

Olga K. Zhegalina

(Rostov State University of Economics (RSUE), Rostov-on-Don, Russian Federation)

Frame as a way and result of lexical categorization of the economic worldview in media discourse

The aim of the paper is to structure the economic worldview in the Russian-language media discourse in the form of a frame-slot model and describe its lexical and semantic organization. The subframes and slots in the structure of the «Economy» frame in the Russian-language media discourse are identified and presented, their hierarchical relationships are established and their lexical content is analyzed. The article proves the prospects of using the methodology of frame analysis in describing the lexical categorization of the economic picture of the world in media discourse. It is established that the economic worldview in media discourse is verbalized by units formed through the processes of borrowing, the metaphorical formation process, terminological derivation, taking into account the cognitive context. It is concluded that the linguistic economic worldview is a correlation of naive, professional and scientific-terminological worldviews.

Key words: frame «Economics», the economic worldview in media discourse, frame semantics, frame modeling, frame-slot model.

February 24, 2025