

Framing Communicative Techniques to Construct Life World

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Abstract—The article deals with the communicative technique tools aimed at modelling the meaningful context of a person’s life world. The technique to construct life world is realized within the framework of the sociocognitive approach that focuses on contextual aspirations implied in discourse and forming the person’s concepts about the universe. The matching conditions of ontological and existential scripts are to construct a meaningful field of consciousness within the social practice. Cognitive scripts of organizing mental experience and stereotypes of organizing mass consciousness are studied as framing tools. The role of public discourse and implied cognitive patterns in orientating for a futuristic image are identified. The role of stereotype perception and mental worldview in subconscious cognitive orientation is presented as the main framing tool for the scripts to construct the future.

Kew words—*framing, perception stereotype, life world, future model, sociocognitive approach*

I. INTRODUCTION

Framing tools analysis to construct life world is closely associated with the issue to determine mind horizons by either external or internal factors. According to the widespread phenomenological concept, the perception of life world intersubjectivity emphasizes some meaningful frame as an institutional principle instead of a social structure to identify the initial mind horizon. Such a mindset presupposes matching extrapersonal significant and symbolic culture as a necessary condition of transmitting meanings with a cognitive structure of mental experience to generate sense. At that the patterns to perceive sense operate as subconscious information impact tools that modern psychology identifies as visual and spacious, word and speech, operational and logical, mnemonic and attention ones. Such formation of a meaningful field of life world seems natural for any human as these kinds of information that do not possess patterns are not perceived [1, p.105]. Subconscious information processing under normal conditions is carried out in an automated mode and

simultaneously in the system of three main modalities of mental experience via: 1) a sign (word and speech information coding); 2) an image (visual and spacious information coding); 3) sensory impression (sensory information coding technique) [2]. Interconvertible conversion of speech and visual components of mental experience form a necessary condition of understanding and predicting at the commonsense level.

This article will focus on a framing technique to construct a person’s life world and modelling the future that is realized in practice of cognitive scripts to construct consciousness. Metadiscourse practice in social prediction is emphasized by highlighting the implied role to form a mental world view in modelling a social order.

II. RESEARCH METHODOLOGY

A. Literature review

Futuristic scripts are conventionally associated with futurology aspects, the aim of which is to create futuristic concepts of mankind in the form of a picture or image of possible life conditions for the society and humans. Modern reference books stress the importance of futurology interpretation as a complex approach to philosophical and scientific research of social processes. Since 1960s the future worldview has been based on “industrial society” theories, “economic growth phases” [3], “postindustrial society” [4], capitalism and socialism “convergence” [5, 6], scientific and technical revolution [7].

New aspects of the intradisciplinary research of human life world are introduced into information on developing concepts of mental spaces and representations in cognitive science [8, 9]. The concept of a cognizable phenomenon via an intermediate such as models, symbols and other symbolic issues, including language, logic and mathematic systems is correlated with representation. At that, a sign form of mediate object representations, their meanings and variation of meaningful

significations is carried out in an illustrative way that is available for understanding. Sign symbolism allows saving meanings and transmitting them by forming matrices of cultural and historical world view specifying the limits of understanding events in the past, present and future [10, 11].

The cognitive principle of action at the commonsense level is provided by relatively simple structures of knowledge representation fixing the consequence of stereotype situations. Information package, depending on the content, is defined as a script, slot, frame or meme. Cognitive structures formed earlier direct information material interpretation [12].

Scripts concepts of mental experience organization combine three methodological principles of cognitive psychology: structural (stable cognitive structures identification), regulatory (mental self-management), representative (combination of the knowledge factor, i.e. general sense, and the representation factor, i.e. personal sense). It is presupposed that interpretation of present or future is centered by pre-knowledge focused in a frame [13, 14].

Pre-knowledge and interpretation correlation specifies semantic structures lying in a higher level of separate words and sentences within understanding the macrostructure *that arises* during interpretation with extralinguistic factors (beliefs, opinions and paradigms) implied in the text and assumed in it [15, 16].

Infosphere modelling of «pre-knowledge» is based on correcting semantic information implied in the text with generally marked universal schemes that influence events, situations and facts. So, mental images tools are focused in a social chronotope [17, 18].

B. Methodology of the sociocognitive approach to research framing tools

Cognitive techniques to tailor subconsciousness infosphere are based on discourse that relates to denotations introduction and transformation in accordance with a political orientation to form mass subject and his or her world beliefs.

The methodology principle of the sociocognitive approach includes “frames” and context “aspirations” (predictions) to construct life world and futuristic image. This research focuses on the combined sociocognitive approach and hermeneutics fundamentals [19] that fix the requirements for denotational coherence, autonomy, topicality and sense. All these allow considering various scripts of denotate generation via forming cognitive marks and contextual models in the futuristic images.

III. DISCUSSION AND RESULTS

A. Lifeworld cognitive modelling

Conventional and modern scripts to construct consciousness are connected with organizing mental experience in accordance with symbols, signs and discourses transpersonality that trigger a cognitive reaction. Thus, symbol perception, explanation and understanding significantly depend on human action motifs. Consequently, it is important to define an existential aspect in a

cognitive futuristic script connected with a life perspective or purpose vector. Subconscious orientations act as a purpose vector providing denotational and functional unity, e.g. creative self-realization orientation, the individual self-realization or self-identification in individuals’ groups presenting an average type of a mass human that acts within a certain typical stereotype. One more orientation vector is formed by a constant regrouping of values and purposes at the level of fractal narration [20]. This vector of cognitive orientation is defined by ‘friend-ness’ character and characteristic of a media dependent person fully absorbed into a media sphere content [21].

A conventional cognitive script to construct mass consciousness is influenced by a historical memory vector that is implied in real situation perception. The ontological framing script in this case is associated with a key role of cosmology images and symbols to form perceptions about inhabited world harmony. The religious ideas and models system of behavior forms a clear area of life world correlated with the acceptable futuristic image [22].

Cognitive orientations in the form of subconscious acts are based on existing sign system that fixes some meaningful horizon. The tool enabling flexible prediction and arrangement of futuristic image at the level of conscious-subconscious mental dynamics is a context model that, on the one hand, is based on discourse semantics, and, on the other hand, nonverbal existential denotates.

Discourse, as a framing tool, specifies the limits for forming senses both on object and concept levels. So, events interpretation at the current time point can also develop in the directions of both future and the past. On the other hand, there is no one unified certainty of some sense in a certain expression. The means of cultural grammar and logic are intended for keeping denotates autonomy in a real historical time as a condition required for understanding. Nevertheless, appealing to a context underlines the difference of what is expressed, and that discourse may potentially imply [23]. Meaningful coherence within extratemporal abstraction is fixed by a logical form enabling transmitting and interpreting the sense.

Cognitive scripts of existential character to construct mindset correlate with orientation principles lying in the basis of motivating the denotation process itself. Such principles that direct sense generation processes, act as subconscious orientations of sense coherence, topicality, adequacy, sense autonomy forming the understanding conditions matrix. Understanding conditions, in their turn, create the necessary semantic basis to form a futuristic mental image.

Human behavior is connected with limitations forming some special continuum of potential internal states that are perceived as innate though in reality the majority of cognitive limitations (in the form of conceptual statements, for example) are rooted in cultural unity and the results of explicit and indirect interaction [24].

The cognitive script to construct a mind horizon is represented by frames of possible meaningful orientations.

According to M. Minsky, the cognitive script is developed as a result of text interpretation when key words and text ideas form thematic structures extracted from the memory based on standard and stereotype meanings. Four levels of a script structure are identified forming the frames of cognitive limitations.

A syntactic frame denotes the limits to construct meaningful expressions. A semantic frame specifies word meanings related to an action and participants relations, tools, movement trajectory, strategies, aims, consequences and effects. A topical frame directs scripts associated with a topic, activity, portraits and environments. A narration frame specifies the bone form of any typical stories, descriptions and proofs allowing the one who perceives a story constructing cognitive limits of a topical frame in the direction of changing a focus of attention, data on the main agents, plot line and story line development [12].

Depending on a determination vector of the meaningful field to construct a life world which can be internal and external, it is possible to state ontological and existential scripts. The above mentioned scripts transmit perception stereotypes, include discourse and image schemes that can be referred to the external ontological aspect of constructing a mind horizon.

Cognitive linguistics perceive scripts as mind structures describing stereotypical script events that also specify an ontological script to construct a semantic mind field connected with a priority of transmitted cultural meanings. However, modern linguistics identifies scripts or scenarios as a definite sequence of stages or episodes that develops in time. A script represents a conceptual structure for procedure representation of knowledge about a stereotypical situation or behavior unlike a frame in cognitive science within which a script is a structure for declarative representation of knowledge of a typical situation [25]. Such perception of a script implies the time factor into the process of perceiving stereotypical situations that corresponds to a script concept that is based on current interpretations.

Mass media plays a key role in cognitive scripts to construct mass mindset. Modern mass media clearly demonstrates temporary stereotype perception dependence on information presentation means as well as the technique to express meanings [26].

B. Stereotype as a framing tool to construct meaningful field of mass mindset

Mental experience is based on a person's attitude to the world in real time being a system of available psychological structures and corresponding psychological states. Nonverbal meanings and norms form a semantic field that implicitly triggers a meaning gaining process. An interactive situation plays a stimulating role to develop mental experience according to a certain prediction script (aspiration) and to realize this it is necessary to explicate present, past and aspired future. Current information available to a person is distorted due to time impact, memory condition and emotional state at the moment

of the initial information perception and other psychological and physical factors.

The reproduction of what was seen, heard or felt by a person combined with possible changes in the presented information in modern science is associated with representation. It is possible to correlate a stereotype with the form of mental representation that is activated automatically in contact with objects, their form and purpose. In the given context representation is referred to as multilevel system of knowledge and images to be formed in the course of a human life influencing indirectly perception possibility of the available information.

Subject cognitive character of a person's organization implied in symbols is supported by repetition patterns at the subconscious level formed in rituals and traditions, as well as mythological archaic character of collective subconsciousness. So, spacious images and signs are perceived intuitively as an ordering means of perception currents. Thus, subconscious structures of our perceptions about time are based on natural cycles and rhythms. Modern interactive techniques create virtual conditions of infinite reality perception enlargement without any spacious and temporal limits. It occurs that the virtual environment generates stereotypes and mass mind matrix.

In its general sense *a perception stereotype* functions as a frame or cognitive model of reality understanding defining meaningful limits and mental dynamics. Stereotypes functions in a script to construct future to copy a sample or meme and its repetition in different variations. Information representation means and visualization technique function as framing tools to form memes. Thus, public space arrangement scripts of political battles for minds is based on visualization technique that triggers subconscious psycho patterns to react to negative images developed in the media.

C. World image and mental image to model the future

An ability to model an abstract situation determines mental images formation. However, this quality does not depend solely on individual psycho physiology but also super individual factors, i.e. information representation means (verbal and imaginative), common meaningful points in the social environment (correlation of personal and socially valuable). In this connection one may state mental images formation has meta-psychological character and motivated by a stereotypes and memes structure.

Communicative environment factors and relevant interactions tailor situational pragmatics where person's life senses and actions are realized. In this case it is important to stress connection of motivation, mental experience emphasized by emotional background and discursive intellectual skills. Mental experience is referred to as a wide range of psychological activity in psychology. The pragmatic interpretation of mental experience stipulates unity of a situation and person's needs. This allows researching discursive tools of communicative environment not only as intellectual practical means but also as a factor to manage psychological

activity via forming mental images that generate a certain emotion, motivation, thinking style pattern and behavior.

Our task in this article involves investigating the factors of information and communication environment identifying mental images content to construct the future. L. Floridi stresses the importance of matching different semantic structures in the information model of personality identification. According to his approach, one needs to consider temporal dynamic consideration in the course of cognitive modelling of diachronic and synchronic character. The suggested model of person consists in arranging infospheric factors in three layers to tailor a meaningful horizon, i.e. perceptive, cognitive and conscious ones [17]. The diachronic aspect emphasizes the factors of objective time and possible worlds. The synchronous aspect stresses self-identity representation as a certain whole unity, existing continuously at any time period. The readiness to act adequately in the present and predicts his/her own actions in the near future is identified by world image formed in a head that provides meaningful unity of mind, cognition depth and limits, emotional attitude and evaluation.

“World image»” is presented not solely by a certain image in this case but by a conceptual model that is identified by an imaginative and conceptual content. World image «quality» to be formed by individual consciousness depends on the peculiarities of information arrangement that a person obtains from the communication environment that he lives in. Mental world image is mainly formed by mass media. Modern information technologies vector is directed at mental world image components when information skips consciousness filter and influences emotions directly.

So, futuristic representation in practice is carried out via forming a mental image of an enemy based on which a certain “world image” and stereotypical attitude to it are formed in minds of contemporaries, and, thus, some perspective physical actions are planned. Such a script to construct the future is aimed at motivating and forming subconscious mass support of an aggressive policy. This can be illustrated by the historical example of relations between Russia and France in the middle of the XIX century. Active external policy of the Russian empire in the times of Nikolaus I directed at protecting its national interests was perceived as expansion in the western countries that needed to be stopped. The information pressure that had preceded certain military campaigns during approximately twenty years formed Russia’s negative image in the minds of European nations by the middle of the XIX century. Owing to the media that published different gossips and fake information Europeans fixed a certain mental image of a Russian and the attitude to him/her. The peculiarity of public discourse of that time was notorious Russian/European «magazine war» that played a key role in preparing public opinion by the beginning of the Crimean war in 1853-1856 when western powers united against Russia disbalancing European stability that had been for more than forty years [27].

The given example of framing communicative practice shows the script to construct the future state of political system

in a historically marked chronotope. Although this fact cannot be neglected in modern futuristic image as it characterizes that infospheric quality and Russia exists in it currently. National self-identification in European countries is mainly rooted in intermittent blackening Russia and Russians. The history of Europe has shown that western countries ideology focuses on Russophobia as a key element in both collective mind and elites and governing cycles’ presuppositions [28].

IV. CONCLUSION

A deeper and longer-term level of cognitive modeling is connected with implied worldview tailoring within the socio-cognitive approach whereas mental images get its reasoning and become more stable. The adopted doctrine specified the limits of introduced denotations in ideology and education and motivating to interpret lands, and states history has become the main toll to construct future scripts. At that all levels of denotational impact on a human and society in future scripts are hidden not only for mass consciousness perception, but also for humans predicting the future. Events and humans mystification is transmitted anonymously at the level of new social myths. Thus, historical plan publicizing appealing to emotions and sensations actively applies hushing up effect in providing facts and using juggling the facts. Appealing temporary state of individual minds and events complexity, creating visibility, illusions, opinion, journalism, acts as an effective tool to reinterpret traditions and history. Biased interpretations of historical events and persons widespread in collective consciousness implies the time factor not only in the retrospective approach and chronotope of the described event, but filled by intentions that are inspired by the current political and visionary approach and transformed in the mind of the community member tailoring his/her life world references.

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