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THE REPRESENTATION OF THE CONCEPT OF “POWER” IN MODERN ENGLISH-LANGUAGE MEDIA

This article analyzes the concept of “Power” as a multifaceted phenomenon in news of the modern English-language media. The relevance of the study is due to the fact that the mass media do not only reflect, but also shape the public perception of power, as well as the insufficient study of the concept of “Power” in the modern English-language media within the framework of the linguacognitive approach. The aim of the article is to identify the conceptual and linguistic characteristics of the concept of “Power” based on conceptual (conceptual-definitional and conceptual-contextual) and linguastylistic analysis. The result of the study is the semantic and cognitive aspect of the content of the concept of “Power” through linguistic means in BBC.com, The Guardian, CNN. The analysis shows that in the modern English-language media, the content of the concept of “Power” is often associated with coverage of political and social events in the country, decisions made, the purpose of the policy pursued by the country’s leadership.

The theoretical and practical value of the study is that the analysis of the concept of “Power” expands its representation in cognitive models and language representation used in the English-language media, which leads to the possibility of using it in courses on cognitive linguistics, text and discourse analysis.

Key words: cognitive linguistics, concept, power, meaning, representation.

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«Билік» концептісінің қазіргі заманғы ағылшын бұқаралық ақпарат құралдарындағы көрінісі

Осымақалада «Power» концептісі заманауи ағылшын тілдік бұқаралық ақпарат құралдарындағы, атап айтқанда жаңалықтардағы көпқырлы құбылыс ретінде талданады. Зерттеудің өзектілігі бұқаралық ақпарат құралдары қоғамдық биліктің қабылдануын көрсетіп қана қоймай, қоғамдық билікті қалыптастырумен қатар «Power» концептісінің қазіргі заманауи ағылшын тілдік бұқаралық ақпарат құралдарында когнитивтік тәсіл аясында жеткілікті түрде зерттелмегендігімен байланысты. Мақаланың мақсаты концептуалдық (концептуалдық-дефинициялық және концептуалдық-контекстуалдық) және лингвистикалық талдау негізінде «Power» концептісінің концептуалдық және тілдік сипаттамаларын анықтау болып табылады. Зерттеу нәтижесі ағылшын тілдік медиасы BBC.com, The Guardian, CNN жаңалықтарындағы тілдік құралдар арқылы «Power» концептісінің семантикалық және когнитивтік мазмұны аспектісінің анықталуы. Талдау заманауи ағылшын тілдік бұқаралық ақпарат құралдарында «Power» концептісінің мазмұны көп жағдайда елдің саяси және әлеуметтік-қоғамдық салаларында болып жатқан оқиғаларын баяндаумен, қабылданатын шешімдермен, ел басшылығының саясатымен байланысты болатынын көрсетеді.

Зерттеудің теориялық және практикалық құндылығы «Power» концептісін талдау оның ағылшын тілдік бұқаралық ақпарат құралдарында қолданылатын когнитивтік механизмдері мен тілдік репрезентацияларындағы көріністерін кеңейтеді, бұл оны когнитивтік лингвистика, мәтін және дискурс талдауларында пайдалану мүмкіндігін береді.

Түйін сөздер: когнитивтік лингвистика, концепт, билік, мағына, репрезентация.

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**Репрезентация концепта «Power»
в современной англоязычной прессе**

В настоящей статье анализируется концепт «Power» как многогранное явление в новостных публикациях современной англоязычной прессы. Актуальность исследования связана с тем, что средства массовой информации не только отражают, но и формируют общественное восприятие власти, а также с недостаточным изучением концепта «Power» в современной англоязычной прессе в рамках лингвокогнитивного подхода. Цель статьи заключается в выявлении концептуальных и языковых характеристик концепта «Power» на основе концептуального (концептуально-дефиниционного и концептуально-контекстуального) и лингвостилистического анализа. Результатом исследования является семантический и когнитивный аспект содержания концепта «Power» через языковые средства в новостных публикациях англоязычного медиа BBC.com, The Guardian, CNN. Анализ показывает, что в современной англоязычной прессе содержание концепта «Power» часто ассоциируется с освещением событий страны в политической и социально-общественной сферах, принимаемых решений, целью проводимой политики руководством страны.

Теоретическая и практическая ценность исследования заключается в том, что анализ концепта «Power» расширяет представления его в когнитивных механизмах и языковой репрезентации, используемых в англоязычной прессе, что приводит к возможности использования его на курсах по когнитивной лингвистике, текст и дискурс анализу.

Ключевые слова: когнитивная лингвистика, концепт, власть, смысл, репрезентация.

Introduction

The modern English-language press, encompassing both traditional print media and digital platforms, reflects the dynamic nature of contemporary situation in the world in different spheres of life. It plays a crucial role in shaping public opinion, informing global audiences, and influencing political, social, and cultural discourse. English, as a global lingua franca, enables major news media like BBC, CNN, The Guardian, The New York Times and others to reach international audiences.

The concept of "Power" is one of the key concepts in the modern English-language media, which reflects the dynamics of political, economic and social processes that take place in the world. In the context of globalization and information society, modern media shape the perception of power and inform the audience, set the agenda and influence public opinion. Analysis of materials of the English-language media space allows us to identify how *power* is interpreted in different contexts, if it is the discussions within the country or the international arena.

Despite the study of the concept in the humanities, there is currently insufficient research into the concept of "Power" within the framework of the cognitive approach. This paper is one of the first stages of our study of the concept of "Power" at the

conceptual and linguistic levels within the framework of the interpretative essence of language.

Within the framework of the cognitive approach, this article examines the concept of "Power" and its characteristic features (or cognitive-conceptual meanings), what cognitive mechanisms are involved in the formation of meaning in the modern English-language media.

The formation of the concept of "Power" and the distribution of its features depending on the degree of their significance will allow structuring knowledge about the phenomenon in the field of politics, economics and other fields.

Materials and methods

Particular attention is paid to the linguistic means by which images of power are created, as well as thematic emphasis reflecting current trends in the English-language information space. The study is based on the analysis of publications of the leading English-language news websites BBC.com and the Guardian which allows us to trace the cognitive features of the meaning of this concept and their linguistic representation.

The following methods are used in the course of the research: conceptual analysis (conceptual-definitional method, conceptual-contextual method) and linguastylistic analysis. The conceptual analysis

allows us to collect all knowledge and ideas that the concept, as a complex entity, binds together. The conceptual analysis is an examination of the properties of its lexical representation and what cognitive mechanisms are involved in the meaning constructions.

Conceptual-definitional analysis is used to determine the characteristics of the concept of “*power*”, conceptual-contextual is used to determine the characteristics of the concept of “*power*” and what cognitive mechanisms are realized in English-language media, particularly, BBC.com, the Guardian, CNN; linguastylistic analysis is applied to determine the linguistic means of representing the concept of “*power*”.

Literature review

In recent decades, cognitive studies which emphasize the mental nature of language and are aimed at studying mental categories and structures and seek to correlate linguistic forms with their mental representations have become topical.

Concepts represent the world in the human mind, forming a conceptual system, and encode the signs of human language into the content of this system in the word.

The Encyclopedic Dictionary gives the following definition of the “*concept*” (from Latin *conceptus* – thought, notion):

the semantic meaning of a name (sign), i.e. the content of a notion, which volume is the subject (denotation) of this name (for example, the semantic meaning of the name Moon – the natural satellite of the Earth);

2) a piece of conceptual art (Large encyclopedic dictionary).

However, despite the extensive and diverse research conducted by scientists in the field of cognitive linguistics, the term “*concept*” still does not have a single definition.

According to Z.D. Popova and I.A. Sternin, a concept is a “discrete mental formation that is a basic unit of the human thinking code, possessing a relatively ordered internal structure, representing the result of the cognitive activity of the individual and society and carrying complex, encyclopedic information about the reflected object or phenomenon, about the interpretation of this information by public consciousness and the attitude of public consciousness to this phenomenon or object. Human thinking is non-verbal, it is carried out with the help of a universal subject code. People think in concepts,

encoded by units of this code and constituting the basis of the universal subject code” (Popova and Sternin, 2000: 24).

N.N. Boldyrev gives the following definition: “A concept is a unit of meaningful (conscious) knowledge about an object or event, their individual properties, characteristics, relationships with other objects and events, which a person applies in the process of speech and thinking activity. The main part of these concepts is fixed in the language by the meanings of specific words, which ensures the storage of acquired knowledge and its transmission from person to person and from generation to generation” (2019: 48). In our study, we adhere to the definition by N.N. Boldyrev.

The concept is multidimensional, which allows defining its structure and content. Each concept includes semantic content and an evaluation – an individual’s attitude toward a particular reflected object. The scholars believe that concepts are flexible and dynamic in nature. They evolve, and some concepts are replaced by others as new social relationships develop, moral values change.

Currently, according to Z.D. Popova and I.A. Sternin, five principal schools are distinguished in the field of cognitive linguistics: cultural approach (Yu.S. Stepanov), linguo-cultural approach (V.I. Karasik, S.G. Vorkachev, G.G. Slyshkin, G.V. Tokarev), logical approach (N.D. Arutyunova, R.I. Pavilenis), semantic-cognitive approach (E.S. Kubryakova, N.N. Boldyrev, E.V. Rakhilina, E.V. Lukashevich, Z.D. Popova, I.A. Sternin, G.V. Bykova), philosophical-semiotic approach (V. Kravchenko). Each of these schools has their own methodological principles; however, they are all unified by a common theoretical perspective on the concept as a fundamental unit of consciousness. The present research is done in the framework of the semantic-cognitive approach to the concept study. It involves analyzing the concept as a mental unit that reflects not only the lexical meaning of a word but also deep cognitive structures related to human perception, experience, and categorization of the world. Within this framework, the concept is viewed as a result of the interaction between language and thought: language represents concepts, while its conceptual content is included in thought.

The problem of the concept of “Power” is one of the urgent issues in modern science (Robert A. Dahl, D. Morand, V. Lyubimova, V.B. Kryachko, A.A. Shabanova, Ye.A. Kasatkina, B. Zejada B., Kybyraj Zh.E. and others). One of the first studies of the concept of “Power” is the study of Robert

A. Dahl, who analyzes the nature of *power*, understanding *power* as a relationship between people. He distinguishes actors in the structure of power, who have greater power, lesser power, equal power. In his opinion, the relationship between representatives of *power* is dynamic in nature, and decision-making processes must be studied (1957). According to David Morand, language reflects relationships in hierarchical structures, for example, in companies, in communication between a boss and a subordinate. He concludes that language is an active tool for implementing a person's status (2000). Ye. A. Kasatkina links her research on the concept of "Power" with the study of its components in five conceptual domains: 'power in politics', 'power in economics', 'power in society', 'power in psychology', and 'power in philosophy' (2010).

In linguistics, many studies of the concept of "Power" are conducted within the framework of the linguacultural approach. The concept of "Power" in Russian and English linguacultures was studied by O. V. Lyubimova and V. B. Kryachko conducted lexical-semantic analysis of the concept of "Power" in Russian and English linguacultures. They concluded that the discrepancy between the concepts of "*power*" and "*authority*" in Russian and English linguacultures is more of an axiological than a conceptual nature (2012). A. A. Shabanova studies the lexical representation of the concept based on an associative experiment. She defines the pragmatic, moral-ethical, subjective-psychological and religious-philosophical features in its structure represented by a wide variety of language means. The researcher found out that in Russian and English-speaking worldviews (American variant), a pragmatic attitude towards power predominates; moral-ethical associations are appropriate for two worldviews; finally, subjective-psychological associations are more prominent in the American worldview while religious-philosophical themes are more common for Russian culture (2011). The concept of "Power" in Kazakh and Turkish linguacultures was studied by Zejada B. and Kybyraj Zh. E. According to Zejada B., Kybyraj Zh. E., the concept is embodied in the culture of the people, including proverbs, phrases, folk songs that help to reveal the secrets of this country. They identified the concept of "Power" with the help of nominative and functional means of language, phonosemantics of language, proverbs about governing used in the culture of this country, phraseological units, structural terms about governing the state, and determined the position of persons

associated with the word "*power*" from the semantics of words (2020: 2).

The main cognitive mechanisms that are to be defined in the present paper are studied by G. Lakoff, M. Johnson, L. Talmy, R. Langacker, V. B. Goldberg and others. Under cognitive mechanisms we mean the mechanisms that characterize specific processes of representing conceptual content and, as a result, the formation and transmission of specific meanings in a statement.

A number of scientific works are devoted to the study of the *concept* and the consideration of various types of concepts, however, there are not enough studies devoted to the consideration of the concept of "*power*", which content is formed on the basis of the characteristics of this phenomenon in the political, economic and social spheres in the English-language media.

Results and discussion

According to the Etymological Dictionary, the lexeme "*power*" (n.) comes from the Latin word "*potis*", meaning "able, capable, possible" (ED, <https://cooljugator.com/etymology/en/power>).

The first the dictionary definitions of the lexeme 'power' should be analysed. It should be noted that modern dictionaries give different definitions to the lexeme "*power*".

According to Oxford Learner's Dictionary power is defined as: the ability to control people or things; the ability to control people or things; the quality of having great power or force, or of being very effective; physical strength used in action; physical strength that somebody possesses and might use; ability; the right or authority of a person or group to do something; a country with a lot of influence in world affairs, or with great military strength; the influence of a particular thing or group within society.

Thus, the Oxford Learner's Dictionary defines "*power*" as "ability to do something or act, control or authority, influence, energy or force" (Oxford Learner's Dictionary).

Similarly, the Cambridge Dictionary offers a multifaceted understanding of the lexeme "*power*", encompassing control or influence over people and events; political control in country; a country that has a lot of influence over others; an official or legal right to do something; strength or force.

This definition is closely aligned with the Oxford definition, which emphasizes the role of power

in stimulating action, influencing, and shaping the dynamics of society. By emphasizing control, authority, and energy, the Cambridge Dictionary captures the essence of “*power*” as a fundamental aspect of human interaction (Cambridge Dictionary). According to Collins English Dictionary, the word “*power*” is defined as: the ability or capacity to do something, a specific ability, capacity, political, financial, social, etc., force or influence, control or dominion or a position of control, dominion, or authority, a state or other political entity with political, industrial, or military strength. This definition emphasizes the idea of “*power*” as having control, authority, or dominance over other people or situations (Collins English Dictionary). This suggests that *power* involves having the ability to influence or direct outcomes.

The concept of “Power” is a multifaceted phenomenon defined in the dictionaries in different ways, including aspects such as ‘ability to control’, ‘influence’, ‘possess authority’, and ‘exert force’. These definitions reflect the diversity of functions and forms of power. The dictionaries provide a range of lexical units and phrases which represent the concept like *soft power*, *hard power*, *global power*, *military power* etc.

In the mass media, especially in the English-language one, the linguistic representation of *power* is a complex and multifaceted phenomenon. Journalists use language to create narratives that shape power relations, form public opinion, and influence political discourse. This notion is impossible to fully express, since the linguistic representation of the world is boundless. Therefore, a deep, comprehensive study of the *concept* at the conceptual and linguistic levels will reveal its essence. The concept of “Power” in the meaning of “*authority, influence, control, governance*” is widely represented in the English-language media and is characterized by a variety of linguistic means reflecting different aspects and shades of this concept.

The analysis of the media texts demonstrates that the concept of «Power» is mainly represented with the lexeme ‘power’ while other lexemes or linguistic units are found, such as *government*, *Trump*, *authorities*, *the Biden-era policy*, *office*, *the White House*, *Biden administration*, *leadership*, *control*, *the Oval office*, *authorities*.

One of the important aspects of the linguistic representation of power in the English media is the use of language that often conveys authority and dominance. Headlines and news often include vo-

cabulary and syntax to portray governmental people to make public be attracted, amused or criticize the governor’s policy.

In news, the meaning of the concept of “Power” is often revealed in the coverage of current events in the country. For example, the first decisions of the White House administration, in particular Donald Trump, are one of the topics discussed in the mass media at the moment. In the article titled “*What Trump has done since taking power*” (<https://www.bbc.com/news/articles/ced961egp65o>), the syntactic construction is aimed at analyzing the specific results of the president’s activities over a certain period. In this case the conceptual metonymy in the conceptual-cognitive meaning construction is realized. Unlike the cognitive mechanism of conceptual metaphor, which operates with the presence of two conceptual domains, the cognitive mechanism of conceptual metonymy functions within a single conceptual domain, where one element substitutes for another element of that domain. Traditionally, linguists distinguish different types of metonymic shifts such as “part for the whole”, “whole for the part”, “container for its contents”, “cause for effect”, “place for institution”, “place for event” and others. In the given example the word “*office*” is used in the article (e.g. *He has signed a number of orders since taking office*), with the help of which the meaning of the concept of “Power” is conveyed using the cognitive model LOCATION FOR GOVERNMENT BODY based on the action of the cognitive mechanism of conceptual metonymy.

One of the main cognitive mechanisms as profiling is implemented in the main characteristic of the concept of “Power” as a **system** that includes the following components: *government institutions, government agencies, US federal department, the Trump (Biden) administration, the President’s Council of Advisors on Science and Technology, Executive Office ministers, deputy first ministers*.

The functioning of the profiling cognitive mechanism is characterized by the mental ability to direct attention to a specific area of conceptual content within a complex, integrative structure of knowledge, thereby emphasizing the most relevant and significant characteristics of this area in a certain situation. Profiling refers to a conceptual base within a particular conceptual content, against which a specific characteristic is profiled.

This kind of process involves selecting and emphasizing certain aspects of a concept while keeping others in the background, based on the context or

the perspective of the interpreter. The ability to profile allows individuals to selectively focus on different features of a concept, depending on their goals, needs, or situation. This mechanism plays a crucial role in the way we structure and interpret knowledge, allowing us to navigate complex conceptual systems efficiently.

The present article itself lists which orders were signed by the president and they are defined as a thing that can be signed, received, i.e. **instructions**: *signed a directive, an executive order, a report*.

The article also describes the actions taken by the Trump government, with the help of which it implements its goals and objectives in society. The concept of “Power” manifests knowledge about the **reforms** or actions that can be taken by the government within the framework of its powers with the help of specific vocabulary related to the fields of healthcare, politics, economy, industry, judicial system: *to issue pardons, commute sentences, lower the costs of housing, healthcare and key household items, groceries and fuel, pause foreign aid, a review of foreign assistance programs, to rescind sanctions, refrain from issuing any new regulations, revoke a mandate, regulate and promote the crypto industry, the release of classified documents related to the assassination of political leaders, to change the names of geographical objects, support full federal recognition of the Lumbee tribe, to secure fresh investment in, to build a missile defense shield called an Iron Dome to protect the US, to free up more funding*.

A linguistic analysis of the decrees adopted by the President of the United States of America indicates that the president’s sphere of influence in the country is enormous: the judicial sphere, health care and housing, culture, economics and politics, control of various programs which contain aid provided from abroad.

The concept of “Power” also implements the characteristic of “self-reflection”: the ability to critically and objectively evaluate the results of one’s activities and admit mistakes made, which leads to adjustments to strategies and increases management efficiency. At the same time, the government emphasizes that the policy being pursued has advantages, as it helps protect the rights of the country’s citizens (to compare: *government overreach ↔ legal rights and government benefits*).

In news, the meaning of the concept of “Power” is associated with the elections of heads of governments and the goals of their policies. Thus, an in-

tegral part in news is the mention that the **goal** of the policy of the American government is the well-being of its citizens: *to secure a thriving, brighter future for everyone, to grow our economy for the betterment of our citizens*.

In the English press, the possible ways to attain power are being discussed. For example, the media points out that one of the ways to attain power (the presidency) is through effective communication with voters: *Donald Trump won the White House not with money, though he spent plenty of it, but by dominating the conversation* (The Guardian view on Trump and media). The democratic way of governing is contrasted with the brutality of power, suppression: *Government security forces’ killings of hundreds of mainly Alawite civilians this week* (Christou, 2025).

Currently, there is an active discussion in the British press about the policy of the US president, often giving a negative assessment, conveyed through the use of lexical units with negative connotations (*interminable address to Congress, wild claims or outright lies deliberate provocation, endless memes, attack lines*) (The Guardian view on Trump and media). Negative language is used to undermine or delegitimize those perceived as challengers to the existing power structure.

Moreover, the linguistic representation of *power* in the English-language media extends beyond individual articles to encompass broader discourses and narratives. Editorials, opinion pieces, and caricature often serve as platforms for ideological positions and power struggles. Writers and editors reinforce or challenge dominant power structures, shaping public discourse and debate through language. The use of metaphorical language in media discourse helps to represent power in subtle but powerful ways.

One of the current issues discussed in the media space was President Donald Trump’s decision on the presence of migrants in the country, as well as the decision to stop programs aimed at supporting diversity and inclusion. Some representatives of educational organizations do not support the policy of the country’s government, including Michael Roth, President of Wesleyan University: *“Our university has for decades worked to enhance the educational power of diversity, and we continue to do so. While powerful forces have demonized a caricature of DEI, we remain steadfast in our efforts to treat everyone in our community fairly while helping them feel they belong. These efforts are key to the dynamic pluralism that we seek to cultivate”* (Roth, 2025).

In this case, the metaphorical model “*POWER AS A DEMONIC FORCE*” is worked in the following example: *While powerful forces have demonized a caricature of DEI....* It is a metaphorical model for describing power in political discourse, which expresses the attitude towards the policy pursued by the country’s top leadership.

The essence of the metaphorical model lies in the fact that a metaphor is understood as a specific cognitive mechanism for comprehending one conceptual entity through another: a conceptual metaphor implies understanding one domain through the lens of another one, and is grounded in the transfer of specific characteristics or structures from the source domain to the target domain, which results in the restructuring of the target domain.

Importantly, conceptual metaphor and linguistic metaphor should not be confused: conceptual metaphor is a cognitive mechanism or mental, abstract structure which expresses the transition of thought in meaning construction while linguistic metaphor is a language manifestation, concrete form in speech or text.

The cognitive mechanism of conceptual metaphor is realized with a stylistic means of metaphor for expressing the destructive policy of the state. The country’s government is presented in the image of a demonic force that destroys the foundations of democracy (diversity, equality, inclusiveness), which shapes the principles of internationalization of many educational institutions of the country, when people from different parts of the world have the opportunity to study at American universities. The characteristic of the demon as a destroyer is transferred to the characteristic of the US government as a creator, as a result of which today’s government is understood as a “*force capable of destroying the image of the country as a state in which representatives of different cultures can coexist in peace and harmony*” (Roth, 2025). In the same article the current period under Trump’s governing is viewed in the negative aspect as *anxious times, sad times, a tragedy, intimidation, scapegoating, and violations of the rule of law etc.*

The problem of migrants is also relevant for the authorities of European countries. After winning the elections, Keir Starmer, the Prime Minister of Great Britain, declares the goal of his government to improve the economic situation of the country, which is understood through migration processes

(the cognitive mechanism of conceptual metonymy, implemented with the help of the cognitive model of *cause-effect*). The current economic situation of the country is directly related to migration processes as: “*It is the policy of this government to reduce both net migration and our economic dependency upon it*” (Why so many prime ministers have failed to cut migration).

In the news on the electoral victory of president in Kyrgyzstan, it is said that Sadyr Japarov calls the fight against corruption the main goal of his government: “*In a victory speech at his campaign headquarters in the capital Bishkek on Sunday, Mr. Japarov promised to rule the country with an open government free of corruption*” (Kyrgyzstan election). This means that corruption has become an integral part of the state apparatus, and the government is permeated with corruption. In this case, the lexical unit “*corruption*” is used to implement the meaning of the concept “*government as a subject seeking benefits, a bribe-taker*”, etc.

Interestingly, that in the English-language media two opinions about the policy of the current American government are circulated: positive and negative. The positive opinion is shared by the governmental structures themselves declaring that their policy and the measures taken are aimed at improving the nations’ living standards while the negative one is shared mainly by the voters who condemn the policy of the representatives of the government. It is evident that the cognitive mechanism of perspectivization is realized in today’s media as well. The mechanism of perspectivization is viewed in general as a cognitive process of constructing and shaping an object in discourse from a particular angle, and it is related to the ability of the subject to form an individual perspective for interpreting the conceptualized situation. This mechanism can be understood as the subjective viewpoint of the narrator (in our case, the government and the voters, positive and negative ones) on a particular event.

This mechanism allows the media to frame power not just as a static concept, but as something fluid and changeable depending on the perspective. For instance, the difference in how government policies are described by supporters versus critics can reveal the subjective lens through which power is understood.

The results of the concept of “Power” analysis done are revealed in the following table (Table1):

Table 1 – Representation of the concept of “Power” in the English language press

№	Cognitive-conceptual meaning	Cognitive mechanisms of meaning realization	Examples
1	System	Profiling	Government institutions: <i>government agencies, US federal department, the Trump (Biden) administration, the President’s Council of Advisors on Science and Technology, Executive Office</i> Representatives: <i>ministers, deputy first ministers</i>
2	Location	Conceptual metonymy	Countries: the USA, Syria Offices: the Oval office, the White House
3	Types or degree of power	Profiling	Categories: <i>political power, diminishing power</i>
4	Instructive functions		Orders, directive: <i>to sign an order</i>
5	Reforms		Judicial reforms: <i>to issue pardons, commute sentences, revoke a mandate,</i> political reforms: <i>healthcare and key household items, groceries and fuel,</i> economic reforms: <i>pause foreign aid, a review of foreign assistance programs, to rescind sanctions, refrain from issuing any new regulations, regulate and promote the crypto industry, lower the costs of housing</i>
6	Ways of attaining power	Conceptual comparison and contrast	Conversation: <i>Donald Trump won the White House not with money, though he spent plenty of it, but by dominating the conversation</i> Force: <i>Government security forces’ killings of hundreds of mainly Alawite civilians this week</i>
7	Assessment of power	Perspectivization	Positive: <i>to secure a thriving, brighter future for everyone, to grow our economy for the betterment of our citizens; to rule the country with an open government free of corruption, unifying</i> Negative: <i>anxious times, sad times, a tragedy, intimidation, scapegoating, and violations of the rule of law</i>

In the terms of current Trump’s policy that is criticized widely in the world one should remember the policy held by Queen Elizabeth II in the United Kingdom. In the CNN article titled “How the Queen’s soft power has helped keep the United Kingdom together” her soft power policy that she pursued is characterized as *soft but real unifying power*, highlighting that thanks to Queen Elizabeth II’s policy of the UK government made Irish part stay *loyal to the Crown*. Her ability to understand and navigate the complexities of the relationship between Edinburgh and London, as well as her personal endurance in the face of Irish nationalist violence, demonstrated her deep commitment to national unity and turned out to be more effective (Robertson, 2022).

An interesting and promising analysis of the characteristics of the concept of “Power” as “the opposite of Trump’s policy to Biden’s policy” through the expression “*the Biden-era*”, implemented with

the help of the cognitive mechanism of opposition and the representation of linguistic means (*the Biden administration, reversing Biden-era policies, shut down a major Biden-era immigration pipeline*). It seems that this spatio-temporal concept “*the Biden-era*” is not just a historical period of John Biden’s leadership of the United States, but also a complex conceptual category that reveals the political, economic, axiological and cultural, social aspects of the life of the country and the world as a whole.

On BBC.com, the concept of “Power” is also implemented in news about events related to other areas of public activity. For example, the concept of “Power” can be implemented in the characteristics of certain artifacts, geographical objects that have a special symbolic meaning: “*One of the most iconic pieces on permanent display at the Savitsky Museum is a sculpture by renowned local artist J.Kuttimuratov, which depicts Karakalpakstan’s so-called mother river, the Amu Darya, a tributary*

of the Aral Sea, which was known to the ancient Greeks as the Oxus. It's the first in a series of three artworks", said museum guide Sarbinaz Majitova. "Each one decreases in size; they represent the fast-disappearing waters and the diminishing power of this great symbol of life and fertility" (Urwin, 2023). In this case, the meaning of "the influence of the river as a symbol of life and fertility" is manifested through the concept of "Power" based on the mechanism of the conceptual metaphor.

Conclusion

To sum up, the concept of "Power" in the modern English-language media is presented through a diverse arsenal of cognitive meanings and linguistic means reflecting various aspects of this multifaceted phenomenon, which idea may differ depending on the political or social context.

Analysis of the cognitive mechanisms and linguistic means of implementing the characteristics of the concept in the BBC news allows us not only to understand how the image of power is formed in the media space, but also to identify the most relevant

topics of coverage of ongoing political, economic and social processes. The concept of "Power" is understood in terms of characteristics defined in the dictionaries (ability to control, influence, possess authority, and exert force) and as a system, with functions fulfilled and also includes the characteristics with the assessment of the government policy (positive or negative) by media and voters. The analysis shows that the cognitive aspect of the media space helps to identify how certain news become an effective tool for forming and influencing their attitudes on the audience, as well as what cognitive mechanisms are used to inform people and manage public opinion. The analysis revealed that the cognitive mechanisms for forming the characteristics of concepts are profiling, perspectivization, conceptual metaphor, conceptual metonymy, conceptual comparison and contrast.

The perspective of the present research of the concept of "Power" is very wide. The further study can focus on comparing how different media represent and interpret power and what cognitive mechanisms and language means are used for this or what conceptual domains prevail in today's media.

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