

PHILOLOGY

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Media discourse as a frame

This article examines media discourse from the perspective of frame theory. The specifics of the formation and development of frame theory in various sciences are traced. The key definitions of the frame are given. The essential characteristics of the frame in modern scientific knowledge are presented. An understanding of the frame in connection with the experience of interaction between a person and sociocultural reality is demonstrated. The process of frame formation through the prism of a “black box” is outlined. The possibilities of frames for constructing media texts by journalists are presented. Emphasis is placed on the dual nature of frames, reflecting the interdependence of the frames created by journalists and the construction of behavioral patterns in the minds of the addressee.

Key words: media discourse, frame, society, behavior, communication, language, journalism.

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