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ROLE OF PROMINENCE IN MATRIX MODELING OF THE POLITICS CONCEPT (WITHIN THE USA POLITICAL DISCOURSE)

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РОЛЬ ПРОМИНАНТНОСТИ В МАТРИЧНОМ МОДЕЛИРОВАНИИ КОНЦЕПТА ПОЛИТИКА (НА БАЗЕ ПОЛИТИЧЕСКОГО ДИСКУРСА США)

Summary. The article represents a mechanism of reproducing a matrix model of the POLITICS concept, which is done via the methodology of component analysis in a discourse sample of 300 US presidents' utterances. In particular, the contexts are processed for defining an implicit integral seme as well as explicit differential ones that are further equated to the macrodomains (base – profile) of the POLITICS concept. Having been analyzed subsequently via the cognitive interpretation by Z.D. Popova and I.A. Sternin, the microstructure of upper domains is arranged as lexical-semantic fields (LSFs). The frequency of the latter in the whole sample is regarded as the prominence operation by R. Langacker, which establishes what concept features are the main in terms of Americans' view on the POLITICS as a social phenomenon. The role of prominence in the matrix research is compared with identical network reconstruction of the POLITICS concept in the previous study. A schema of the generated matrix is revealed in the article as well.

Аннотация. Статья раскрывает механизм реконструкции матричной модели концепта ПОЛИТИКА, что выполнено посредством методики компонентного анализа дискурсивной выборки 300 высказываний президентов США. В частности, контексты анализируются с определением имплицитно интегральной и эксплицитно дифференциальных сем, которые приравниваются к макродоменам (база – профиль) концепта ПОЛИТИКА. После когнитивной интерпретации контекстов по З.Д. Поповой, И.А. Стернину микроструктура высших доменов сортируется как лексико-семантические поля (ЛСП). Частность последних в выборке рассматривается как реализация операции проминантности Р. Ленекера, благодаря которой определяется, что конкретно является главным для американцев в осмыслении ПОЛИТИКИ как социального феномена. Роль проминантности в матричной реконструкции ПОЛИТИКИ сопоставлена с сетевой репродукцией концепта. Дополнительно указаны иллюстрации смоделированной матрицы концепта.

Key words: concept, discourse, US presidents' utterances, matrix model, domain, cognitive interpretation, prominence

Ключевые слова: концепт, дискурс, высказывания президентов США, матричная модель, домен, когнитивная интерпретация, проминантность

Obtaining knowledge produces mental formations – concepts. As a piece of information activated in mind by a language unit, the concept is structured via the network or matrix formats [1]. Although both have been widely used for generating concept visualizations (e.g. JOY [2], EMPATHY [3, p. 190–202], BUSINESSMAN [4], MYSTERY [5] for the network; TIME [6], RITE [7], DAMAGE [8] for the matrix), an issue of modifying conceptual schemas into cognitive models remains unsettled. The latter, started by

S.A. Zhabotinskaja within converting the JOY conceptual model into a cognitive one using some cognitive operations [2], is being considered by me in studying the POLITICS concept on the basis of USA discourse. After producing the POLITICS cognitive model [9] through the network format with operations of cognitive interpretation by Z.D. Popova & I.A. Sternin [10, p. 200] and prominence by R. Langacker [11, p. 66–73], there is an urgent need to construct a similar matrix cognitive model. The fact of

the first ever done study of the POLITICS concept from such a perspective stipulates the **research relevance**.

Regarding the POLITICS concept as the **research object** and construction of its matrix model modified by prominence as the **research topic**, I compile the **research material** – a 300-context sample of USA presidents' utterances (retrieved from Internet quote bases [12; 13; 14; 15]). That is processed via the **methodology of component analysis** whose essence has been revealed in the previous study of POLITICS via lexicographical definitions [16] – an implicit integral seme as well as explicit differential ones are defined and equated to units in the domain hierarchy of the concept. Then semes-domains are interpreted cognitively for grouping as compact LSFs (with subsequent reproduction in the form of the POLITICS matrix schema) while their counted frequency in the sample – prominence – is used as a criterion to find out what is the main for Americans in considering POLITICS as a social phenomenon. Reaching such a **research aim** requires explanation.

The sample of 300 USA presidents' utterances has been previously compiled by me when I represented the role of cognitive interpretation in matrix research via political and celebrity discourses [17]. Therefore, the sample has been already processed through the component analysis as well as cognitive interpretation, and a detailed explanation can be found on Google Drive [18]. The semes-domains can be now indicated as LSFs. They are stated below (in round brackets there is the seme frequency within the sample, which is clarified in angle brackets via ASSESSMENT – H for HIGH, M for MODERATE, L for LOW, N for NEUTRAL).

Integral seme: COORDINATION.

Differential semes:

FORM OF COORDINATION (89;

<H3 / M5 / L9 / N72>):

1. SCIENCE (1; <H0 / M0 / L0 / N1>): *science of ordered social progress* (1);
2. IDEAS (52; <H0 / M3 / L3 / N46>): *goal* (1); *purposes* (1); *progress* (1); *feeling* (1); *position* (1); *values* (1); *common values* (1); *virtues* (1); *question* (1); *theme* (1); *method* (1); *power* (2); *sovereignty* (1); *nationhood* (1); *people as government and sovereign power* (1); *the idea of governments' attempting to exist without parties* (1); *party or politics as existing ideology* (1); *democracy* (5); *communism* (2); *radicalism* (1); *government* (1); *form of government* (1); *republican form of government* (3); *conservative form of government* (1); *liberal form of government* (1); *self-government* (2); *dictatorship* (2); *idealism* (1); *optimism* (1); *pessimism* (1); *politics* (1); *policy* (2); *race or religion policy* (1); *politics of decency* (1); *policy of cynicism* (1); *policy of hope* (1); *economic policies* (1); *domestic policy* (1); *foreign policy* (2); *political correctness* (1);
3. ACTIVITY (36; <H3 / M2 / L6 / N25>):
 WORK / BEHAVIOR (31; <H3 / M2 / L6 / N20>): *job* (4); *office* (2); *the second oldest profession* (1); *profession* (3); *leadership* (4); *common business* (1); *dirty business* (1); *show business*

(1); *task* (2); *privilege* (1); *duty* (3); *obligation* (1); *responsibility* (2); *action* (1); *conduct* (1); *role* (1); *battle* (1); *musical "Promise"* (1);

PROCESSES / EVENTS (5; <H0 / M0 / L0 / N5>): *recession* (1); *depression* (1); *war* (3);

CIRCUMSTANCES OF COORDINATION (276; <H1 / M3 / L5 / N267>):

1. SPHERE (47; <H0 / M3 / L2 / N42>):
 POLITICS (23; <H0 / M1 / L1 / N21>): *politics* (10); *political system* (1); *government* (10); *theory of human rights* (1); *national heritage* (1);
 ECONOMY (10; <H0 / M0 / L1 / N9>): *business* (1); *economy* (5); *commerce* (1); *taxes* (1); *corporation* (1); *great crisis* (1);
 MILITARY (6; <H0 / M0 / L0 / N6>): *army* (2); *troops* (1); *militia* (1); *military-industrial complex* (1); *battle* (1);
 EDUCATION (3; <H0 / M0 / L0 / N3>): *students* (1); *school* (1); *children* (1);
 RELIGION (4; <H0 / M2 / L0 / N2>): *the Christian religion* (1); *church* (1); *the dead* (1); *vestry* (1);
 CIVIL SPHERE (1; <H0 / M0 / L0 / N1>): *work* (1);
2. PLACE (61; <H0 / M0 / L2 / N59>):
 ADMINISTRATIVE UNIT (35; <H0 / M0 / L0 / N35>): *world* (8); *civilization* (2); *mankind* (6); *humanity* (1); *human race* (1); *society* (4); *country* (7); *confederation* (2); *nation* (2); *land* (1); *homeland* (1);
 USA ADMINISTRATIVE UNIT (21; <H0 / M0 / L2 / N19>): *America* (14); *United States* (3); *Washington* (1); *The White House* (1); *the Democratic Party* (1); *the Republican Party* (1);
 CIVIL UNIT (5; <H0 / M0 / L0 / N5>): *office* (2); *section gang* (1); *football field* (1); *town meeting* (1);
3. OBJECT (83; <H1 / M0 / L1 / N81>):
 3.1. PEOPLE (66; <H0 / M0 / L1 / N65>):
 QUANTITATIVE GROUPING ASPECT (36; <H0 / M0 / L1 / N35>): *people* (18); *millions of men and women* (1); *not a few but everybody* (1); *few and not many* (1); *small numbers* (1); *citizens* (3); *humans* (1); *men* (8); *another man* (2);
 SOCIAL CLASS ASPECT (17; <H0 / M0 / L0 / N17>): *the governed* (1); *the strong* (1); *the rich* (2); *majorities* (1); *the weak* (3); *the poor* (2); *timid men* (1); *minorities* (1); *working men* (2); *middle class* (1); *the black* (1); *the white* (1);
 CRIMINAL ASPECT (7; <H0 / M0 / L0 / N7>): *the innocent* (1); *criminals* (1); *tyrants* (1); *enemies* (2); *terrorists* (1); *Osama bin Laden* (1);
 COMMON ASPECT (6; <H0 / M0 / L0 / N6>): *we* (1); *you* (1); *they* (2); *all* (1); *everybody* (1);
- 3.2. CIVIL LAW RELATIONS (17; <H1 / M0 / L0 / N16>): *laws* (1); *affairs* (1); *rights* (1); *conflicts* (1); *disputes* (2); *rivalries* (1); *problems* (3); *differences* (2); *troubles* (1); *challenges* (1); *errors* (1); *threats* (1); *things* (1);
4. TIME / CONDITION (85; <H0 / M0 / L0 / N85>): *never* (1); *whenever* (1); *ever* (5); *always* (18); *forever* (1); *while man exists* (1); *at all times* (1); *at once* (1); *for all life* (1); *history* (2);

experience (1); *daylight* (1); *too often* (1); *sometimes* (3); *from time to time* (1); *once* (1); *case of necessity* (1); *emergency* (1); *hour of danger* (1); *combat* (1); *battle* (1); *challenge* (1); *twists of fate* (1); *all circumstances* (1); *contest* (1); *not eternally* (1); *time* (1); *domestic crisis* (1); *day* (1); *annual election end* (1); *present* (1); *now* (1); *moment* (1); *modern age* (1); *future* (1); *in perpetuity* (1); *today* (2); *in the first place* (1); *in the end* (3); *after a century* (2); *after decades* (1); *after a year* (1); *after a vote* (1); *assuming* (1); *working* (1); *after elections* (1); *failed convincing* (1); *failed standing* (1); *succeeding* (1); *disgracing* (1); *doing* (1); *administering* (1); *regulating* (1); *securing* (1); *striving* (1); *relying* (1); *forfeit* (1);

SUBJECT OF COORDINATION (245;

<H7 / M4 / L12 / N222>):

PEOPLE (245; <H7 / M4 / L12 / N222>):

1. POWER HIERARCHY ASPECT (17; <H1 / M2 / L4 / N10>): *president* (7); *statesman* (2); *politician* (3); *officeholder* (1); *leader* (2); *boss* (2);

2. POWER RESPONSIBILITY ASPECT (54; <H4 / M0 / L4 / N46>):

LEGISLATIVE (19; <H1 / M0 / L2 / N16>): *the legislature* (1); *the Congress* (1); *parties* (4); *conservatives* (1); *radicals* (1); *republicans* (5); *democrats* (2); *factions* (1); *councils* (1); *reformers* (1); *lawyers* (1);

EXECUTIVE (33; <H3 / M0 / L1 / N29>): *the executive branch* (1); *political agencies* (1); *government* (30); *administration* (1);

ECONOMY (2; <H0 / M0 / L1 / N1>): *business* (1); *bank establishments* (1);

3. QUANTITATIVE AND SOCIAL ORGANIZATION ASPECT (57; <H1 / M0 / L1 / N55>): *mankind* (3); *civilization* (2); *society* (1); *community* (2); *people* (14); *power* (3); *America* (1); *nation* (9); *country* (1); *citizens* (3); *populace* (1); *men* (11); *persons* (2); *humans* (2); *individuals* (2);

4. AGE ASPECT (3; <H0 / M2 / L0 / N1>): *the older* (1); *the youth* (1); *children* (1);

5. SOCIAL CLASS ASPECT (3; <H0 / M0 / L2 / N1>): *the rich* (2); *the powerful* (1);

6. WILL ASPECT (11; <H1 / M0 / L1 / N9>): *the brave* (2); *the coward* (1); *the fainthearted* (1); *thoughtful minds* (1); *servants* (1); *masters* (1); *optimists* (1); *pessimists* (1); *winners* (1); *losers* (1);

7. COMMON ASPECT (100; <H0 / M0 / L0 / N100>): *I* (20); *we* (43); *you* (32); *somebody* (1); *whoever* (1); *those* (3);

TOOL OF COORDINATION (380;

<H193 / M26 / L83 / N78>):

POWER SUBJECTS AND ACTIONS (21; <H3 / M2 / L5 / N11>): *presidents* (1); *government* (2); *government in person* (1); *people* (2); *the Supreme Court* (1); *measures* (1); *legislative action* (1); *executive pronouncement* (1); *leading* (1); *driving* (1); *proposing* (1); *disposing* (1); *writing laws* (1); *interpreting laws* (1); *restraints* (1); *power* (1); *America* (1); *defending* (1); *debate* (1);

POWER MONOPOLY (5; <H0 / M3 / L2 / N0>): *unlimited power* (1); *power* (1); *concentration of all*

power (1); *keeping out of government control* (1); *keeping out of business control* (1);

KEEPING LAWS (7; <H4 / M0 / L0 / N3>): *law* (5); *order* (1); *justice* (1);

NO KEEPING LAWS (5; <H0 / M0 / L1 / N4>): *abuse of liberty* (1); *abuse of power* (1); *assisting terrorists* (1); *bending acts of government* (1); *neglecting* (1);

DISCIPLINE (7; <H7 / M0 / L0 / N0>): *discipline* (2); *self-discipline* (1); *keeping oneself armed* (1); *quickness* (1); *keeping still* (1); *remaining cool and unruffled* (1);

SELF-CRITICISM (5; <H3 / M0 / L0 / N2>): *learning* (1); *listening* (1); *experience* (2); *honest conviction* (1);

FORCE (26; <H5 / M5 / L11 / N5>): *war* (6); *preparation for war* (1); *planning* (1); *blood* (2); *force* (2); *strength* (1); *repression* (1); *the Soldier* (1); *armaments* (2); *arsenal* (1); *guns* (1); *bombs* (1); *rockets* (1); *warships* (1); *well-regulated and trained militia* (1); *military* (1); *civilian security* (1); *forced negotiation* (1);

DIPLOMACY (24; <H23 / M0 / L0 / N1>): *peace* (4); *no violence* (1); *no conquest* (1); *no war* (1); *friendship* (2); *reconciliation* (1); *negotiation* (3); *using words rather than weapons* (1); *being honest and meddling as little as possible in somebody's affairs* (1); *speaking softly* (1); *strong and principled diplomacy* (1); *getting along* (1); *being sincere, brief and seated* (1); *remaining strictly neutral* (1); *cooperation* (2); *compromise* (1); *no monopoly in wisdom* (1);

RESISTANCE (5; <H1 / M1 / L2 / N1>): *mutiny* (1); *resistance* (1); *pulling down* (1); *quarrel* (1); *confrontation* (1);

PERSISTENCE (48; <H39 / M2 / L0 / N7>): *persuasion* (1); *resolution* (1); *patience* (2); *perseverance* (1); *proceeding in spite of fails* (8); *holding on insistently* (2); *inflexible principles* (1); *striving* (6); *strength* (5); *stamina* (1); *energy* (3); *character* (1); *carrying a big stick* (1); *pressing on* (1); *fighting back brutally and toughly* (1); *believing in oneself* (1); *labor* (1); *effort* (2); *work* (1); *activity* (1); *courage* (1); *bravery* (1); *pluck* (1); *planning* (2); *faith* (2);

INFIRMITY (15; <H0 / M0 / L13 / N2>): *without energy* (1); *without effort* (1); *without passion* (1); *fear* (2); *understanding* (1); *finishing second* (1); *weakness* (2); *faintheartedness* (1); *pessimism* (1); *suicide* (1); *only talking* (1); *forced disunion* (1); *plans* (1);

REASON (22; <H11 / M5 / L2 / N4>): *wisdom* (3); *brain* (1); *intelligence* (2); *great thoughts* (1); *great actions* (1); *smarts* (1); *reason* (1); *consideration* (1); *cunning* (1); *confusing rather than convincing* (1); *Sober Second Thought rather than Temporary Excitement* (1); *no litigation* (1); *earnings of industry* (1); *frugality* (2); *efficiency* (2); *making enemies one's friends* (1); *judging* (1);

REFORMING (4; <H2 / M1 / L0 / N1>): *changing* (1); *building new roads and bridges* (1); *reforming broken immigration system* (1); *historic vote* (1);

NO REFORMING (1; <H0 / M0 / L1 / N0>): *keeping the same politicians* (1);

ECONOMY TOOLS (14; <H10 / M0 / L2 / N2>): *equal taxation* (1); *collecting taxes improperly* (1); *technique of taxation, regulation and subsidization of economy* (1); *controlling the volume of money* (1); *growing exports* (1); *reforming tax system* (1); *open markets* (1); *trade* (1); *advertising* (1); *commerce* (1); *economy* (1); *competition* (1); *production* (1); *consumption* (1);

IDEOLOGY (18; <H7 / M1 / L7 / N3>): *ideas* (1); *communism* (1); *radicalism* (2); *democracy* (1); *order without liberty* (1); *liberty without order* (1); *without parties* (1); *entangling no alliances* (1); *no appointing to office by blood and marriage* (1); *treatment of criminals* (1); *without philosophical public opinion* (1); *without popular information or means of acquiring it* (1); *information* (1); *interest* (2); *political campaign* (1); *protecting the rich* (1);

ENLIGHTENING (14; <H12 / M1 / L0 / N1>): *knowledge* (3); *enlightening* (1); *intelligence* (1); *human mind* (1); *teaching* (1); *information* (1); *education* (3); *motivation* (1); *colleges* (1); *investing students and schools* (1);

KEEPING MORALITY (37; <H30 / M0 / L0 / N7>): *morality* (2); *high principle* (1); *mutual trust* (1); *respect* (1); *the Bible* (2); *church* (1); *mercy* (1); *diligence* (1); *goodwill* (1); *generosity* (1); *truth* (3); *honesty* (3); *fairness* (1); *faithfulness* (1); *conscientiousness* (1); *frankness* (1); *goodness* (2); *honor* (1); *merit* (1); *capability* (1); *sympathy* (1); *understanding* (2); *decency* (1); *no private pursuits* (1); *public sentiment* (1); *true patriotism* (1); *support* (1); *justice* (1); *freedom* (1);

NO KEEPING MORALITY (23; <H0 / M1 / L18 / N4>): *educating in mind rather than in morals* (1); *ignorance* (1); *words without actions* (1); *lie* (2); *myth* (1); *corruption* (2); *money* (1); *self-interest* (1); *favoring few not the many* (1); *subterfuge* (1); *fear* (1); *hate* (1); *slavish obedience to rules* (1); *without public sentiment* (1); *wrong piety* (1); *knavery* (1); *flattery* (1); *privileges above principles* (1); *saying no real on real issues* (1); *hypocrisy* (2);

POLITICAL CORECTNESS (3; <H3 / M0 / L0 / N0>): *diversity* (1); *openness* (1); *respecting every faith* (1);

ELECTION (8; <H6 / M0 / L0 / N2>): *ballot* (3); *universal suffrage* (2); *vote* (1); *election* (1); *instructed electorate* (1);

DOING DUTIES PROPERLY (5; <H4 / M0 / L0 / N1>): *aiming to do duty* (2); *no playing at work* (1); *public wealth as yardstick* (1); *keeping promises* (1);

DOING DUTIES IMPROPERLY (9; <H0 / M0 / L8 / N1>): *being inattentive to duty* (1); *abuse of words* (1); *deserting* (1); *no keeping promises* (2); *caring improperly* (1); *rearranging rather than solving* (1); *making no changes with consults in doubt* (1); *casting a longing eye on offices* (1);

SOCIAL EQUALITY (31; <H19 / M0 / L0 / N12>): *the Constitution* (4); *the Bill of Rights* (1); *human rights* (2); *right to make and alter*

constitutions (1); *right to kill a tyrant* (1); *equality of mankind* (1); *no slaves and masters* (1); *no privileged classes* (1); *emancipation* (1); *free institutions* (1); *rights of man* (1); *justice* (2); *people's will* (2); *common consent* (2); *organized opinion of mankind* (1); *economic security* (1); *integrity* (1); *freedom* (1); *liberty* (1); *equality* (1); *independence* (2); *possession of certain rights and duties* (1); *immigration liberty* (1);

SOCIAL INEQUALITY (9; <H0 / M0 / L7 / N2>): *economic rivalry* (1); *social injustice* (1); *without vote* (1); *without the other's consent* (1); *no freedom of speech* (1); *despotism* (1); *hunger* (1); *unemployment* (1); *no immigration liberty* (1);

TAKING RISK / CHANCE (8; <H4 / M2 / L0 / N2>): *risking* (1); *seizing opportunity* (1); *failing miserably* (1); *changing oneself* (2); *difficulty as opportunity* (1); *new twist of fate as opportunity* (1); *no waiting* (1);

NO TAKING RISK / CHANCE (6; <H0 / M2 / L4 / N0>): *no risking* (1); *no seizing opportunity* (1); *using no changes* (1); *opportunity as difficulty* (1); *new twist of fate as difficulty* (1); *waiting* (1);

RESULT OF COORDINATION (228;

<H55 / M0 / L8 / N165>:

1. **PURPOSE** (115; <H53 / M0 / L5 / N57>):

SOCIAL PROGRESS (105; <H53 / M0 / L0 / N52>): *peace* (6); *friendship* (1); *liberty* (4); *freedom* (5); *humanity* (1); *justice* (1); *no oppression* (1); *happiness* (2); *protection of human life and rights* (9); *protection of homeland* (4); *protection of property* (2); *protection of marriage* (1); *protection of middle class* (4); *human dignity* (1); *progress* (3); *success* (3); *growth* (1); *prosperity* (2); *wealth* (2); *welfare* (1); *generosity* (1); *warmth* (1); *the good* (4); *the fruitful* (1); *benefit* (1); *providing opportunities* (2); *law* (5); *order* (2); *security* (3); *against corruption* (1); *against war* (1); *healing* (1); *normalcy* (1); *restoration* (1); *against all evil* (1); *accomplishing will* (1); *poor government but rich people* (1); *rich society* (1); *powerful society* (1); *Great Society* (1); *better things* (2); *disarmament* (1); *mutual honor* (1); *confidence* (1); *future* (1); *improvements of tomorrow* (1); *union* (1); *reforming* (1); *higher job rates* (4); *reasonable taxes* (2); *accomplishing duties* (1); *providing the best education* (1); *no negative stereotypes of Islam* (1); *usefulness* (1); *convenience* (1);

PROFIT (10; <H0 / M0 / L5 / N5>): *profit* (1); *selfish purposes* (2); *private pursuits* (1); *protection of property* (1); *purpose of making the rich richer and the poor poorer* (1); *abusing power* (1); *reaping fruits of war* (1); *to master people* (1); *against truth* (1);

2. **CONSEQUENCE** (113;

<H2 / M0 / L3 / N108>):

2.1. **SOCIAL CHANGES** (87;

<H2 / M0 / L3 / N82>):

BETTERING SOCIAL LIFE (42; <H2 / M0 / L0 / N40>): *strengthening social units* (8); *proceeding to victory in social conflicts* (6); *reaching victory in social conflicts* (12); *providing social progress* (12); *resolving economy issues* (4);

WORSENING SOCIAL LIFE (45; <H0 / M0 / L3 / N42>): *weakening social units* (8); *sharpening social conflicts* (17); *failure in proceeding to victory in social conflicts* (4); *providing no social progress* (9); *providing social destruction* (3); *sharpening economic issues* (4);

2.2. PERSONAL CHANGES (26; <H0 / M0 / L0 / N26>): *change of human conduct* (4); *change of social trust* (3); *degree of proceeding to goal* (18); *getting more experience* (1).

ASSESSMENT OF COORDINATION

PARAMETERS:

1. HIGH ASSESSMENT (259);
2. MODERATE ASSESSMENT (38);
3. LOW ASSESSMENT (117);
4. NEUTRAL ASSESSMENT (804).

Total: 1218 cases of all domain realizations in the sample.

The defined LSFs are equated to domains in the hierarchy of the POLITICS concept, which can be visualized as a matrix model (figures 1–4).

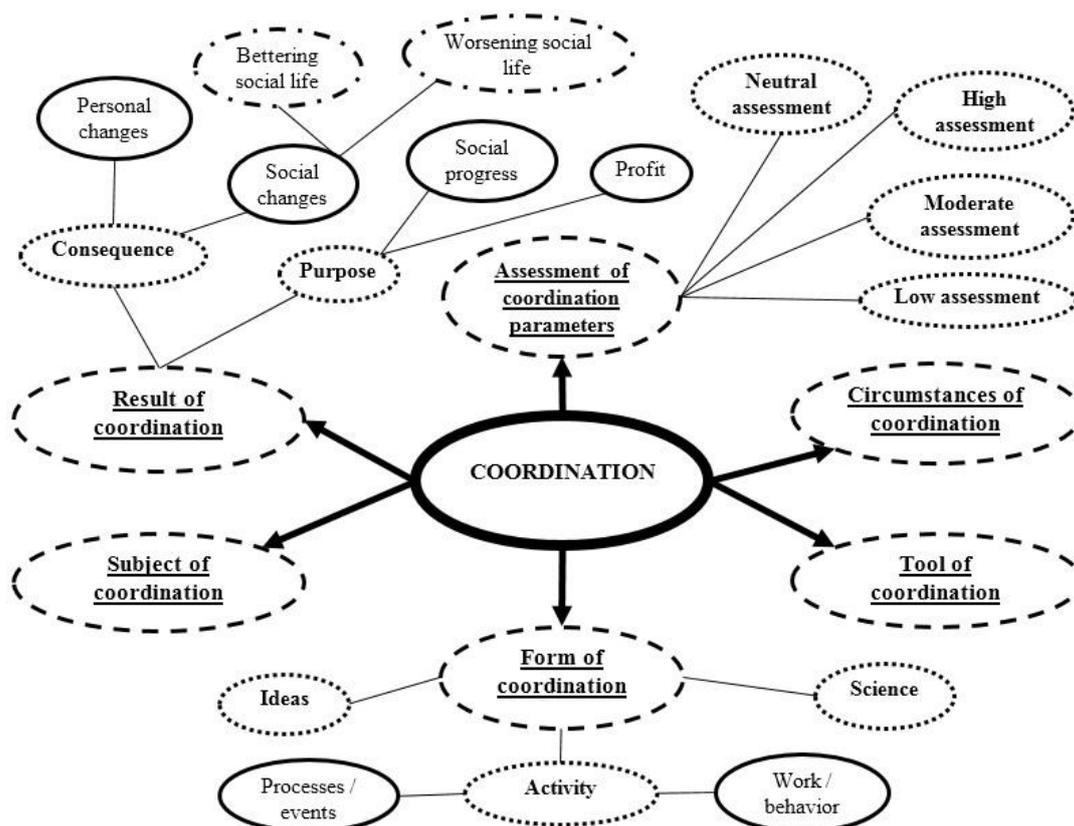


Figure 1. Matrix model of the POLITICS concept

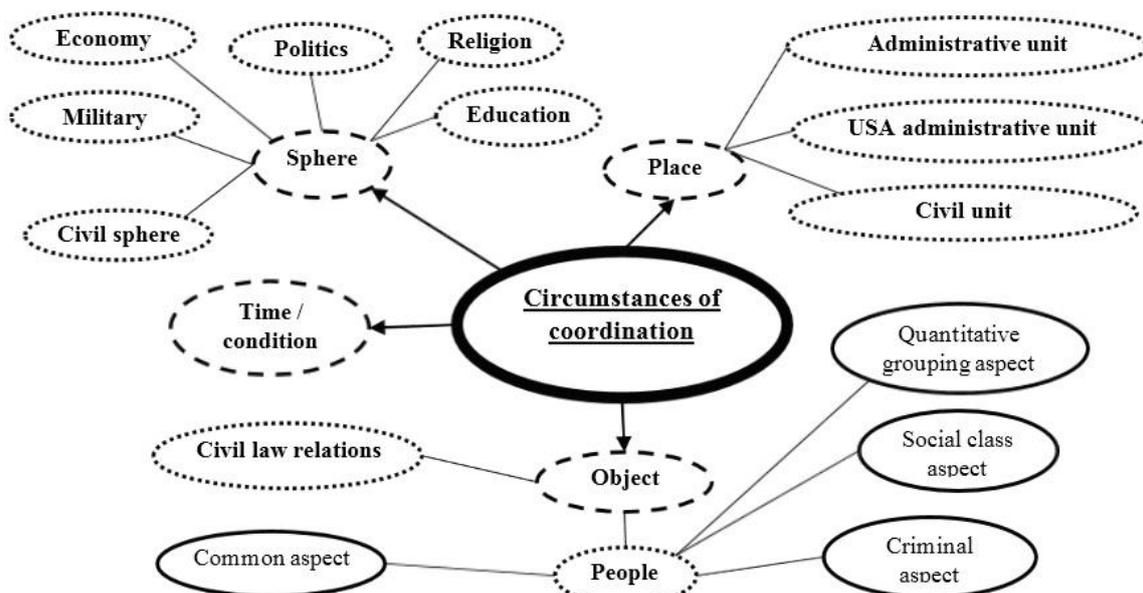


Figure 2. Matrix model of the POLITICS concept: microstructure of the CIRCUMSTANCES domain

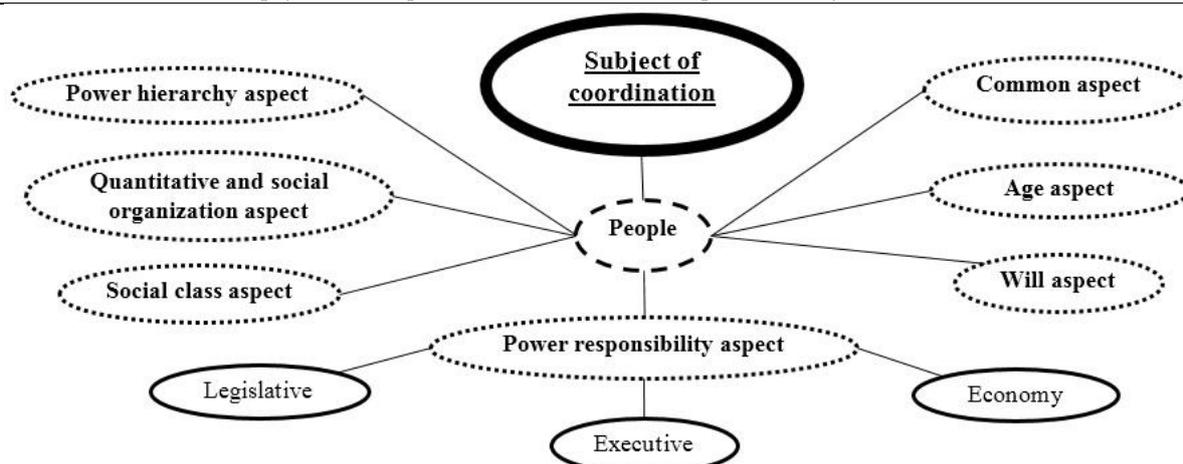


Figure 3. Matrix model of the POLITICS concept: microstructure of the SUBJECT domain

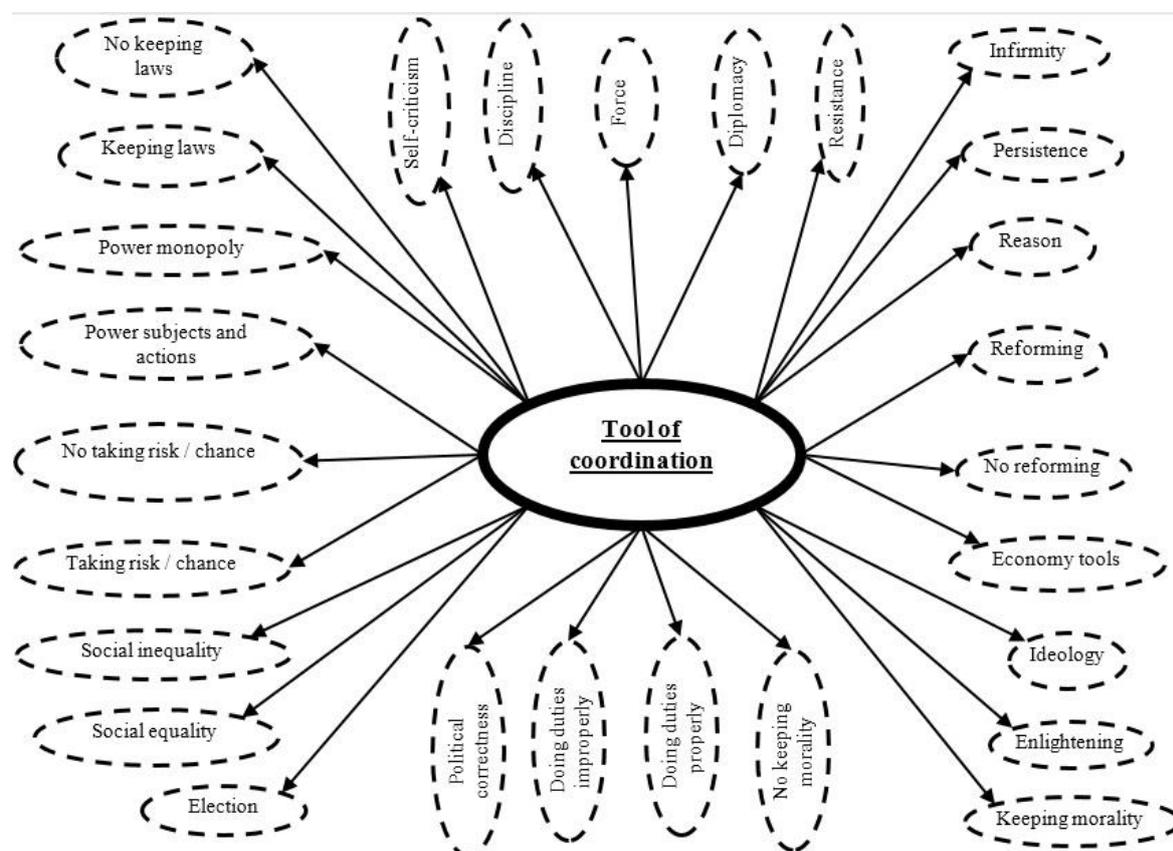


Figure 4. Matrix model of the POLITICS concept: microstructure of the TOOL domain

Thus, the POLITICS macrostructure is represented by the COORDINATION profile and the FORM, CIRCUMSTANCES, SUBJECT, TOOL, RESULT, ASSESSMENT base. Among all base macrodomains, a peculiar attention is paid to the ASSESSMENT unit: within cognitive interpretation the sample senses have been analyzed as to pragmatic intention in authors' utterances, which produced their positive, moderate, negative or neutral estimation for corresponding domains [17]. The fact of such ASSESSMENT laying over other units gives a reason for regarding it as an auxiliary macrodomain rather than a separate one.

The frequency of subdomains in the sample (prominence) allows defining cognitive features that are considered by Americans as important in terms of their view on POLITICS. The most prominent units within the concept microstructure can be briefly summarized as the following list:

- 1) FORM OF COORDINATION – IDEAS (52 of 89 – 58,4% of 100%);
- 2) CIRCUMSTANCES OF COORDINATION – OBJECT and TIME / CONDITION (83, 85 of 276 – 30,1%, 30,7% of 100%);
- 3) SUBJECT OF COORDINATION – PEOPLE in COMMON ASPECT (100 of 245 – 41% of 100%);

4) TOOL OF COORDINATION – PERSISTENCE, KEEPING MORALITY, SOCIAL EQUALITY (48, 37, 31 of 380 – 12,6%, 9,7%, 8,2% of 100%);

5) RESULT OF COORDINATION – SOCIAL PROGRESS in PURPOSE, SOCIAL CHANGES in CONSEQUENCE (105, 87 of 228 – 46%, 38,2% of 100%).

These prominent concept features indicate that Americans as different humans usually perform POLITICS in the form of ideas, trying to influence an object on a certain time or under a certain condition, which is realized via persistence, morality and social equality for social progress and leads to social changes.

Meanwhile, some considerable prominent data are obtained from the ASSESSMENT domain as well. Among all 1218 cases (100%), 804 subdomains are valued NEUTRALLY (66%), 259 – HIGHLY (21%), 38 – MODERATELY (3%), 117 – LOWLY (10%). This says POLITICS is usually analyzed by politicians critically with a desire to underline advantages rather than disadvantages in social coordination. Omitting NEUTRAL ASSESSMENT (without 804 cases) gives similar results: 63% (HIGH), 9% (MODERATE), 28% (LOW) for all 414 cases.

Apart from general macrostructure assessment, separate POLITICS subunits are also valued within the concept microstructure. The most active tendency in prominence difference from such a perspective is revealed in the TOOL domain. Among all 380 cases (100%), its 193 semes-subdomains (51%) are assessed HIGHLY, 26 (7%) – MODERATELY, 83 (22%) – LOWLY, 78 (20%) – NEUTRALLY. These figures show that politicians usually analyze coordination tools pragmatically in order to define most effective ones.

Remark: results of prominence within the POLITICS matrix model differ from those of the network format [9]. While the former simply singles out the most important cognitive features for POLITICS in American mind, the latter further arranges them by decreasing frequency as zones of the field cognitive model (in terms of the formula “core – close – far – extreme periphery”). Therefore, in the current research the POLITICS cognitive model (obtained via matrix that is modified by prominence) is not a field one. However, it can be studied in future as a **research prospect**.

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