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## **FRAME ANALYSIS OF THE CONCEPT «CHARITY»**

### **Abstract**

The article examines general and specific features of the linguistic and cultural concept of “Charity” within the framework of the French language picture of the world. The use of the frame analysis method makes it possible to determine changes in the social status of charity in France at the present stage and to specify the forms of its manifestation. The process of globalization is undoubtedly reflected in the language picture of the world. The word *le don* 'gift' as an extended version of the lexical-semantic version of *la bienfaisance* 'charity' actualizes itself through contribution, investment, or ceremonial gift, i. e. it is considered a social investment. Both economic reforms and the new tax policy in France contribute to this phenomenon. The material for the study included the dictionary entries of French dictionaries, as well as the dictionary of proverbs, aphorisms and sayings of the French language, Internet sites of Newspapers and magazines. The obtained results suggest a cognitive shift in the concept sphere of charity and a change in the axiological principle of one of the key concepts of culture. Charity, perceived as a social resource, becomes an economic commodity.

**Keywords:** frame, frame semantics, concept, linguocultural and linguistic-cognitive approaches, “Charity”.

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