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**DISCOURSE OF POWER IN MODERN UKRAINE: LEGITIMATION'S
FEATURES OF POLITICAL AUTHORITIES AT REGIONAL LEVEL.**

The present investigation is concerned with researches of the specifics of contemporary political processes in Ukraine through the prism of the discourse theory. It is precisely the political discourse, that is a field of struggle for power – for the right to create and impose their own vision of the social world, to determine the value and perception of socio-political phenomena and/or processes that determine the agenda, form the political outlook and which are the «architects» of society's socio-political picture. Therefore, study of political processes and events through the prism of the discourse theory has a particular value because it allows to reveal what ideas and projects help the discourse of power to be implemented and to know what the reality's picture it aspires to create. Proceeding from the point, that politics is an area of struggle between certain discourses of the political field's major agents, one or another discourse, in the result of struggle could assume hegemony, becoming the dominant pattern interpretation of societal processes. Such discourse could establish their own political vocabulary. Analysis of the political texts which incorporate basic idiologems taking into considerations particular contexts, makes it possible to get interpretation of the meaning of political processes and detect their trends and trajectory. In the Ukrainian political tradition the figure of the President has almost always been the central subject of the construction and reproduction of current political discourse. The article analyses the differences between the interpretations of key metaphors in the presidential discourse of V. Yushchenko and V. Yanukovich. Author presents the discourse-analyses of of Party of Regions' political advertising and election programs during the elections for local councils in 2010 and parliamentary elections in 2012, excepting for using of manipulations tactic. Mechanisms of legitimatione of power are also showed through the media-policy of

regional authorities, the specific pole of which is explained. Thus, the political process is a set of certain practices reproduced by political actors, the result of which is creation of the image of modernity as a certain associative series in the minds of Ukrainians. By means of the political myths, labels, political actions, which carry currents values, norms, rules, etc the picture of reality is created. Over time, these elements become symbolic, a certain historical period or political course, one or another state are associated with them.

Keywords: political discourse, presidential discourse, Viktor Yushchenko, Yanukovich, trend-words, metaphors, the governor, the regional media-policy.