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SECTION II. COMPARATIVE LINGUISTICS

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Anna Novikova © **Building the media picture of a city:  
the method of frame analysis**

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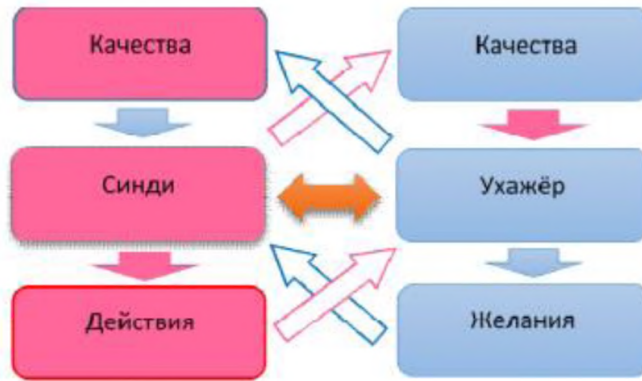
**Abstract.** The article is written in the framework of cognitive linguistics, discourse analysis and frame theory. A frame is defined as a deep conceptual structure containing information about the world. The transmission of this information is achieved through language, such as words, sentences, texts. This process is known as frame activation. The relation between close notions of frame and concept is discussed. With the help of linguistic analysis of media texts there proposed a typology of six contextual macro frames constituting the media picture of a single city. The classification can be characterized as thematic. Our interest lies in the positioning of the city in the federal media which is the data for our study. It permits to outline a general city image among wide audience. In the course of our work, we compiled a special-purpose corpus of 9,500 selected news texts from the past twenty years, which helped us to obtain a fairly consistent media picture. The research clarifies that the positioning of a city in the media represents an accentuated ideological communication with a hidden and not strong speech influence where framing is realized as a means of constructing the reality. Framing of social issues is carried out through a wide range of linguistic tools: lexical units with positive or negative connotations, set expressions, metaphors, epithets, syntactical constructions, various expressive and stylistic means. A frame conveys characteristics of a problem, possible reasons, predominant assessment and possible solutions. Framing of the urban social problems results in constructing certain meaning systems and images which are described in this paper. Apart from relevance for linguistics, frame analysis of urban environment is viewed as promising studies to improve journalism as a social institution.

**Keywords:** Media discourse; Frame; Framing; Media picture; News

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1. « » ( , , 2016)

Fig. 1. Basic model of the script "Courtship"

Today, The New York Times, The Wall Street Journal, Daily News.

(Boydstanetal., 2014).

(Han, Sun, Lu, 2017).

Elmasry, 2017).

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hard news soft news. Hard news

« »

Soft news

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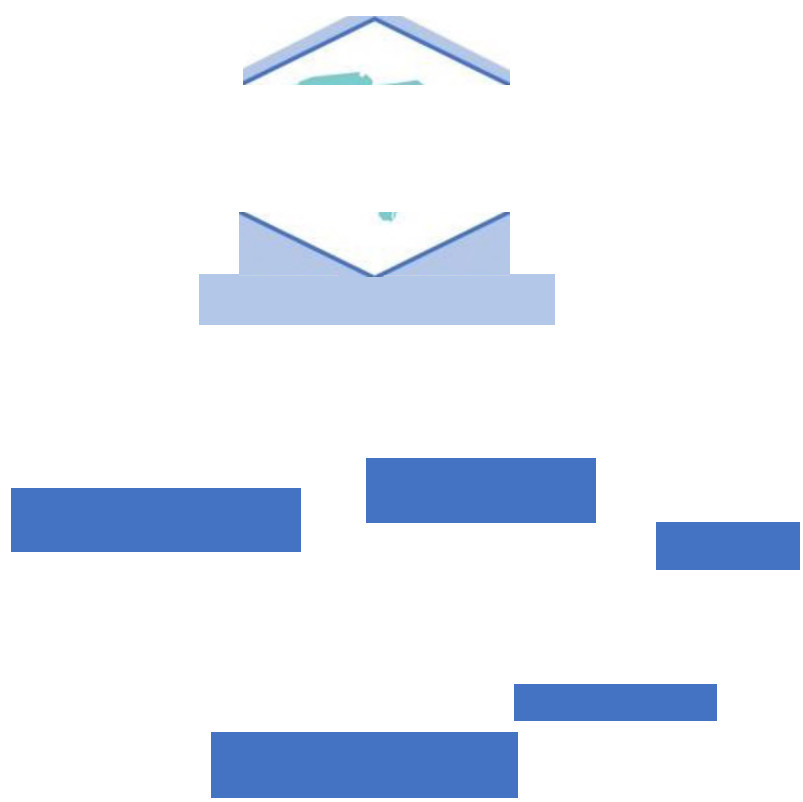
hard news

soft news

4.

soft news, hard news ( )

( ( . 2). - (The official site, URL...), (The official site, URL\_)



2. Fig. 2. Mediapicture of Columbia: frame structure

4.1 (“State’s capital”)

« » capital”).

« » (“state’s “state’s capi-

tal”  
bia, SC”.

“Colum-

(‘diversity’)

-reflect the kind of diversity that is  
America  
-a credit to his race - the human race

-America that clings to the belief, even  
now, that people of color are still second-class  
citizens ( )

-don’t belong  
- feel pain  
- “slaves who were taken to the United  
States hit the slave lottery” and were “the  
most privileged members of their race”  
( )

- don’t get that this is a serious problem  
-racist policies  
-ban on interracial dating  
-unwillingness to admit black students  
-failed to accurately represent the Lord  
-failures  
-find wholly offensive

**4.3** « » (“Politics”)

**4.2** « » (“Racism”)

：“Racism”)， « » (“Politics”)  
« » (“Crime”)，

« »， « » « »  
“hate crimes”  
(« »).



for Carolinas; tropical storm warning was issued; Atlantic hurricane season approached; a watch was issued; Killer wave lying in wait).

5.

- minority push
- “ABT mood” in the black community:

Anybody but Trump

- it has people of colour very motivated and excited about voting this time
- win their allegiance

4.4 « » (“Crime”)

- lying to investigation; was arrested
- killer; execution; electric chair; convicted

-rapist; cuffed; assaulting; abducting; missing person

- horrific jet crash
- Probation for Guard in Sex case
- serial killer; murdered bodies
- admiring references to the Columbine

killers

-had all the supplies needed to kill dozens

4.5. « » (“Sport”)  
« » (“Catastrophes”)

« » (big wins; I am proud of him; that’s a great thing, now little kids in the south will be inspired) « » (storm watch

H.H.

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