

PHILOLOGY

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Ways of representing the CORONAVIRUS concept in German newspaper texts

The present study, which was carried out in line with linguoconceptology, is devoted to the study of ways of representing the concept of CORONAVIRUS in the German-language press. A huge number of individually authored, occasional or new words that quickly entered the vocabulary of the language due to the pandemic became the main feature of the language situation, which the media called the coronavirus era. The authors of this article, through a general description of the entire array of lexical material taken from German-language newspaper texts, using a cognitive approach in their research, focus their attention on specific ways of representing the concept of CORONAVIRUS presented in German-language media texts. The relevance of the study is determined by both linguistic and social factors. In addition, the article examines the connection between human thinking and language by defining the cognitive image of the coronavirus (pandemic) in the mirror of conceptual metaphors.

Key words: pandemic, Coronavirus, concept, ways of representation, features of concept, cognitive metaphor.

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