

ABSTRACTS

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FRAME ORGANIZATION OF ADVERTISING AND INFORMATION COLLAGE (BASED ON ENGLISH DUST COVERS)

The object of our paper is advertising-informational collage on the dust jackets of English books, and the subject is its frame organization. Accordingly, aim of our research lies in defining the lingvocognitive peculiarities of text types that compose advertising-informational collage. The aim provides for such objectives as research of the semantic structure of advertising-informational collage and analysis of its frame types. The material of research is dust jackets of English books of XXI century.

Modeling of text space of advertising-informational collage in terms of conceptual paradigm is based on text semantics as fixation form of human knowledge, as mental representation of reality. It leads us to applying methodology of frame modeling to the semantic description of advertising-informational collage.

Stereotypical principal of advertising-informational collage's structure correlates with frame model of S. Zhabotynska «someone – does – something – where – when – how – why», in which predicate slot (does) corresponds with *actional frame*. In this frame the constituents are some subjects that possess semantic roles, and focus is on the interaction of these subjects. Actional frame of advertising-informational collage has the following model: SOMEONE-1 DOES SOMETHING; KIND of SOMEONE-2 DOES SOMETHING on PURPOSE.

The discourse features of the slot DOES SOMETHING are realized in the structure of advertising-informational collage and conveyed in four pragmatic components: presentational (semantic term – presentation), informational (semantic term – information), descriptive (semantic term – description) and evaluative (semantic term – evaluation).

Thus, the method of frame modeling was applied to the description of semantic structure of advertising-informational collage, which is based on actional frame. Content and formal rigidity of advertising-informational collage indicates that its constitution is directed to the prototype, in which such semantic blocks were defined as PRESENTATION, INFORMATION, DESCRIPTION, and EVALUATION that helped us to constitute the universal model of advertising-informational collage.