Cognitive Receptions Used in Mass media's Texts: Frame

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Abstract

The frame-analysis of the news plots' text component is the base of the article. The research material is news blocks of the Kazakhstani TV-channel "CTC" (commercial television channel) left in air during the period from 2008 to 2013 (5 years). Basic method is content-analyses. On concrete examples it is proved that journalists effectively apply specific cognitive receptions: framing and reframing, which were originally developed in the field of artificial intelligence's creation. It confirms permeability of the borders and susceptibility of linguistic sciences, in particular, cognitive linguistics.

Keywords: cognitive linguistics, framing, reframing, Mass media, Kazakhstan

1. Introduction

According to professor N. N. Boldyrev cognitive linguistics is one of the most modern directions of the linguistic investigations in the world (Boldyrev, 2014). His opinion is supported by a lot of Kazakh researchers, including professor M. Sh. Musatayeva, who thinks that today cognitive linguistics is the most actively studied branch of linguistics (Musatayeva & Akhmetzhanova, 2013). There is no surprise that there exist a great number of publications dedicated to this topic. Nevertheless with the reference to professor S. E. Isabekov, we'd like to notice that the modern world has no unified generally accepted cognitive linguistics, but there are its different models, versions (Isabekov, 2013). And their number increases. The scientists agree to one thing: the concept is the central category of the cognitive linguistics. Let us point out that the definition of a concept by V. Z. Demyanenkov is taken as a basis: concept - as "a seed of thought", quantum of knowledge and similar definition of N. F. Alefirenko: concept - "semantic embryo" or "sense gen of the language sign meaning". Generally the concept is a unit of the mental process. M. V. Pimenova points out the fact that the conceptual system possesses the principle of the holographic character, i.e. the concepts are the structures of indicators which are necessary and sufficient for the identification of the elements of the world behind them (Pimenova and Kolesov, 2011). In other words, concepts can replace the objects of the real world and represent a human thought.

Let us present the quotation of professor from Illinois University S. A. Zhabotinskaya "Cognitive mechanisms of P-senses" and say that the cogitation is the manipulation by the inner representations like frames which are mental "information packages", ways of revealing of verbalized knowledge. The quotation is presented in translation of G. G. Gizdatov (Gizdatov, 1996). It should be explained that a human has as inborn cognitive infrastructure which was being formed in course of evolution for hundreds, thousands and millions years; now it is working in auto-mode (Isabekov, 2013). Partially this explains the existence of a possibility of its revealing, description and grouping.

The question of concepts typology is one of the first theoretical questions of cognitive linguistics which appeared in the process of its establishment (Popova & Sternin, 2006).

Some reliable sources (Bulletin of the Kazakh National University, Bulletin of ChGU, Bulletin of IGLU and others) consider the concept as a generic term and all the other cognitive units are its specific forms; in this or that way they can be narrowed to one of its types. In the study and scientific literature one can often find such types of concept as: frame, scheme, scene, scenario, script.

A lot of Russian scientists study the typology of mental units: A. P. Babushkin, M. V. Pimenova, V. A. Maslova, N. N. Boldyrev, E. S. Kubryakova, G. G. Slyshkin, S. G. Vorkachyov, V. I. Karasik, L. O. Butakova, Z. D. Popova, I. A. Sternin and other. We can briefly learn their main scientific achievements from the review articles by: S. A. Pitina, L. V. Popova "Mental units typology" (Pitina & Popova, 2013) and by O. I. Lytkina "To the

question of concepts typology in modern linguistics" (Lytkina, 2013). We only list main types or (according to the definition of professor N. N. Boldyrev) formats of knowledge. Almost in all investigations the following are mentioned: concept (as a generic notion), frame, scenario (or script), scene, scheme, prototype, image, mental image, notion (idea) and gestalt.

Frame is a multi-component concept, volume representation, certain sum of standard knowledge about an object or phenomenon, which is thought of in the wholeness of its components *(shop – components:* buy, sell, goods, cost, price etc.).

The term "frame" became popular after the publication of works by American scientist M. Minskiy, who was engaged in artificial intelligence developing. The terms "framing" and "reframing" have appeared later. All these were created by means of calquing from English: "frame" (the following translations are lexecographically fixed: 1) construction, building; 2) body, skeleton, carcass, casing; 3) structure, system; 4) body build, constitution; 5) frame; 6) hot-frame; 7) farm, rafter clench; bar; 8) stand; 9) shot; 10) reference system, system of axes (1, 2000); 1) create, develop, form; 2) built, construct; 3) enframe, encase; 4) adjust; 5) develop; 6) express in words, say; 7) accuse falsely; 8) put from pieces, rivet, join (1, 2000); "reframing" (prefix "re" has the following meanings for the verb or gerund: again, anew, one more time, backwards) (Apresyan et al., 1993).

In knowledge engineering frame means the way of compact storage of information in the conciousness.

According to the notion of N. V. Volosukhina, frame is a scenario with the fixed set of stereotypical situations (Volosukhina, 2010). Here is a wider interpretation - frame is a cognitive structure which is based upon the perception of knowledge about typical situations and anticipations, qualities and relations of real and hypothetical objects, connected with these situations (4). In other words, frame is a sequence of actions (and content of participants) taken in this or that situation, formed in mind; this sequence will be replayed with the account of corrections, implemented by the real world. Frame is a kind of universal scheme for assembling the "mosaic" of cognitive images. This is a carcass, basing on which one can quickly "build" different mental operations and take appropriate actions, i.e. speed up the response.

Initially frame is empty: it is simply a structure of text data and has no definite information (Goncharenko & Shingareva, 1984).

We agree with V. V. Goncharenko and E. A. Shingareva and consider that the sense of a text can be expressed in the form of the filled copy of the previously made frame (Goncharenko & Shingareva, 1984).

2. Method

Before studying this topic using definite examples let us underline that in journalism frame is sometimes understood as the carcass of a plot or an article. Regardless of topic and date of issue, any plot has: lead or introduction, off-text, sync, noise video and standard tailpiece (name of journalist, operator, city, name of TV-channel).

Let us analyse the aim and method of frame usage in journalism; content-analysis is to be the main method of investigation. The material for our investigation was the news of the Kazakhstan TV-channel "CTC", which went on the air in the period of 2008 - 2013 (five years). We intentionally chose the five-year period in order to show the tendency to use frames in its development.

It should be noted that "CTC" TV-channel is a republic channel and broadcasts in two languages: Russian and Kazakh, i.e. it is in the system of polylanguage mass media. Polylanguage mass media are newspapers, magazines, radio and TV channels which broadcast using three or more languages.

Due to the historic past and geographic position of Kazakhstan two-language mass media are more characteristic for this country: Kazakh-Russian (Kazakh-language materials are prevailing) and Russian-Kazakh (Russian-language materials are prevailing). Among the printed media, in particular magazines, a special place is occupied by Kazakh-Chinese (most texts are in Kazakh) and Russian-English (most texts are in Russian) as well as Kazakh-Arabic (equal amount of information in both languages) magazines. Let us explain that we also refer two-language mass media to the above mentioned category due to their number, they are considered as the integral part of the above mentioned category.

The text of a journalist, being the part of cultural texts, has a modern world outlook basis where a language is not just a mediator of acquiring new information about the world, events, but also the tuning button of this information (Velitchenko, 2012). There are good reasons why the journalism is called the mirror of life.

Let us proceed to the analysis of the language of mass media. In order to prove the choice of material for the investigation let us quote Ya. N. Zasyrsky and E. I. Pronin: "The attention of linguists and all the wise people

should be paid to the analysis of the mass media texts which, in some sense, concentrate all the peculiarities of the modern language" (Zasyrsky & Pronin, 1999).

Let us underline that the theorists understand the character of innovations and transfer the importance of the role of mass media as a social institution, which functioning is determined by the social-political situation, to the investigation of media discourse (mass media text, taken in the event aspect together with the extralinguistic, pragmatic and sociocultural factors) (Smetanina, 2005).

3. Results

Let us study the lead of the plot by Anna Yalomenko: "Tumult in the underground. Today the rescuers and medical workers evacuated people from the underground. Though everything was performed under the shot of photo- and video-cameras: the rescuers exercised their readiness for the earthquake" (author: A. Yalomenko; date of issue: 25.09.2013) (first is the central frame followed by the transfer to the other frame).

The first two sentences are obviously aimed at attracting maximum attention of public. Only in the third sentence we can extract the information about the exercises and about the fact that the evacuation of people from the trains in underground was only the stage version. But the thoughts of viewers are initially built according to the frame "catastrophe" and then the flow is rebuilt (unconsciously) according to the structure of the frame "exercise".

So, any frame comprises of the top or macro-position (topic) and slots (terminals). Slot is a cell for storage of information (6). For example, frame "exercise" includes the following slots: emergency situation, place, people, actions etc. Metaphorically one can imagine slots as terminals in airport - all the terminals serve one purpose.

A distinctive feature of the linguistic frames are the fact that they fix certain normative way of situation description which is typical for a certain language community, accepted in a definite professional circle for the description of some fragment of the outer world (situations and objects) (Goncharenko & Shingareva, 1984). In this case the professional circle is a community of journalists inside of which there is an unspoken tradition of presenting the information about exercises in such a way.

Another one example: "Incident in Semipalatinsk city: near the railway station two tank wagons with petrol and sulphuric acid ran off the track! The rescuers arrived on the scene just in time and managed to prevent the explosion. Such an unusual scenario was the basis for the tactical exercises of rescuers and railway men" (author: O. Babchenko; date of issue: 26.09.2013). The consumers of this information have different emotions. Initially they have fear: the tank-wagons with petrol and sulphuric acid ran off the track - this can lead to the explosion and ecological catastrophe; then their agitation soothes: this is just the exercises. Then the calm appears: if there are exercises then the rescuers are all set and could eliminate the real threat, if any. Here it is time to remember those senses hidden in the frame, which were discussed by N. V. Volosukhina: "Frames turned out to be a cost-saving way of information transfer, which speeds up its processing since they contain both evident and hidden, connotation meanings" (Volosukhina, 2010). The connotation fact is the readiness of the rescuers, which is not described directly.

A lot of plots dedicated to the tactical exercises are written according to one scheme, one scenario.

Scenario (= dynamical frame) contains the standard sequence of events, conditioned by some repeating situation (6). Since the exercises are conducted on the regular basis, such messages also appear regularly: *"The inhabitants of Petropavlovsk were waken up by the sirens: the emergency services of the city were alarmed. That was the start of republican exercises for rescuers. According to the scenario, there was an incident on the railway: the tank wagon with ammonia went off the track and the toxic gas started to spread across the area"* (author: G. Bazaeva; date of issue: 16.03.2012).

The frame in the static state can be thought of in form of nods and relations structure. Terminal nods are invariable parameters of situations and slots are their variable implementation (Volosukhina, 2010). Slots are of individual character and depend on a number of factors: life experience, intellectual development of a human, place of residence etc. But, focusing on the fact which is interested the citizens of Kazakhstan, we can point out several most demanded topics. For example, for Almaty inhabitants these are the topics of earthquakes and snow slides due to the mountains which are situated in the vicinity of the city. *"Tourists under the snow slide! Today several dozens of tourists conducted pilot and rescue works in the mountains of Almaty region. According to the exercise scenario the snow slide covered here three people. The rescue operation took only 15 minutes"* (author: M. Korchevskiy; date of issue: 20.12.2012). And here is almost similar plot: *"The group of tourists was covered by the snow slide near Medeo - that was the scenario for emergency service exercise in the mountains of Almaty. The rescuers are preparing for the winter. Recently in the southern capital was snow. This allowed to conduct*

exercises under the "almost real" conditions" (author: N. Kunina. 15.11.2011). This is one of the framing methods.

It is possible that frames can have more or less conventional character that's why they can define and describe something that is most characteristic or typical for the given society with its ethnic and sociocultural peculiarities (6), here we can use the term "social memory". Since the exercises were an integral part of life in the Soviet society (Kazakhstan was for a long lime the part of the USSR), the citizens' response for the conduction of exercises is conditioned by the social memory. *"On the Almaty streets one could hear sirens and special vehicles today. The inhabitants of the southern capital were taught the rules of conduct for the case of an earthquake. On the special signal the inhabitants of Almaty were to leave their houses, offices and start for the nearest collection points"* (author: A. Podoinikov; date of issue: 24.05.2011). Shon thinks that the framing actually provides past experience for the defining unique situations in the present (Yanou and van Hulst, 2011).

According to Hoffman, frames are not formed consciously. On the contrary, they are used and/or developed unconsciously by the participants of interaction in the process of communication. So the journalist's wish to make the text as interesting as possible can be easily understood. According to D. Yanou and van Hulst, frames generally are not created intentionally, they are developed in the course of the interactive process of communication, which almost always depends on situation (Yanou & van Hulst, 2011). One can state that the frame "exercise" in text examples will be the central one, and the frame "catastrophe" will be secondary. Degree of centrality is often a function of the way we interact with a particular category at any given time (Evans and Green, 2006). Obviously, that after the earthquake which has recently taken place in the city no news broadcast starts according to the above mentioned scheme.

Framing is a process where actors create meanings of the events/situations and control their behaviour in these events/situations simultaneously and in accordance to the related meanings (Yanou and van Hulst, 2011). Journalists play quite an important role in the process of framing. According to the "Sociological review" journal "framing means uninterrupted narration about the problem situations and (simultaneously) the narrators' social-political participation in these situations" (Yanou & van Hulst, 2011). A good example is the following plot lead: *"Big tumult in the small town of Ust-Kamenogorsk. The peaceful life was interrupted by sirens today. The vehicles of the Ministry of Emergency situations rushed along the central streets and dense smoke was seen on the outskirts. Alexandr Podoinikov did not give way to the overall panic and found out that that was only exercises "Winter - 2008"* (author: A. Podoinikov; date of issue: 07.11.2008). Here the journalist decided to define his own position. The author's self-identification as the participant of the events is a part of framing.

Let us also pay attention to the fact that framing consists of two operations: organisation of the past experience and orientation of the future actions (Yanou & van Hulst, 2011). The main goal of the exercises which are regularly mentioned in news is to get the information to people about how to behave in emergency situation: you should not panic, and perform all the instructions of the rescuers etc.

A lot of researchers tend to the fact that the frame exists on the pre-language level; this is the basis for the hypothesis about its meta-communicative nature. Basing on the speaker's voice, presentation of the material and even the place of the event in the news spot, information consumers understands that it does not refer to the real situation (even under the conditions of "long game"): *In Aryssk region the tank-wagon filled with oil was burning. There is a threat that the fire will spread for the whole train. The oil workers cannot fight the fire on their own. All the divisions of the fire department were alarmed. The fire train headed to the place of incident. That was the scenario for the exercises in South Kazakhstan"* (no author; date of issue: 30.05.2008).

Reframing is an actively developing direction, branch of the psychology. That scenario, which we are trying to live, paying attention, to our parents' life (for example: they have two children and you also want two children) can be sometimes consciously changed by a person; this process is called reframing (6). In journalism reframing is the process of concious re-programming. Another one example: *"The symptoms of poliomyelitis were discovered by doctors at the 7-years old Tadjik girl on the Kazakh-Uzbek border. Medical service of the region is alarmed: the child was hospitalised and anti-epidemiology measures were taken on the custom station. That was the scenario for the exercises of medical workers on the custom station of the South Kazakhstan"* (author: E. Drobyazko; date of issue: 19.05.2010). That means that the reframing is the conscious breakage, it is insufficient and almost unnoticeable and can be re-qualified for some game.

All the above mentioned examples of the journalistic texts have all the frames corresponded to the following one. The transformation of frames, their "flow" into each other is performed in the form of a game.

Today framing is widely used in computer technologies. M. Minskiy in 1979 predicted in his work: "Sooner or later it will be necessary to develop something like this. Global space frame (GSF) is a constant set of "typical

positions" in abstract three-dimensional space, which copies are used as carcasses for the assembling of more complicated scenes" (Minsky, 1979).

The scientific works of that time frequently used the concept "framing". For example, in the article "Slavic cryptography: framing of M. A. Bulgakov" the researcher N. V. Khalina describes the framing of the definite author (M. A. Bulgakov): framing is the formation of the necessary frame of emotions for the recipient (10). Due to this fact we think that it is possible to speak of framing of some definite journalist - framing of G. Bazaeva, framing of N. Kunina etc.

All the above mentioned examples refer to the mass media texts (they were spread with the help of media channels). From the viewpoint of the Kazakh investigator S. N. Velitchenko, mass media texts are the synthesis of factual knowledge, artistic materials, personal preferences of a journalist and formats of a publishing house of a mass media channel (Velitchenko, 2012).

Let us summarize: in all the studied examples the journalists effectively used framing and reframing. Something that was initially designed for the creation of the artificial intelligence, transferred to other scientific branches. This proves the transparency of borders and sensitivity of linguistic sciences, cognitive science in particular.

Basing on the above said we consider it possible to point out a special type of frame as a cognitive unit - media frame. Previously in Kazakhstan there was published an investigation dedicated to the media-gestalts. It not only proved the existence of such a sub-type formation, but it proved its necessity (Skripnikova, 2014).

The use of frames in news spots awakes an increased interest of the viewers, which can be proved by the ratings of the "CTC" channel.

4. Discussion

This investigation completely proves the hypothesis about the fact that the modern Kazakh journalism is actively using principles of the cognitive science.

The results of this investigation can be used for the further activity and development of cognitive units' typology.

The investigation has interdisciplinary character, journalism, sociology and politology greatly contributed to its conduction. In the near future it will be possible to broaden the investigation for the account of participation of other CIS (Commonwealth of Independent States) countries ' representatives: Belarus, Ukraine, Tajikistan, Kyrgyzstan, Uzbekistan and others where the situation with mass media is the same as in Kazakhstan (polylanguage newspapers, magazines, radio- and TV-channels).

5. Conclusion

The results of the investigation allow us to state, basing on the facts, that the Kazakh journalists of polylanguage mass media have been interested in cognitive technologies for a long time. For the recent years the number of mass media in the country has significantly increased, the competitiveness among them has increased respectively. Cognitive technologies, including framing and reframing, allow enlarging the public as well as fixing the number of already existing information consumers to this or that mass media. Unlike NLP (neuro-linguistic programming) and other similar technologies (forbidden in some countries), lingua-cognitive methods possess no destructive power and have no impact of human conciousness, they influence only the interest "sensors". We can suppose that in the near future framing will replace lingua-cognitive methods in journalism.

The value of the research's results: 1) they confirm possibility of application the lingvo-cognitive analysis' methods on such specific material as mass media's texts; 2) obtained data – the certificate of that fact, that the lingvocognitology "establishes" close connection with the modern media.

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Note

Note 1. The article used the materials, published on the official web-site of the "CTC" TV-channel (11).