

## FRAMEWORK MODEL OF THE NAME OF THE DEATH CONCEPT

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Different approaches to the definition of “frame” have been systemized in the article. Recent studies and publications on the subject have been analyzed that prove the current scientific view of the interdisciplinarity of cognitive science. It has been pointed out that the frame theory in its classic sense does not cover all dimensions of the concept because it is a conceptual model of stereotypical subject situations and has nothing to do with conceptual analysis which refers to knowledge about the world in which the concept functions in cognitive and communicative activities of the individual and is realized in a speech act and therefore must be in sight of the latter together with all external connections. The goal was set to build a frame model of the name of the DEATH concept, which would be able to explain the essence of the phenomenon of death in the English-speaking world picture, based on linguistic facts about the studied phenomenon. To achieve the goal logical predicates of the denotative meanings of lexeme death were chosen and analysed on the basis of basic propositional schemes. The type of each propositional scheme was determined by its belonging to one of the five basic frames – the subject, action, possessive, identification and comparative, which are combined with each other, forming an integrative conceptual model: 1) existential quantitative scheme of “DEATH is SUCH-quality”: total, permanent, irreversible, particular, ultimate; 2) existential locative scheme “DEATH is THERE-place”: the functions of the body, biological functions, vital functions, physical and mental processes, living organism, organism, biological cell, someone, something; 3) existential temporal scheme of “DEATH is THEN-time”: end of life, loss of life, someone dies, something ends; 4) subject-predicate scheme contact action “DEATH acts on smb”: including the heartbeat, brain activity (including the brain stem), and breathing; indicated by permanent stoppage of the heart, respiration and brain activity the end of life; 5) identification classification scheme, “DEATH is the SPECIES/GENDER/ROLE”: a case, an occasion, the act, the state, the cause, fact, time; 6) comparative scheme of “DEATH is AS/LIKE”: cessation, degeneration, disintegration.

In the course of the study, we have substantiated the assumption of a fractal recursiveness of frame model of the name of the concept – semantic and schematic self-similarity. It has been proven that the conceptual model of the name of the DEATH concept has such characteristics as complexity, dynamism, recursivity, the presence of feedback and the possibility of entry and exit from any point. It has also been concluded that the conceptual basis of the name of the DEATH concept according to lexicographic sources is generalized information, the source of which is the scope of subject-logical activity of the individual. It is promising to add to it a specific social individual-emotional component of the emotional sphere of activity of the individual in order to build a modus of the name of the DEATH concept and to get a comprehensive understanding of the concept in the English-language picture of the world.

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