

PHILOLOGY

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Representation of the concept "Health" in modern media discourse (on the English language material)

The representation of the concept "Health" in the English-language media discourse is analyzed. The purpose of the work is to consider the emerging correlations between the conceptual system and heuristic potential, which play an important role in the process of studying the concept of "Health". As a result, the features of the concept that determine the specifics of the functioning of the media discourse are identified. The novelty of the study is to determine the basic meanings of the concept of "Health" in the modern English-language media discourse. The examples given illustrate the illuminated positions. The results of the study can be used in training courses on stylistics, text interpretation, theory and practice of translation.

Key words: media discourse, text, concept, structure, axiology.

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