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## Verbalization of the “Brutality” Component as a Constituent Part of Linguistic Modeling of the Image of American Police in Pro-Government and Opposition Newspapers

**ABSTRACT.** *The article is devoted to the study of the linguistic process of modeling of the image of the US Police as a social institution in pro-government and opposition newspapers through verbalization of the component “brutality” within the strategy of evaluative argumentation framework. The strategy of evaluative argumentation is one of the most effective strategies of modeling of the image of a social institution. Within this strategy, by way of appealing to the addressee's emotions, the addresser creates a certain model, verbalized in value-based components and being capable to produce a verbal impact by forming the addressee's opinion and attitude to a certain object or phenomenon. The author analyzes the argumentative acts representing the activity of the US law enforcement agencies in such pro-government and opposition newspapers as “The Associated Press”, “The Wall Street Journal”, “The Washington Post” and “The New York Times” over the period from January 6 to January 20, 2021. As a result of the analysis of the argumentative acts explicating the “brutality” component, the author comes to the conclusion that the strategy of evaluative argumentation in pro-government and opposition newspapers is implemented in different ways, and the speech techniques differ radically. The information policy of the pro-government publications “Associated Press” and “The Wall Street Journal” is characterized by a general neutral tone of commenting on events without using negatively colored vocabulary referring to the law enforcement agencies, who are represented as professionals doing their duty, trying by all means to minimize the number of possible victims, protecting life and health of citizens, as well as defending state and political values such as democracy, human rights and freedoms. The opposition newspapers “The Washington Post” and “The New York Times” model the negative image of the social institution of Police verbalizing the “brutality” component in news reports where officers are represented as enemies of the state and the people, destroyers of ethical, cultural and historical values, and individuals who exceed their official authority and violate the rights and freedoms of the citizens.*

**KEYWORDS:** *journalism; media linguistics; media discourse; media texts; mass media; mass media language; political discourse; linguistic means; linguistic modeling; brutality; argumentative acts; law enforcement agencies; American police; opposition newspapers; pro-government newspapers; verbal impact; category*

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### 1. INTRODUCTION

Most researchers from various fields of science agree that the theoretical description of institutions as social phenomena requires the creation of their effective and efficient model. Thus, in the English-language linguistic model, the term “social institution” is divided into the concept of “institute”, that is more related to social norms, and “institution”, that means social establishments [Bychenkov 1996: 7]. The main approaches to the social institution of Police can be considered normative [Glotov 2003: 14; Berger 1996: 84], functional [Veblen 1984: 200-201; Smelzer 1994: 659], socio-cultural [Akhiezer 1997: 32; Pyanov 2011: 163] and informational [Korneychuk 2007: 11], which allow creating legal, social, value and conceptual models respectively. Our research focuses on the socio-cultural approach that allows us to

create a value model of the social institution of Police.

The main functions of law enforcement agencies all over the world are to protect life, health, rights and freedoms of citizens. That is, on the one hand, law enforcement bodies act as defenders of the highest value — a person, and on the other hand, the social institution of the Police can itself become a universally recognized value or anti-value. Public opinion about the Police force and its activities is usually formed from personal contacts of citizens with law enforcement officers and throughout the Mass Media.

Language, in addition to its main communicative function, can implement a pragmatic function, that is, act as a tool of speech influence that controls communicative processes, contributing to the formation of constructive value motivations, orientations and meanings. Modern linguistics within the framework of the

communicative-pragmatic direction focuses on two main aspects of language and considers it as: 1) a means of communication and 2) a tool of speech influence capable of managing communication processes.

Many Russian and foreign authors (R. M. Blakar [Blakar 1987], T.A. van Dyke [Dyke 2000], M. R. Zheltukhina [Zheltukhina 2007], O. S. Issers [Issers 1999], O. N. Parshina [Parshina 2005], G. G. Pocheptsov [Pocheptsov 1998], N. B. Ruzhentseva [Ruzhentseva 2004], etc.) study the methods of speech behavior that are the most effective in terms of the speaker's strategies. Currently the Mass Media have the greatest pragmatic potential, which has turned into an instrument of social power capable of influencing the organization of political and social institutions activities, modeling their image in the minds of the population as well as. In this regard we can state that there is a certain dependence of political and social processes on the linguistic specificity of Media messages.

The Media give high priority to coverage of social institutions' activities, especially law enforcement agencies that are the part of the executive branch of government and, in fact, a projection of the state power. Many domestic and foreign studies are devoted to the study of the Police image (T. V. Agapova [Agapova 2011], A. I. Zolotaiko [Zolotaiko 2020], D. G. Perednya [Perednya 2016], R.J. Richard [Richard 2015], J. Schultz [Schultz 2019], W. L. Wayne [Wayne 2015], etc.). That is why the study of the process of modeling the Police image by linguistic means in the Media discourse is a promising and relevant area of research in cognitive and political linguistics.

In our opinion, the most effective strategy for linguistic modeling of the law enforcement agencies image in the Media discourse is the strategy of evaluative argumentation since the category of evaluation has a strong influential potential since it is expressed in positive or negative evaluative statements and appeals to the emotions of the addressee.

**The purpose of the study** is to analyze argumentative acts representing the activities of the US law enforcement agencies in pro-government and opposition newspapers in order to identify the component "brutality" verbalized in the process of linguistic modeling of the image of the social institution of Police in the newspaper discourse.

To achieve this purpose the following **tasks** are implemented in the study:

- to select news reports about the activities of the American Police force in pro-government and opposition newspapers;
- to analyze argumentative acts in order to identify the "brutality" component within the

evaluation argumentation strategy, verbalized in the process of linguistic modeling of the US Police image in pro-government and opposition newspapers;

- to compare the speech techniques used in the process of verbalization of the "brutality" component and modeling the US Police image of in pro-government and opposition newspapers.

## 2. METHODOLOGY

The contextual analysis of language material based on the interpretive approach within the strategy of evaluative argumentation is chosen as the main method of analyzing argumentative acts in news reports representing the image of the social institution of the US Police in pro-government and opposition newspapers. Within the framework of the evaluation argumentation strategy the author identifies the component "brutality" in the selected argumentative acts aimed at linguistic modeling of the American Police image. The research material is based on fragments of news reports taken from such American pro-government and opposition newspapers as "The Associated Press", "The Wall Street Journal", "The Washington Post" and "The New York Times".

Despite the fact that all print and electronic Media in the United States operate on a commercial basis and position themselves as guardians of democratic norms, striving to present news reports as objectively as possible in order to avoid accusations of supporting a particular party, there has recently been a tendency to divide the American press into pro-government and opposition. Based on the socio-political orientation of the publication, headlines and subject matter, the peculiarities of information presentation and its interpretation, the use of linguistic means of representing the material, the following division can be made: "The New York Times" and "Washington Post" can be attributed to the opposition press, while "Associated Press" and "Wall Street Journal" are pro-government newspapers.

Thus, by the continuous sampling method for the period from January 6 to January 20, 2021, the news reports covering the US Police activities were selected. In the selected news reports, argumentative acts explicating the "brutality" component and aimed at linguistic modeling of the image of the social institution of the US Police were identified and analyzed at lexical and phraseological, and grammatical and stylistic levels. Thus, the unit of analysis is the component "brutality" as a part of the structure of the Police image, verbalized by linguistic means in the argumentative act in the newspaper discourse. The choice of this period is linked with ongoing political events in the United

States of America, in particular, the armed confrontation between supporters of the two political parties in the Capitol, provoked by the results of the US presidential election.

### 3. RESULTS AND DISCUSSION

All social institutions have arisen with necessity to meet certain needs in society and are focused on the production of a certain value. The success of the functioning of an institution depends on the recognition of the significance of a produced value by society. Thus, the institution of the Police emerged from the need to ensure the protection of public order and the fight against criminality, thereby implementing the internal security of the state.

The concept of “value” includes a “set of the most significant meanings and cultural dominants for the concrete culture reflected in the value picture of the world, determined the perception of the people, their mentality” (Translated by V. Nesterova) [Karasik 2002: 166-167]. The main way of reflecting the system of values is the category of language assessment, which is understood by linguists as “the socially fixed attitude of native speakers (“good” — “bad”, “legal” — “illegal”, “friend” — “enemy”) to a non-linguistic object, to the facts of language and speech” [Hidekel, Koshel 1981: 7]. All assessments contain not only approval or condemnation, but also elements of rational knowledge, therefore they can replace logical argumentation in a text, and often they acquire the character of arguments themselves. When evaluating an object, a linguistic personality always relies on perfect image of this or that object which can be recognized as positively valuable, negatively valuable, value-neutral [Ivin 1998]. In this regard the social institution of the Police, acting as the defender or, conversely, an exterminator of certain values, either begins to be perceived by society as a value, or is devalued by citizens, while police officers begin to be perceived as aggressors and destroyers of generally accepted values and norms.

Over the past decades the Media has rapidly penetrated into the political sphere and turned into one of the tools of the political process — the fourth power. In this regard in addition to the main functions of the Mass Media (collecting and distributing information, selecting and commenting on information, forming public opinion, spreading culture), it seems appropriate to single out another important function of the Media — the politicization of society and political education of the general population [Kosmodemyanskaya 2014: 176].

Regardless of the type of Media (pro-government, independent, opposition), all media texts contain provocative and manipulative

components to one degree or another and are aimed at forming or changing the addressee's worldview, introducing this or that message into his mind. Modern Mass Media have moved away from direct pressure audience's opinion so the ideological attitude, position and assessment of the author of the message are not imposed, but are implicitly suggested to the addressee, who following the addressee perceives the given assessment on an emotional or intellectual level.

In order to study the process of modeling the Police image by linguistic means we will analyze argumentative acts representing the US Police activities and explicating the “brutality” component separately in pro-government and opposition newspapers.

#### 3.1. Verbalization of the component “brutality” in the pro-government newspapers “Associated Press” and “Wall Street Journal”

The main goal of pro-government newspapers is to support the state power and its decisions, ensure national security by neutralizing harmful effects in the political, national, confessional, economic, information and other spheres of society's life and forming a “healthy” Media background. Let's analyze the argumentative acts representing the activities of the American Police force in “The Associated Press” and “The Wall Street Journal” which are considered to be pro-government publications.

In the news article entitled “Explainer: Who has been charged in the deadly Capitol riot?” (AP of 9/01/2021) [Richer 2021] the “brutality” component is verbalized in the following argumentative act:

*“A woman from California was shot to death by Capitol Police and three other people died after medical emergencies during the chaos”.* However, the use of firearms by police officers is explained and justified to some extent by the author of the article in the following fragment: *“A Capitol Police officer died after he was hit in the head with a fire extinguisher as rioters descended on the building and many other officers were injured”.* The perlocative effect in this **contrast** is enhanced by using the **hyperbolization** *“A Capitol Police officer died after he was hit in the head with a fire extinguisher ...”* and *“... many other officers were injured”* aimed at drawing the addressee's attention to the events taking place.

The similar method can also be seen in the passage taken from the article “After deadly siege, lawmakers ask why police so outnumbered” (AP of 9/01/2021) [Daly, Balsamo 2021]:

*“Only a few dozen guarded the West front of the Capitol when they were rushed by thousands of rioters bent on breaking into the build-*

ing. Armed with metal pipes, pepper spray and other weapons, the mob pushed past the thin police line. ... Throughout the melee, police officers were injured, mocked, ridiculed and threatened. One Capitol Police officer, Brian Sicknick, died Thursday night from injuries suffered during the riot. Four other people also died because of the Capitol violence". In this argumentative act the addresser also uses the method of **contrast** in order to **hyperbolize** the problem and appeal to the addressee's compassion towards the police officers who find themselves in the minority (Only a few dozen guarded the West front of the Capitol) against a crowd of angry armed rebels (they were rushed by thousands of rioters ... Armed with metal pipes, pepper spray and other weapons, the mob pushed past the thin police line). The use of **conversion** (Throughout the melee, police ...), **gradation** (metal pipes, pepper spray and other weapons; injured, mocked, ridiculed and threatened) and **root repetition** (rioters, riot) intensifies the influential effect in audience's perception. The author deliberately withholds the information about specific victims and causes of death (Four other people also died because of the Capitol violence) and focuses on one victim (One Capitol Police officer, Brian Sicknick, died Thursday night from injuries suffered during the riot) in order to divert the attention of readers from the brutal actions of law enforcement agencies, which may cause people's death. The perlocutionary effect is achieved throughout the use of **allusion** "the West front of the Capitol", which is a reference to real military operations, the **adverb** "Only a few", **epithets** "thin police line", "the Capitol violence", **gradation** "Armed with metal pipes, pepper spray and other weapons", "police officers were injured, mocked, ridiculed and threatened". The addresser builds trust with the audience by quoting the words of the authority figure, Gus Papatanasius, Chairman of the Capitol Police Officers' Union:

"he was "incredibly proud of the individual officers whose actions protected the lives of hundreds of members of Congress and their staff" ... "Not one member of Congress or their staff was injured. Our officers did their jobs. ... Our law enforcement partners that assisted us were remarkable"". The addresser in his argument appeals to the highest value — human life, which is above all. In the given argumentative act, the intentions of the addresser are achieved through the use of the **adverb** "incredibly proud", **metaphor** "the lives of hundreds of members of Congress and their staff", **epithet** "remarkable".

In the following fragment taken from the news report entitled "Chicago police union head apologizes for defending mob" (AP of

9/01/2021) [Babwin 2021] the author also explains and justifies the brutality of police officers towards citizens, resulting in the death of several people:

"The president of the Chicago Police officers' union apologized Friday for defending the pro-Trump mob that stormed the U.S. Capitol and downplaying this week's violence that left four people dead. ... Catanzara's initial comments drew harsh criticism from Chicago Mayor Lori Lightfoot and others for his characterization of the ugly assault on the nation's Capitol that left four other people dead, including a woman who was shot by police. ... "The National FOP rejects this gross mischaracterization and sees the incident for what it was — a violent mob of looters and vandals, visiting fear and destruction on one of our nation's most sacred spaces...". The reference to the apology words of the President of the Chicago Police Union, John Cantasar, exemplifies building trust with audiences throughout an appeal to the highest values of American society — life (violence that left four people dead) and democracy (destruction on one of our nation's most sacred spaces). Usage of **epithets** "harsh criticism", "ugly assault", "gross mischaracterization", "violent mob" and **metaphors** "mob of looters and vandals", "visiting fear and destruction" with a negative connotation is aimed at strengthening the perlocutionary effect of **hyperbolization** of the incident consequences, in which, on the one hand, law enforcement agencies provided insufficient resistance to the rebels (apologized Friday for defending the pro-Trump mob that stormed the U.S. Capitol and downplaying this week's violence that left four people dead), on the other hand, their actions resulted in several deaths including the murder of a woman by a police officer (the ugly assault on the nation's Capitol that left four other people dead, including a woman who was shot by police).

The news article "Police Identify Woman Shot by Capitol Police as Ashli Babbitt" (WSJ of 7/01.2021/) [Duehren, Caldwell, Lubold 2021] reports about the murder of Ashley Babbitt by a Capitol police officer, whose name is not mentioned by the author of the article:

"Ms. Babbitt died Wednesday after being shot by the Capitol Police, the police said, as she was part of the crowd aiming to disrupt the certification of the 2020 presidential election. Capitol Police identified Ms. Babbitt Thursday and said the officer who shot her had been placed on leave while her death is investigated. ... "One Capitol Police officer discharged a service weapon striking an adult female," he said. "She was transported to a local hospital where all lifesaving efforts failed. She was pronounced deceased"". This passage contains a neutral

statement of the fact that a police officer had used service weapons against a civilian. The absence of emotionally colored vocabulary indicates the legitimacy of the police officer's actions in the current situation, with the mention of the fact that the victim was among a crowd of rebels (*she was part of the crowd aiming to disrupt the certification of the 2020 presidential election*). The author of the article also reports that timely measures were taken against the police officer (*the officer who shot her had been placed on leave while her death is investigated*). In the following argumentative act the brutality of the police officer who shot Ashley Babbitt is mitigated by describing the actions of other officers assisting the victim: *"In the videos, multiple police officers appear to provide first aid to Ms. Babbitt, who was taken to a hospital and later died of her injuries"*.

In the next example the murder of a woman is mentioned casually:

*"Before long, police evacuated lawmakers from both the Senate and House chambers, a woman was shot and someone set off gas munitions. ... On the stairs of the west side of the Capitol, dozens of protesters, some yelling 'Take the Capitol!' faced off with police, who sprayed them with chemical agents"* (WSJ of 6/01/2021) [Wice, Lucey, Restuccia 2021]. However, this passage focuses on the actions of police officers spraying chemicals into the crowd (*... faced off with police, who sprayed them with chemical agents*), that can be viewed, on the one hand, as police brutality to citizens, and on the other hand, as the police officers' choice of the most humane methods subdue aggressive protesters:

*"'You're a traitor to your country,' one man shouted. Others chanted 'Pence is a traitor' and 'stop the steal'".* The addresser's intentions are achieved by referring to the words of former President D. Trump who spoke out in defense and support of law enforcement agencies: *"At 2:38 p.m., Mr. Trump tweeted: 'Please support our Capitol Police and Law Enforcement. They are truly on the side of our Country. Stay peaceful!'"*.

The news article "Police Identify Five Dead After Capitol Riot" (WSJ of 8/01/2021) [Safdar, Ailworth, Seetharaman 2021] reports:

*"That brings the total fatalities from the day's events to five, including 35-year old Ashli Babbitt, whom Capitol Police shot on Wednesday as she tried to climb through a window in the Capitol. The numbers could rise, authorities said, as more people have been injured"*. The neutral tone of the message without commenting on events and using expressive vocabulary implicitly appeals to the addressee's mind, urging readers to rational evaluation of facts and events.

### 3.2. Verbalization of the component "brutality" in the opposition newspapers "The Washington Post" and "The New York Times".

The main task of the opposition newspapers is to criticize the existing government and regime, interpret information by exposing myths, false attitudes, manipulative strategies and tactics of communicants, putting forward their own alternative projects for the development of society as well. Let's consider the argumentative acts presented in the opposition newspapers "The New York Times" and "Washington Post" aimed at verbalizing the "brutality" component while representation of the American Police activities.

The article entitled "Racial Double Standard of Capitol Police Draws Outcry" (NYT from 07/01/2021) [Eligon 2021] highlights the biased attitude of law enforcement agencies to various categories of citizens, and the "brutality" component is explicated in the following argument:

*"Black Lives Matter activists across the country expressed outrage on Thursday at what they said was a tepid response from law enforcement officers to mostly white protesters, saying it stood in stark contrast to the aggressive tactics they have endured for years — officers in full riot gear who have used tear-gas, rubber bullets and batons. It also underscored the country's uneven system of justice, many said, and lent credence to their insistence that Black people are devalued and viewed as inherently dangerous. ... Black activists noted that when they have planned protests, the police have rarely seemed ill prepared"*. The addresser's intentions to create a negative image of the Police force are realized throughout the use of **epithets** "tepid response", "aggressive tactics", "uneven system of justice", "inherently dangerous", and **irony** "Black activists noted that when they have planned protests, the police have rarely seemed ill prepared".

One more example of the actualization of the "brutality" component of police officers can be the following argumentative act from the same article:

*"While protesting the police killing of a Black teenager in Ferguson, Mo., several years ago, Johnetta Elzie said she was manhandled by officers. She said they pointed rifles at Black women who were pushing toddlers in strollers and cursed at them to turn around. Similar scenes unfolded all summer, as police officers clashed with scores of Black Lives Matter protesters. Many times, officers used batons and chemical agents to disperse crowds. ... Last summer, a peaceful violin vigil in Aurora, Colo., to memorialize a Black man who died during a police arrest was disrupted when officers in riot*

gear charged the park and dispersed pepper spray, sending families with children fleeing. The police argued that there was a small group of agitators among the crowd, a contention disputed by many in attendance, who had been sitting on the lawn listening to people play the violin when the police descended. ... Video of the mass arrest showed one officer firing pepper spray at the people being arrested, "who all appear to be on the ground and complying with police commands," Judge Catherine D. Perry of Federal District Court wrote in her injunction. Javad Khazaeli, a lawyer representing several of the plaintiffs, said that even though his clients were peaceful, "The police made the choice to use violence." Police officers in this context are represented as subjects who exceed their official powers without sufficient reason (Johnetta Elzie said she was manhandled by officers; a peaceful violin vigil .... was disrupted when officers in riot gear charged the park and dispersed pepper spray, sending families with children fleeing), showing extreme cruelty to civilians (... they (Police) pointed rifles at Black women who were pushing toddlers in strollers and cursed at them to turn around) and violating human rights and freedoms (Many times, officers used batons and chemical agents to disperse crowds). In order to achieve a perlocutionary effect the addresser quotes the words of Judge Catherine D. Perry who points out the excessive brutality of the Police towards people who already obey their demands (... one officer firing pepper spray at the people being arrested, "who all appear to be on the ground and complying with police commands"), and in the argumentative act of the lawyer Javad Hazaeli the "brutality" component is actualized implicitly (*The police made the choice to use violence*).

The actualization of the "brutality" component is also realized in the next example:

"Federal law enforcement officers swept people into unmarked vans and used pepper spray to clear peaceful protesters so that Mr. Trump could pose for photos in front of a church. ... "When the looting starts, the shooting starts," he wrote. ... But he was far kinder to those who stormed the Capitol. Hours after the riot began, he finally posted a video saying, "You have to go home now." He added, "We love you. You're very special." ... Shenita Binns, 42, a federal employee who has taken part in numerous racial justice protests in Washington and around the country, said she was struck by the deference given to the mob on Wednesday. Usually protesters cannot get anywhere near the Capitol steps. At a demonstration in June, some participants tried to talk to police officers. "They stood there like statues

and did not say anything back except stuff like 'Don't come up here' or 'Don't go that way,'" she said. "If anybody tried to get past them they were pushed back down" (NYT of 20/01/2021) [Dewan, MacFarquhar, Kanno-Youngs, Watkins 2021]. The whole argumentative act is built on the **contrast** of supporters and opponents of ex-President D. Trump, which is the implementation of the **"friend or foe" category**, where the Police are classified as "aliens" and the officers are presented as persons who commit arbitrariness pushing violently (*used pepper spray*) peaceful protestants into unmarked vans, which is inherently **ironic** since these actions are aimed at ensuring the protection of D. Trump who is not in danger in fact (*so that Mr. Trump could pose for photos in front of a church*). The use of the **simile** (*like statues*) intensifies this ironic effect. The perlocutionary effect is enhanced by quoting the rather sarcastic words of D. Trump: "When the looting starts, the shooting starts", expressing gratitude to the instigators of the rebellion in support of him "You have to go home now" He added, "We love you. You're very special" to whom the Police were not as aggressive as their peaceful opposition, according to Shenita Binns' words: "They (Police) stood there like statues and did not say anything back except stuff like 'Don't come up here' or 'Don't go that way,'".

In the news report "Rioters breached the Capitol as they waved pro-police flags. Police support on the right may be eroding, experts warn" (WP of 09.01.2021) [Lang, Jamison 2021] one can see the actualization of "brutality component". The author of the article uses a powerful convergence of speech techniques and tactics in order to implement the strategy of evaluative argumentation. So, in the passage "... a tide of anger and frustration rose as officers pushed them back. Nearly three hours after the building was breached, police cleared the grounds and used batons and chemical munitions to confront the mob. A man standing on a folding chair on the Capitol lawn raised a middle finger towards the advancing line of police and joined in a chant quickly sweeping the grounds: "Traitors! Traitors! Traitors!" usage of the **metaphor** "... a tide of anger and frustration rose", **euphemism** "raised a middle finger", **exclamation** "Traitors! Traitors! Traitors!" serve to enhance the negative impact on the consciousness of the addressee, and police officers are perceived as traitors to the nation, destroyers of ethical and cultural-historical values. The perlocutionary effect on modeling the "brutality" component is enhanced by reference to the words of the participants of the uprising:

"You should be on our side," a woman in a Trump 2020 sweatshirt called at them. "We the



people' means police, too!". "Is this honoring your oath? Pushing patriots around?" another man yelled as an officer shoved him back with baton. ... "The blue does not back you," reads a message posted in a pro-Proud Boys group with more than 37,000 followers on social media app Parler. "They back the men who pay them". Usage of **modal verb** (*should be*), **personal** (*you, we*) and **possessive pronouns** (*your*) serve to oppose people to Police realizing the "**friend or foe**" category. The passage: "At racial justice protests over the summer, following a spate of police killing of Black men and women around the country, protesters called police "murderers" and implored officers to join them or take a knee to express solidarity" aims to exaggerate the situation throughout **the technique of "labeling"** "murderers" on the police officers.

#### 4. CONCLUSION

In conclusion it should be noted that in order to introduce the necessary image into the addressee's consciousness, the addresser creates a certain verbal model that allows minimizing the recipient's efforts spent on processing and interpreting incoming information. All Media texts contain additional evaluative meanings aimed at manipulating the addressee's mind through the implementation of various communicative strategies and tactics, language tools and techniques. One of the most effective strategies for modeling the image of the social institution of the Police in English-language printed publications is the strategy of evaluative argumentation, which is based on the values formed in the public consciousness.

The category of language evaluation is an immanent characteristic, it has a pragmatic potential and can be introduced in a message both explicitly through a statement, reasoning, assumption, imperative, and implicitly through the use of invective means, tropes and figures of speech, imposing presuppositions and labeling, euphemization and dysphemization, the use of semantic gaps that the addressee is forced to unconsciously fill with judgments imposed on him.

The strategy of evaluative argumentation in pro-government and opposition newspapers is implemented in various ways, and speech techniques are radically different from each other. Thus, the information policy of the pro-government publications "Associated Press" and "Wall Street Journal" is characterized by a general neutral tone of commenting on events without using negative-colored vocabulary of law enforcement agencies. The main methods of verbalization of the component "brutality" are the use of epithets (7 contexts), metaphors (4 contexts), contrast (2 contexts), hyperbo-

lization (2 contexts), gradation (2 contexts) and allegory (1 context). American pro-government newspapers often appeal to the intellect of the audience and a sense of patriotism, so in argumentative acts they refer in most cases to the words of statesmen and officials who inspire confidence among the citizens of the country. Despite the fact that police brutality against the population is covered both in "The Associated Press" and in "The Wall Street Journal", however, the actions of law enforcement agencies are opposed by the anti-social behavior of protesters, and the Police forces are represented as professionals who perform their duty, trying to minimize the number of possible victims by all means, standing up for the protection of the life and health of citizens, defending state and political values-democracy, human rights and freedoms as well as.

Opposition newspapers are aimed at discrediting the current government and its representatives, so law enforcement agencies, being the executive branch of government, also often become the object of sharp criticism. "The Washington Post" and "The New York Times" model the negative image of the social institution of the Police by verbalizing the "brutality" component in news reports in which officers are represented as enemies of the people, destroyers of ethical, cultural and historical values, persons exceeding their official powers and violating the rights and freedoms of citizens. Argumentative acts in opposition newspapers often appeal to the emotions of the addressees, and trusting relationships with the audience are built by referring to the opinion of judges, prosecutors, lawyers. The main speech techniques that contribute to modeling the negative image of the Police in English-language opposition newspapers are epithets (4 contexts), the evaluation category "friend-foe" (2 contexts), irony (2 contexts), the techniques of "labeling" (1 context), contrast (1 context), metaphor (1 context), euphemism (1 context).

In this study the author does not set the task of conducting a contextual analysis within the framework of specific tactical schemes implementation.

The prospect of the further research may become the analysis of argumentative acts that verbalize the "professionalism" component in order to model the image of the US Police in pro-government and opposition newspapers.

#### MATERIALS

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## Вербализация компонента «жестокость» как часть лингвистического моделирования образа американской полиции в проправительственных и оппозиционных газетах

**АННОТАЦИЯ.** Статья посвящена изучению процесса лингвистического моделирования образа социального института полиции США в проправительственных и оппозиционных газетах посредством вербализации компонента «жестокость» в рамках стратегии оценочной аргументации. Стратегия оценочной аргументации является одной из наиболее эффективных стратегий моделирования образа социального института, в рамках которой адресантом посредством апелляции к эмоциям адресата создается определенная модель, вербализованная в ценностных компонентах и способная оказывать речевое воздействие, формируя мнение и отношение адресата к тому или иному объекту или явлению. Автором анализируются аргументативные акты, репрезентирующие деятельность правоохранительных органов США в таких проправительственных и оппозиционных газетах, как “Associated Press”, “Wall Street Journal”, “The Washington Post” и “The New York Times” за период с 6 по 20 января 2021 г. В результате анализа аргументативных актов, эксплицирующих компонент «жестокость», автор приходит к выводу, что стратегия оценочной аргументации в проправительственных и оппозиционных газетах реализуется различными способами, а речевые приемы кардинально отличаются друг от друга. Информационная политика проправительственных изданий “Associated Press” и “Wall Street Journal” характеризуется общим нейтральным тоном комментирования событий без употребления негативно-окрашенной лексики в адрес правоохранительных структур, которые представлены в виде профессионалов, выполняющих свой долг, пытающихся всеми средствами минимизировать количество возможных жертв, встающих на защиту жизни и здоровья граждан, а также охраняющих государственно-политические ценности — демократию, права и свободы человека. Оппозиционные газеты “The Washington Post” и “The New York Times” моделируют отрицательный образ социального института полиции посредством вербализации компонента «жестокость» в новостных сообщениях, в которых офицеры представлены врагами народа, разрушителями этических, культурных и исторических ценностей, лицами, превышающими свои должностные полномочия и нарушающими права и свободы граждан.

**КЛЮЧЕВЫЕ СЛОВА:** журналистика; медиалингвистика; медиадискурс; медиатексты; СМИ; средства массовой информации; язык СМИ; политический дискурс; языковые средства; лингвистическое моделирование; жестокость; аргументативные акты; правоохранительные органы; американская полиция; оппозиционные газеты; проправительственные газеты; речевое воздействие; категория.

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