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Modeling the Mass Media Portrayal/Image of the Police (Retrospective Analysis of Domestic and Foreign Studies)

ABSTRACT. *The article analyzes Russian and foreign studies devoted to the modeling of the Police media image and reviews methods of image modeling by linguistic and non-linguistic means. The main focus is on the modeling of the Police Officer's image. The urgency of the article is stipulated by the necessity to expand and deepen theoretical foundations of modeling the image of a police officer by verbal means and to identify the most valid methodology of image modeling by means of the media. In "Introduction", the authors consider the approaches of Russian and foreign scholars to the correlation of such terms as "portrayal", "image" and "stereotype" and define the media portrayal/image of a police officer. In "Methodology", the authors describe the main criteria under which the sources for analysis were selected (the content of theoretical material on the stated topic and the titles), consider some linguistic methods that can be the basis for modeling of the Police mass media portrayal/image. In "Results and Discussion", the authors conduct a critical evaluation of the works devoted to the study of methods and means (linguistic, psychological, sociological and others) of portrayal/image modeling by media. In "Conclusions", the conclusions are drawn, limitations and perspectives of further study are described.*

KEYWORDS: *journalism; media linguistics; media texts; mass media; language means; political discourse; political communication; mass media language; mass media images; police; law enforcement organs; image formation; content analysis.*

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1. INTRODUCTION

The processes of globalization and the active development of modern information technologies have led to the emergence of a new information society, where public opinion has largely been formed under the influence of the Media. The mass media discourse becomes one of the key instruments of public power implementation, organization of political and social institutions activity, and image modeling. Therefore, it can be stated that there is a certain dependence of political and social processes on the linguistic features of media messages [Kalinin 2017].

The activity of law enforcement agencies has always been focus of society interest all over the world. This interest is accompanied by shifts of attitude towards police officers and their activity in various historical periods and in different social contexts. The Police in Russia and other countries, especially the United States, have recently been criticized by the people, that being due to domestic and global political events and the reaction of society to these events and the Police actions. The image of the 'law and order defender' changed from positive to neutral or even markedly negative and vice versa.

The Police themselves often strive to reach a new level of interaction with citizens in order to improve the image developed over a certain period of time and formed directly through interaction with population and law enforcement agencies and as a result of Media influence on public consciousness. Therefore, it is the media image of a law enforcement officer that determines the perception of the Internal Affairs Agencies and affects public opinion.

The purpose of this article is to overview Russian and foreign research in Philology, Psychology, Sociology, Political science, Law and Education, devoted to modeling the Police image by the Media.

In accordance with the purpose of this study, the authors aim at the following agenda:

1. To define the concepts "portrayal", "image" and "stereotype";

2. To analyze and systematize previous studies devoted to modeling the Mass Media image of the Police;

3. To give a descriptive characteristic of the theoretical background and research methodology.

Speaking about the linguistic modeling of any image, it is reasonable to draw a demarcation line between such concepts as "portrayal", "image" and "stereotype" which are not fully analogous. The media portrayal (image) of a law enforcement officer is an emotionally colored public image of a law enforcement officer created by the Mass Media [Kadantseva 2013].

Traditionally the image is defined through such categories as "portrayal", "representation", "perception". The problem of distinguishing between these terms is primarily related to the literal translation of the word "image" borrowed from English into Russian as "portrayal". Therefore in English **these two terms are fully analagous and not differentiated**. The term "portrayal" in Russian has developed secondary meanings. In the the Russian language Lexicon, one can find the following meanings of the word "portrayal": 1) appearance, shape; 2) a vivid visual representation of someone, something that occurs in someone's imagination, thoughts; 3) the form of perception by consciousness of the phenomena of objective reality; imprint, reproduction by consciousness of objects and phenomena of the external world [Explanatory Dictionary of the Russian Language www].

According to V.Y. Belobragin in the English context the term "image" is defined as "an emotionally colored stereotypical portrayal, an idealized model of society elements, the objective world, ideal structures, purposefully formed by subjects of public practice in individual, group and public consciousness to achieve political, economic, social results, knowledge, personal career and self-expression" (translation by V. Nesterova) [Belobragin 2004 www].

The term "stereotype" was first used in the book "Public opinion" (1922) by the American journalist Walter Lippman. He designated this concept as the method by which society tries to categorize people [Lippmann 1922]. We can say that the image is essentially an "artificial formation" that has the function of endowing an object with additional characteristics, distinguishing it from a number of similar objects [Rozhkov, Kismereshkin 2005]. In the Large Encyclopedic dictionary, one can find the following definition of the term "stereotype": "a social stereotype is a schematic, standardized portrayal or representation of a social phenomenon or object, usually emotionally colored and highly stable. It expresses the habitual attitude of a person to a phenomenon developed under the influence of social conditions and previous experience; an integral part of the orientation. It is often synonymous for outdated and preconceived ideas associated with prejudice" (translation by V. Nesterova) [Big Encyclopedic Dictionary www]. A stereotype, unlike an image, is not able to endow an object with additional characteristics.

In contrast to the English term "image", the Russian categories "portrayal" and "stereotype" exclude such characteristics as publicity. According to E. B. Perelygina image is "a kind of portrayal that arises as a result of social cognition" (translation by V. Nesterova) [Perelygina 2002].

Thus, in Russian research, IMAGE is a type of portrayal that has a socio-psychological nature, which is characterized by publicity, dynamism and activity. PORTRAYAL is a more stable concept, which is not characterized by frequent modifications under changes in the portrayal carrier or group/mass consciousness [Semenov, Maslova 2006]. The stereotype is also characterized by its stability, but in fact it is the elementary generalized ideas that arise in the mass consciousness spontaneously [Rozhkov, Kismereshkin 2006].

The portrayal, like image, has a set of features of the perceived object and reflects objective reality; however, the difference between the portrayal and image is that the features of the image carrier can exist objectively or be optional.

As an integral concept of socio-psychological nature, the term "image" is a kind of cognitive portrayal of a social object that has the following characteristics: emotional coloring; stereotyping in individual, group and mass consciousness; publicity aimed at achieving the desire political, economic and social results.

We have outlined the concepts of "portrayal", "image" and "stereotype" in Russian and foreign studies within rather a limited scope the article allows for; we shall proceed with the analysis of research methods and means devoted to the representation of the image, portrayal and stereotypical perception of the Police in the Media.

2. METHODOLOGY

In accordance with the purpose of the study the authors give a critical evaluation of works devoted to the study of methods and means (linguistic, psychological, sociological, and others), along with the main provisions on modeling the Police image by the Media.

The choice of sources for analysis is determined by two main criteria: relevance to the stated topic and the semantics of article titles. The authors have reviewed publications in Russian and English, including dissertations, con-

ference abstacts, monographs, textbooks, and review articles published in peer-reviewed journals within the period from 2001 to 2020. The sample includes works containing information on such aspects as: metaphorical modeling of the Police image, linguistic modeling of the image, mechanisms of public opinion formation of the Police, means of image formation, manipulative use of information in the Media, formation of a positive image of law enforcement agencies in the Media, and some others. In total there have been analyzed 23 sources in Russian and English including publications in Philology, Sociology, Political science, Psychology, Education, and Law.

Semantic analysis of the titles of the selected studies in the field of portrayal/image formation revealed a significant difference in the approach to the material by Russian and foreign authors. Russian scientists, especially philologists, consider Mass Media and Media Discourse as an **instrument** for the image formation. This observation is supported by the following examples: *"Manipulation of consciousness through metaphorical representation of Russia in foreign English-language Media"*, *"Speech means of Russia's image formation in the Russian oppositional press"*, *"Language means and speech techniques of information manipulation in the Media (based on Russian Newspapers)"*, *"Formation of the power structures' positive image in the Media: techniques and feedback"*, *"Emotional and evaluative component of the concept "police officer" in modern Media discourse"*, etc. The paradigm of media instrumentality can also be traced in the titles of British and American studies: *"Identifying Strategies to Market Police Image in the Media"*, *"The Media Representations of Police Image: Research Notes on the Hong Kong's Occupy Movement"*, *"The Influence of Police Related Media, Victimization, and Satisfaction on African American College Students' Perceptions of Police"*, *"Why Social Media Plays an Important Role in Law Enforcement"*. However, in English publications, the Media is mainly considered as **a source of material**: *"Media Power & Information Control: a Study of Police Organizations & Media Relations"*, *"Media Coverage of Law Enforcement and Effects of the Image Created"*, *"Media: Effects on Attitudes towards Police and Fear of Criminal Victimization"*. Thus, the title itself is the key to understanding the author's position: whether the emphasis is on the informative or pragmatic function of the Media.

Speaking of methodological foundations, the modeling of the portrayal/image can be based on studies conducted by such philologists as T. G. Dobrosklonskaya [Dobrosklon-

skaya 2014], O.I. Kalinin [Kalinin 2017], M. V. Katynskaya [Katynskaya 2012], T. A. Koroleva [Koroleva 2016], O. V. Morozova [Morozova 2015], L. G. Navasartyan [Navasartyan 2017], D. A. Shchitova [Ashcroft, Daniels, Hart 1997]. In their works the authors deal with the linguopragmatic characteristics of the image political Media text [Kalinin 2017; Dobrosklonskaya 2014], communicative and pragmatic parameters of image modeling [Katynskaya 2012], speech means and speech techniques used to form the image in the press [Morozova 2015] and to influence the addressee [Navasartyan 2017], mechanisms of a politician image formation based on a certain concept [Shchitova 2014] and metaphorical images [Koroleva 2016] as well.

The key methods of image modeling in these works are cognitive research, modeling and statistical techniques [Katynskaya 2012], syntagmatic analysis and stylistic analysis [Kalinin 2017] as well. For interpretation of the research results the traditional method of scientific description [Shchitova 2014], generalization, comparative method [Katynskaya 2012; Navasartyan 2017], quantitative and qualitative methods of empirical data processing (scaling, sorting, percentage calculating) [Kalinin 2017; Navasartyan 2017; Shchitova 2014] are often used. In their research philologists often use such general scientific methods as: studying and analyzing domestic and foreign publications [Dobrosklonskaya 2014], methods of theoretical analysis and synthesis [Koroleva 2016], descriptive-comparative [Katynskaya 2012; Navasartyan 2017] and definitional analysis [Shchitova 2014]. Among empirical methods, the most popular are content analysis, discourse analysis [Navasartyan 2017], and intent analysis [Kalinin 2017]. In addition, along with the linguistic methods, philologists also use sociological methods: survey of respondents, survey of an expert group [Kalinin 2017]. The research material in philological studies is news texts [Kalinin 2017], online texts of Internet Media, government websites and websites of the Ministry of education [Katynskaya 2012], articles from Russian oppositional newspapers [Morozova 2015], mass communication texts [Navasartyan 2017], and interviews with political figures of Russia, the United States, and Germany [Shchitova 2014].

It is worth noting that M. V. Katynskaya is the only of the analyzed authors who considers linguistic modeling of the image of *a public institution* [Katynskaya 2012]. This approach is of particular importance in the Police image modeling since the law enforcement is one of the key social institutions of modern society, performing a number of unique social functions,

contributing to the stability and progressive development of society, and maintaining social order.

The selected and systematized works have been grouped into three main sections: 1. Typology of the research; 2. Framework; 3. Methods of portrayal/image modeling. The section "Typology of the research" includes data on the date and place of publication, the type of research, the field of application (Philology, Psychology, Sociology, Political science, Law), and the research topic. The results of theoretical and empirical research in the sphere of the Mass Media image formation are discussed and analyzed in the section "Main provisions". The section "Methods of portrayal/image modeling" is aimed primarily at analyzing methods, means, tactics and strategies of portrayal/image formation by the Media.

3. RESULTS AND DISCUSSION

3.1. Typology of the research

The analyzed sources are published between 2001 and 2020. A noticeable increase in amount of publications devoted to the Media image research is observed since 2012, and the largest number of works is published in 2014 and 2019. Geographical location (Russia, the USA, UK, Romania, Hong Kong) of the ongoing studies on the Media image and the variety of scientific journals ("Philological Sciences. Theory and practice", "Way of science", "Sign: problem field of Media formation", "Media Linguistics", "Frontiers in Sociology", "Criminal Justice Matter", "Sage Open", " Public Safety", "Research Gate") where the results of the research on this topic are published, emphasize the importance of and international interest to the issue of portrayal/image formation in the Media.

The analyzed research include 6 articles, 7 conference abstracts, 2 dissertations, 4 reports, 1 review, 1 textbook and 1 scientific report. The study "Factors That Influence Public Opinion of the Police" conducted by J. Ashcroft, D. J. Daniels, S.V. Hart cannot be attributed to any particular type of publication, since the authors themselves position it as Research for Practice.

The research analysis testifies that the issue of Media portrayal/image is of interest to various scientific fields. Thus, among the selected publications that address the Police image directly 2 papers are related to Political science, 3 to Philology, 2 to Psychology, 5 to Sociology, and 11 to Law. The stated topic is most widely covered by philologists and lawyers. Moreover, it can be noticed that among Russian scientists the issue of a Mass Media portrayal/image modeling is mostly covered by philolo-

gists, whereas in the United States this topic is particularly popular among lawyers, including police officers themselves. The sheer number of police reports proves that law enforcement officers themselves are concerned about their image created by the Media, as well as citizens' attitude and trust level towards the Police.

All analyzed publications can be divided into 6 thematic subgroups:

1. **Issues on formation of a Police officer's Media image** are raised in the textbook by A.L. Sitkovskgo, D.G. Perednya, O.V. Filimonov, Y.V. Latov, E.V. Chervonnykh, L.V. Vazhenina [Sitkovsky, Perednya, Filimonov, Latov, Chervonnykh, Vazhenina 2019], in the studies by J. Schultz [Schultz 2019], W.L. Wayne [Wayne 2015 www] and A. Ciabuca [Ciabuca 2014].

2. **Formation of the positive image of law enforcement agencies** is reflected in the works of T.V. Agapova [Agapova 2011], V.K. Paukov [Paukov 2012], S. S. Smoleva [Smoleva 2013] and R.C. Mawby [Mawby 2001 www].

3. **Formation of public opinion about the Police** is considered by such scientists as S.V. Kapralova [Kapralova 2013], S.A. Musatova [Musatova 2014], J. Ashcroft, D.J. Daniels, S.V. Hart [Shchitova 2014], B. Edwards [Edwards 2006 www], A.S. Franklin, R.K. Perkins, M.D. Kirby, K.P. Richmond [Franklin, Perkins, Kirby, Richmond 2019 www], C. Gallagher, E.R. Maguire, S.D. Mastrofski, M.D. Reisig [Gallagher, Maguire, Mastrofski, Reisig www], C. Maxson, K. Hennigan, D.C. Sloane [Maxson, Hennigan, Sloane 2003], J. Mullis [Mullis 2009], R.J. Richard [Richard 2015 www], J. Sadulski [Sadulski www].

4. **The mechanisms of public consciousness manipulation by the Media** are described in the work of J.S. Lovell [Lovell www].

5. **Criticism of law enforcement in the Media** is presented in the study of E.V. Namrueva [Namrueva 2016].

6. **Language modeling means of the portrayal/image and the Media discourse** are studied by such authors as A.I. Zolotayko [Zolotayko 2019], N.S. Skripichnikova [Skripichnikova 2011], S.I. Oks [Oks 2011].

3.2. Framework

3.2.1. *Philological studies of the Police portrayal/the image modeling*

3 out of 23 analyzed works in the field of the Police portrayal/image modeling are related to philological research, the main purpose of which is to identify, systematize, and conduct a cognitive and linguoculturological analysis of language models that represent the portrayal/image of modern Police in Russia and abroad. First of all, it should be noted that the philological studies under review belong to

Russian scientists, foreign authors mainly analyze the mechanisms, strategies and tactics of formation of the law enforcement agencies' image throughout the Media not touching upon the language and speech techniques. Thus, philologists study metaphorical models and images [Zolotayko 2019], the emotional and evaluative component of the concept "police officer" [Skripichnikova 2011] and analyze the mechanisms of formation and potential of the power structures image, information and communication technologies of its positive transformation [Oks 2011].

In our opinion **A.I. Zolotayko's** study is most noteworthy; the author investigates metaphorical modeling of the USA law enforcement agencies image, taking into account situational, contextual and linguoculturological aspects. In this research, the author concludes that the metaphor has a high evaluative potential in the public opinion discourse and implements pragmatic functions, having an emotional effect on the recipient, forming certain links and attitudes toward the phenomena under consideration, transforming a person's world perception [Zolotayko 2019].

A significant contribution to the study devoted to improving the efficiency of law enforcement agencies responsible for image formation is the work of **S.I. Oks**. In this research the author draws the conclusion that the concept of law enforcement agencies image should be based on the principle of compliance, i.e. the image of the authority should correspond to the development strategy based on catering for certain needs of society; the level (stage) of industrial development; the external image should correspond to the internal image; finally, the image of the authority should correspond to the current stage of society development. Currently there is a certain contradiction between the active Media promotion of the positive image of power structures and the image of these structures as a reflection of their practical activities in the social communication process [Oks 2011].

Emotionally-evaluative component of the concept "police officer" discussed in the article by **N.S. Skripichnikova** is an important aspect for establishing the relationship between linguistic means of the Police Media image representation and formation of the public opinion about the professional activity and personal qualities of law enforcement officers. Thus, the analysis of modern Media texts shows that there is a predominance of verbalizers of the concept "police officer" with a negative emotional connotation. Epithets with negative connotations are widely used in Media titles, forms with the semantics of destruction predominate among verbs describing the professional activi-

ty of a law enforcement officer on television, printed Media, and the Internet. Lexemes associated with the emotion of fear are often used in materials covering the activity of law enforcement agencies [Skripichnikova 2011].

3.2.2. *Non-linguistic research on the Police portrayal/image modeling*

20 out of 23 studies in the field of Police portrayal/image modeling research belong to Law, Sociology, Political science, and Psychology. The main aspects that interest both Russian and foreign authors relate to such issues as:

– Media component of the Police portrayal/image formed in the process of Media activity [Sitkovsky, Perednya, Filimonov, Latov, Chervonnykh, Vazhenina 2019; Mullis 2009; Schultz www];
– the positive image formation of Russian law enforcement agencies [Agapova 2011; Ciabuca 2014];
– formation of a comprehensive representation of the genesis process and development of public opinion about the modern Russian Police [Kapralova 2013]; improvement of the existing public image [Gallagher, Maguire, Mastrofski, Reisig www; Lovell www; Maxson, Hennigan, Sloane 2003];
– identification of socio-psychological features of the Police officer's image in the social representations of megalopolis residents [Musatova 2014];
– development of an organizational and managerial mechanism of responding to critical materials about the activities of the Internal Affairs agencies in the Media [Namrueva 2016];
– presenting essential characteristics of public opinion as an instrument of forming the law enforcement officers' image and optimizing their activities [Paukov 2012; Sadulski 2018];
– the political analysis of the content, main directions and trends in activities of public relations services for formation and maintenance of the law enforcement agencies' positive image [Smoleva 2013];
– factors of public opinion formation as concerns the Police activity throughout the perception of a crime and disorder rate by city residents [Ashcroft, Daniels, Hart 1997; Wayne 2015];
– Media influence on attitude toward the Police [Edwards 2006 www], including the African-American population [Franklin, Perkins, Kirby, Richmond 2019 www];
– the ability of law enforcement agencies to manage their public portrayal/image throughout the Media [Mawby 2001 www];
– factors affecting the overall satisfaction of citizens with the Police work [Sadulski 2018

www] and the role of social Media in law enforcement [Sadulski 2018 www].

In terms of theoretical coverage the most significant in this group are the studies of A.L. Sitkovsky, D.G. Perednya, O.V. Filimonov, Y.V. Latov, E.V. Chervonnykh, L.V. Vazhenina [Sitkovsky, Perednya, Filimonov, Latov, Chervonnykh, Vazhenina 2019], T.V. Agapova [Agapova 2011], V.K. Paukov [Paukov 2012] C. Gallagher, E.R. Maguire, S.D. Mastrofski, M. Reisig [Gallagher, Maguire, Mastrofski, Reisig 2001 www].

The textbook "The Media image formation of the Internal Affairs agencies of the Russian Federation" developed by a team of authors (A.L. Sitkovsky, D.G. Perednya, O.V. Filimonov, Y.V. Latov, E.V. Chervonnykh, L.V. Vazhenina) reveals the concept "Media image" as one of the most important kinds of image formation in general and the technologies of its formation in particular, raises issues related to the transparency of the law enforcement agencies as well. A special emphasis is made on interaction methods and forms with the Media. In addition, the authors give practical recommendations on the Police and the Media interaction and on the Media image formation to directors of the Internal Affairs agencies at the regional level [Sitkovsky, Perednya, Filimonov, Latov, Chervonnykh, Vazhenina 2019].

In her study T.V. Agapova conducts a detailed literature analysis devoted to research on the law enforcement functioning, formation of the Police Media image and its reflection in the consciousness of both society and individuals. According to the author the mechanism of image formation is accompanied by a purposeful creation of a stable perception of the existing legal regime and state power and the image of law enforcement agencies is a dialectical union of an organization image as a whole and an individual officer's image in particular [Agapova 2011].

V.K. Paukov's dissertation summarizes scientific ideas about the theoretical and methodological foundations of public opinion research related to the image of law enforcement officers; reveals the functions and mechanisms of public opinion influence on the police officers' image; identifies the content and features of law enforcement officers, professionalism, personal qualities that affect their image; identifies the most significant factors of citizens' trust and distrust to law enforcement agencies that affect their image; developes directions for optimizing public opinion regarding the image of police officers [Paukov 2012].

Of particular importance for understanding the relationship between the Media and public opinion about police activities is the work compiled by a team of authors (C. Gallagher, E.R. Maguire, S.D. Mastrofski, M.D. Reisig) which reviews published research aimed at studying the Police public image and methods for improving the law enforcement agencies image. The authors consider several theoretical approaches to explain the Media influence on public attitudes toward such institutions as the Police (the "hypodermic needle" theory, the "limited effects" theory, the "soft/minimal effects" theory) [Lippmann 1922 www].

The authors present practical recommendations which would enhance the positive image formation of police officers.

We should also highlight the works of A. Ciabuca [Ciabuca 2014] and W.L. Chan Wayne [Wayne 2015 www]. In their study, the authors apply content analysis method, to news reports materials about law enforcement activities.

Thus, **A. Ciabuca** focuses on the necessity to develop an adequate strategy for promoting the Police image. The author selectes a six-step model with five main issues for analysis: 1. Police activities and actions; 2. Criminality; 3. Assessment of the results and professional behavior of police officers; 4. Legal changes; 5. Organizational and structural issues. According to the author the Media use rather a limited and superficial approach to Police activity covering and most of the information takes the form of news or factual reports with the predominance of criminal news [Ciabuca 2014].

The study by **W.L. Chan Wayne** is aimed at investigating the Hong Kong Police image. The author conducts a content analysis of news reports published in three newspapers (Oriental Daily, Apple Daily, Ming Pao). As a result it was found out that in general the Media demonstrate a negative image of the Police in maintaining public order while the image of the Police as a crime fighter remains positive [Wayne 2015 www].

3.3. Methods of the portrayal/image modeling

3.3.1. *Philological methods of the Police portrayal/image modeling*

The analysis of available sources allows us to state that the most popular methods of portrayal/image modeling are contextual analysis involving linguistic, general philological and linguoculturological data [Zolotayko 2019] and stylistic analysis [Skripichnikova 2011]. While interpreting research results, the traditional method of scientific description, comparative method, typological method, and analogy method are often used [Oks 2011]. In addition, along with linguistic methods, philologists also use sociological methods, such as mass survey and expert interviews [Oks 2011] and general

scientific methods of abstraction and concretization, generalization, deductive and inductive methods [Oks 2011].

The research material in philological studies is publicistic and creolized texts devoted to activity of law enforcement agencies published on forums, in videos (in the form of comments) and electronic publications [Zolotayko 2019], reports on the work of the press services of law enforcement agencies [Oks 2011], media texts in printed publications [Skripichnikova 2011].

3.3.2. *Non-Philological methods of studying the Police portrayal/image modeling*

The most popular methods of studying portrayal/image modeling in Sociology, Political science, Psychology, and Law are theoretical methods: research analysis of domestic and foreign authors [Paukov 2012; Lovell 2002 www; Mawby 2001 www; Richard 2015 www], archive data [Gallagher, Maguire, Mastrofski, Reisig 2001 www; Schultz 2019 www] current legislation in the information and related fields [Sitkovsky, Perednya, Filimonov, Latov, Chervonnykh, Vazhenina 2019] and reports of police officers [Mullis 2009]; materials of international and home scientific conferences and round tables, regular contacts with Russian law enforcement officers, Mass Media representatives, professors and tutors of educational and scientific institutions [Agapova 2011], historical method, comparative method, induction and deduction, generalization and analogy, content analysis [Agapova 2011; Namrueva 2016; Smoleva 2013; Ciabuca 2014; Wayne 2015 www], theoretical interpretation of concepts [Musatova 2014], logical analysis, comparative analysis [Paukov 2012].

Among empirical methods, the most popular are quantitative and qualitative methods of empirical sociological analysis [Kapralova 2013], a survey [Ashcroft, Daniels, Hart 1997], and questionnaire for citizens [Kapralova 2013; Paukov 2012; Franklin, Perkins, Kirby, Richmond 2019 www; Richard 2015 www; Schultz 2019 www], police officers [Lovell 2002 www; Mawby 2001 www] and experts [Namrueva 2016], participant observation method [Paukov 2012]; Media monitoring [Agapova 2011], interviewing [Namrueva 2016; Lovell 2002 www], including in-depth interviews [Kapralova 2013] and telephone interviews [Ashcroft, Daniels, Hart 1997], psychological testing and factor analysis [Musatova 2014].

Materials for content analysis in the analyzed studies are information from the periodical press [Smoleva 2013; Ashcroft, Daniels, Hart 1997; Wayne 2015 www], articles published in web newspapers reflecting activities of the Police and concrete officers [Ciabuca 2014].

CONCLUSIONS

Mass media have a speech impact on a large and socio-demographically undifferentiated audience characterized by national, social and political diversity, in the absence of a strict social dependence between a communicator and an addressee and direct contact and feedback. The Mass Media language is a specific functional and stylistic formation which has the ability to model the national language shaping ideology, cultural values, beliefs and worldview of a particular national entity. Thus, it can be stated that mass media are characterized by national and cultural specifics.

The results of overwiewing 23 research papers devoted to the study of the Police portrayal/image demonstrate that scientists all over the world are engaged in modeling the Media image of law enforcement agencies, however, this research aspect is mostly relevant for Russia and the United States. The stated topic is most widely covered by philologists and lawyers who study such aspects as the Police officer's Media image modeling, formation of a positive image of law enforcement agencies, formation of public opinion about Police activities, mechanisms for manipulating public consciousness via the Media, criticism of law enforcement activities in the Media, language means of portrayal/image modeling and Media discourse.

We can further conclude that the concept of portrayal/image as a socio-psychological unity has a direct connection with the category of perception considered by modern science as a specific form of cognitive-informational interaction between an individual and the world. In this regard it is relevant to study the process of constructing the portrayal/image in the mass audience consciousness, the integral part of which will be its modeling in Media texts. Modeling is generally recognized as the most effective method that allows to carry out comprehensive approach to the description of any object of reality, to reveal its structure, substance and function in their relationship and interdependence.

The majority of Russian researchers consider the Police image modeling in Media texts as a manipulative tool which is actively used to infuse the positive image of a Police officer into the mass consciousness of the target audience. The effective speech influence and formation of an adequate image of law enforcement agencies is carried out through appropriate choice of verbal means of the image representation in Media reports taking into account the addressees' value orientations. The study of the mechanisms of speech influence throughout the Mass Media language, functioning of the Mass Media discourse in the network space, and expansion of the theoretical foundations of image

modeling by verbal means are the most relevant issues in philological works. The most common empirical methods are the content analysis, discourse analysis and intent analysis. To interpret language material in order to model the police officer's image philologists often use interpretive approach to the language material, methods of linguistic modeling in combination with the traditional descriptive method, methods of Pragmalinguistic, argumentative, definitional, contextual and stylistic analysis.

The main goal of researches in the sphere of Law, Psychology, Sociology and Political science is to identify the socio-psychological background of the public attitude toward the Police, to determine the conceptual foundations of information policy and its place in the system of measures forming the positive image of law enforcement agencies as well. In their research scientists come to the conclusion that the image of law enforcement agencies is a dialectical unity of the organization and individual images. The main instruments of the information policy aimed at formation of the positive image of law enforcement agencies are: increasing public confidence in the Police including active PR activity; establishing and strengthening "feedback channels"; systematic informing of the public about service results, successfully solved crimes; Media reporting about citizens' assistance in solving offenses; immediate response in case of critical publications addressed to the Internal Affairs agencies; active cooperation with the Media; improving the individual ethics and etiquette of each police officer.

The main research methods in non-philological studies are analysis of domestic and foreign reseach, archival data and current legislation, historical method, induction and deduction, generalization and analogy, content analysis, comparative analysis. Surveys, questionnaires, participant observation method, interviewing, and psychological testing are most popular among empirical methods.

In our opinion the most valid methods for the Police portrayal/image modeling are content analysis, discourse analysis, intent analysis, stylistic analysis of Media texts and the interpretive approach to the analysis of language material, since using these methods it is possible to identify the interaction of elements of image Media texts, their structure and functions, language processes occurring within speech communication as well. Non-linguistic methods include empirical sociological analysis allowing to study the methodological and methodical problems of empirical research on public opinion about the Police.

Finally, generalization of the obtained results allows us to conclude that the modeling method is fruitful and promising in relation to the study of the Mass Media portrayal /image of law enforcement agencies.

In this article the authors do not analyze attitudes, social and value orientations of the communicators. There is no address to quantitative structure of the text content elements and their semantic features or statistical information processing, which is yet another limitation of this survey.

The perspectives of further study in this field are juxtaposing mechanisms of the Police portrayal/image modeling in pro-government and opposition Media, alongside with a more regular parallel analysis of linguocultural specificity of police image modeling in Russian and American media.

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Моделирование массмедийного образа/имиджа полиции (ретроспективный анализ отечественных и зарубежных исследований)

АННОТАЦИЯ. *В статье проводится анализ российских и зарубежных исследований, посвященных формированию массмедийного образа полиции в СМИ, и изучаются методы моделирования образа языковыми и неязыковыми средствами. Основной упор делается на моделирование образа сотрудника полиции. Актуальность статьи обусловлена необходимостью расширения и углубления теоретических основ моделирования образа сотрудника полиции вербальными средствами, а также выявления наиболее валидной методологии моделирования образа средствами СМИ. Во введении авторы рассматривают подходы российских и зарубежных ученых к корреляции таких терминов, как «образ», «имидж» и «стереотип», и дают определение медийному образу/имиджу сортудника ОВД. В части, посвященной методологии исследования, авторы описывают основные критерии, согласно которым были отобраны источники для анализа (содержание теоретического материала по заявленной теме и название заголовков); также рассматриваются некоторые лингвистические методы, которые могут лечь в основу моделирования массмедийного образа/имиджа полиции. В разделе «Результаты и обсуждение» авторами проводится критическая оценка работ, посвященных изучению методов и средств (лингвистических, психологических, социологических и других) моделирования образа/имиджа средствами СМИ. В заключении делаются выводы, описываются ограничения и перспективы дальнейшего исследования.*

КЛЮЧЕВЫЕ СЛОВА: *журналистика; медиалингвистика; медиатексты; СМИ; средства массовой информации; языковые средства; политический дискурс; политическая коммуникация; язык СМИ; медийные образы; полиция; правоохранительные органы; формирование образа; контент-анализ.*

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