a school parents’ day.

[1,108].

: “Hillary Clinton held her “pink press conference.” She sat in the State Dining Room dressed in a pink-and-black St. John knit suit to answer questions about Whitewater, her family’s finances... A tough woman had wrapped herself in sugary innocence. She was trying to seduce an audience into believing that nothing untoward could have been done by the little lady in baby-blanket pink...A woman in pink, exuding all the connotations of girls being made of “sugar and spice and everything nice,”... (5)”.

innocence,

little lady in baby-blanket pink.

pink press conference.

COMMUNICATIVE STRATEGIES AND TACTICS OF PERSONALIZATION OF THE NEWSPAPER DISCOURSE VIA THE MEANS OF THE LEXEMES OF CLOTHES NOMINATIONS

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The article aims at outlining communicative strategies and tactics of personalization of the newspaper discourse via the means of the lexemes of clothes nominations. The identified strategies facilitate the formation of inclusive, cooperate relations between the addresser and addressee by presenting a persona, who is the subject-matter of the discourse fragment, as a member of a certain social group (age, nationality, social status, profession) targeted to propel feelings of solidarity and affiliation between her and addressee. Conformity to social expectations evokes positive feelings of the general public towards a famous persona and therefore serves to enhance her positive image (strategy of the positive image creation of a public person), while the frustration of the social code of conduct contributes to the destruction of the positive image.

Key words: strategies, tactics, personalization newspaper discourse, identification.

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