

4. «...»

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(..., 09, 2013)

– 09.2013; 2014).

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The article speculates on the modern media discourse possibilities and manipulative impact in media texts. The impact of the personal assessment in media texts is also analyzed.

**Key words:** personal assessment, media discourse, manipulative impact.

«...», ... ; ... : sophisticated logistic support, 'party of war', Donbas freedom fighters, 'temporarily occupied territory', the Minsk agreements, de-escalation of the east Ukraine crisis).



