UDC (81'37+81'38)=111

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LEXICO-SEMANTICSTRUCTURE ANALYSIS OF THE CONCEPT MERITOCRAT

Concept MERITOCRAT content is constituted by a range of lexical means, which nominate facts and events related to the political life. Zhabotynska[3] argues that building the networksat any conceptual level employs a universal tool – the limited set of propositions that belong to the five basic frames. Frame semantics defines a *frame*as "a system of categories structured in accordance with some motivating context" [2]. Relations between the concept MERITOCRAT components and nominative units, that ensure its implementation in present-day American printed media, are modeled by the *Subject-Centered Frame*[1]which includes the following active slots: SUCH, SOMEONE, DOING SOMETHING, HERE-NOW. Hence, semantic structure, which reveals the concept MERITOCRAT verbalization process, can be displayed by the following figure (Figure 1):
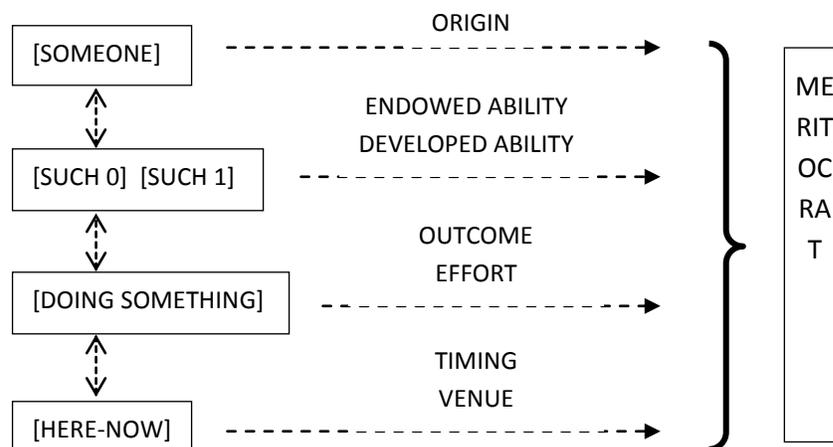

Figure 1.Semantic structure of the concept MERITOCRAT

I'd say today's [HERE-NOW] *ambitious* [SUCH] *meritocratic elites* [SOMEONE] *achieve and preserve their status* [DOING SOMETHING] *not*

mainly by being corrupt but mainly by being disciplined. Slots SUCH0 and SUCH1 reveal the physical and internal characteristics of the meritocrat. Slot SOMEONE specifies the perpetrator of a political act. Slot DOING SOMETHING describes the meritocratic actions which are a part of the context. Slot HERE-NOW indicates the existence of a character in certain events as regards spatial and temporal frameworks.

So, in the center of each printed media text the meritocrat is treated as a person who has certain physical and spiritual characteristics of a human being: feelings, thoughts, words, certain manners of behavior in the surrounding world. Yet no research has explicitly addressed the issue of the processes of meritocrat's identity construction based on lingo-cognitive principles of the concept MERITOCRAT analysis and this is the potential contribution to multi-disciplinary investigation approaches.

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