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**VERBAL PECULIARITIES OF THE FORMATION OF THE IMAGE OF  
PRESIDENT V. PUTIN IN THE INTERVIEWS FOR RUSSIAN AND  
AMERICAN TELEVISION**

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One of the most important features of political discourse is the media coverage. [Sheigal 2000: 52]. Television interviews are an important tool for shaping a politician's image. Interview portraits are singled out as "the main way of forming the image of a politician, since in them all attention is directed exclusively to the personality of the interviewee". [Shchitova 2012: 150]. Image is based on how the object or person is perceived by the audience. [Pochepstov 2000:]. The image of a politician is formed unconsciously and deliberately, that is, "the peculiarities of the politician's perception are carefully monitored, and a new strategy and tactics for creating a favorable image are thought out". [Potemkina 2006: 96]

The object of analysis in the article is the verbal ways of forming the image of the President of Russia Vladimir Putin in an interview with Russian and American television. We analyzed the show "20 questions to Vladimir Putin" (program releases from 19.02.2020 to 18.03.2020) Interview to the American television channel NBC: Part 1 (03.01.2018), Part 2 (02.03.2018). The subject of the analysis is the peculiarities of interaction between the image of the Russian state and the target audience of these interviews.

The article will dwell on the program "20 Questions to Vladimir Putin" (interviewer - journalist Andrey Vandenko). The recipients of this interview are residents of Russia. In this situation the goal of a politician is to respond to domestic political criticism in his own direction. Therefore, Vladimir Putin does not use open verbal aggression. He communicates politely, does not come into conflict with the interlocutor, tries to argue his position. He also uses tricks of argumentation. One of the president's tricks in this interview is a joke. Putin shows irony, allows the journalist make jokes about him. This also contributes to the maintenance of the internal political image of the politician - an ordinary person, but at the same time a Master and a strict leader [Issers 2008: 198].

In an interview with the American television channel NBC (interviewed by journalist Megyn Kelly), Vladimir Putin addresses a Western audience. The analysis showed that in this interview the politician noticeably manifests verbal aggression, most often uses such tricks as argumentation (persuasion strategy), counter-accusation, and also latent insult [Issers 2008: 160]. For example, Putin indirectly accuses not only the US authorities, but also the interlocutor of dishonest performance of her work. The president is trying to convince the Western audience that he is right, to substantiate the state's position on foreign policy. In this interview, Putin forms the image of the head of a strong state in the eyes of the Western audience.

Thus, the formation of the verbal image of the Russian President Vladimir Putin in television interviews is aimed at the audience, which corresponds to the chosen political strategies and goals.

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