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**THE CONCEPT OF ISLAM: FRAME MODELING
IN THE ENGLISH-LANGUAGE MASS MEDIA**

Abstract

The research analyzes utterances verbalizing the concept of ISLAM in the English-language political discourse. Islam is considered in the paper not only as a religious and cultural phenomenon but also as a social and political phenomenon. This approach justifies the use of print media texts in order to expose ISLAM conceptual features in the contemporary picture of the world. Within the framework of the article, we analyze ISLAM contents, structure and means of expression. The purpose of the article is to identify the main features of ISLAM frame structure based on modern political discourse. ISLAM can be represented as a frame whose top levels are SUBJECT, TYPE, SOURCE, and ACTION. The main conceptual features attributed to ISLAM in the English-language political discourse are “dogmatism”, “globalism”, “good organization”, “fundamentalism”, “violence”.

Keywords: concept, frame modeling, Islam, frame structure, political discourse.

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