

PHILOLOGY

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Features of the study of concepts in modern media political discourse

This article examines the features of the study of concepts in political media discourse. The specifics of the influence of new media on the sphere of politics and the texts generated in connection with power practices are analyzed. The essential characteristics of political media discourse are presented. Approaches to understanding the “concept” in linguistic research are demonstrated. Classifications of concepts are given. The essence of the frame method as a method of modeling concepts is revealed. Emphasis is placed on the dynamic nature of political media discourse. In conclusion, the results of the study are summarized and summarized.

Key words: media discourse, concept, politics, society, language, communication, meaning.

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