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the prevalent metaphors of the black body as a site of death, Owunna created a spectacular photo exhibit in which the bodies of black people were covered with the fluorescent paint and then photographed in a special way. In the end, they looked as if they were “wrapped in stars.” The artistic vision of Owunna will serve as the testing ground for a hypothesis that in order to change the negative perception of the black body as a site of death, one must look at it through the optic spectrum which goes beyond the regular perception of a human eye.



Chumak Liudmyla: *The Negative Evaluation Tactics in the US Media Discourse*



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The functioning and reception of American media texts does not lose its relevance for quite a long time. The leading tendencies in the theory of mass communication language make it possible to define the media discourse as a collection of all texts that effectuate mass communication in the national media landscape, that is associated with a similar type of speech production in the international discursive space. It is worth noting that the US media discourse is a landscape for putting into effect an evaluation strategy that is brought into effect by the tactics of positive and negative evaluation. We distinguish two forms of representing the evaluative meanings of lexical units: explicit and implicit. If by the mid-20th century the study of mass media focused on the functions of information and propaganda, today the spectrum of these functions has considerably expanded. These strategies do not actually exclude each other, but instead are complementary, and the prevalence of one or another strategy in media text is evidential of the salience of the author's standpoint. The negative evaluation tactics in the US media discourse is determined by involving the lexical innovations, the structure, semantics, and pragmatics of which are positioned as unacceptable, negative, disapproving attitude to the denoted phenomena observed. The main intention of employing the indicated tactics in the US media discourse is the indication of despondency to success, to a better future, conflict, distancing, humiliation, neglect, contempt, concern, conviction, irony, sarcasm.