monologues of characters and study how they help to create a certain image or emotional atmosphere.

Another important aspect of film discourse research is the analysis of the stylistics and rhetoric used in film. Researchers study various stylistic techniques such as the use of metaphors, comparisons and repetition and analyses their effect on the viewer. They also look at rhetorical devices such as the use of rhetorical questions, emotional expression and addressing the viewer.

In addition, researchers study the impact of film discourse on the viewer and society as a whole. They analyze how cinema influences the formation of public opinion, stereotypes and values. Studies show that film discourse can play an important role in shaping cultural identity and social dynamics.

The prospects for further study of film discourse are vast. Researchers continue to study various aspects of film discourse such as genres, scripts, acting, etc. They also apply new methods and approaches, such as corpus research and data analysis, to obtain more accurate results.

In conclusion, the study of film discourse is a topical problem in modern linguistics. It is a comprehensive study of the linguistic features inherent in cinema and its influence on the viewer and society. Further study of film discourse is of great interest to linguists and representatives of related scientific branches.

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CONCEPTUAL REPRESENTATION IN ENGLISH AND RUSSIAN LANGUAGES CULTURES
КОНЦЕПТУАЛИЗАЦИЯ В КУЛЬТУРЕ АНГЛИЙСКОГО И РУССКОГО ЯЗЫКОВ

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Abstract. The study of conceptual representation in English and Russian language cultures provides intriguing insights into how different societies perceive and articulate their understanding of the world. Within the field of cognitive linguistics, this investigation involves analyzing how concepts – such

as the notion of peace – are structured and comprehended within these linguistic frameworks. Comparative studies reveal both commonalities and distinctiveness in how each language and culture verbalizes and conceptualizes ideas. These variations are influenced by historical context and cultural backgrounds. This rich diversity in conceptual representation underscores the profound interplay between language, thought, and culture, shaping how individuals within each linguistic community experience and interpret their reality.

Аннотация. Изучение концептуализации в культуре английского и русского языков дает представление о том, как разные общества воспринимают и выражают свое понимание мира. В области когнитивной лингвистики это исследование включает анализ того, как концепты, например, концепт «мир», структурируются и осмысливаются в языковых рамках. Сравнительные исследования выявляют общие черты и различия в том, как каждый язык и культура вербализуют и концептуализируют идеи. На эти вариации влияет исторический и культурный контексты. Обширное разнообразие в концептуализации подчеркивает глубокое взаимодействие между языком, мышлением и культурой, формируя картину мира, в которой каждое языковое сообщество переживает и интерпретирует свою реальность.

A series of geopolitical conflicts currently taking place forms the news agenda of both international and national mass media. Within the framework, alongside prompt coverage of events from conflict zones, publications with a thematic focus often delve into the aspect of resolving existing conflicts (including calls for their peaceful resolution, etc.). As the number of such publications grow, the media discourse of British printed media exhibits a discernible transformation of the verbal means of representing the stated topic. Notably, one of the salient features of the media texts under consideration is the increased frequency of use of the lexeme peace. The variability of its lexical and semantic aspects necessitates the analysis of the relationship between the context and meanings of this lexeme.

The study aims to identify lexical and semantic variants of the lexeme peace functioning in the analyzed media texts, to determine their dependence on the types of contexts into which they are introduced by the authors.

The analysis was carried out based on publications in British periodicals (including The Sun, The Guardian, The Telegraph, The Times) for the period October-December 2023. To ascertain the linguistic semantics of the lexical units under study, we consulted online versions the Longman Dictionary of Contemporary English, Cambridge English Dictionary and Oxford English Dictionary.

The study employed descriptive and classification methods, along with interpreting dictionary definitions and semantic-stylistic analysis.

Media text represents a complex communication phenomenon that encompasses various types and forms of texts, as well as their interaction with other sign systems. Beyond conveying information, media text shapes public opinion, values, and ideologies. While our study does not delve into an exhaustive analysis of the phenomenon itself, its classification and typology, we adopt some components from the system proposed by V.V. Zavatskaya [1]. Specifically, we consider functional-genre affiliation and thematic dominant [2].

Based on functional-genre type, media texts can be classified into the following categories: news, publications of an informational and analytical nature, journalism, advertising and announcements. The content characteristic reflects the text's alignment with the topic covered in the media, i.e. its thematic dominance (e.g., domestic politics, international relations, culture, society columns, etc.). We applied these categories when selecting materials for the analysis of the lexeme peace in British media.

Examination of dictionary entries retrieved by querying "peace" on the web pages of the dictionaries listed below shows that the lexeme peace is polysemantic, with the following lexical-semantic variants [3, 4, 5, 6]:

1) no war, violence (absence of war, violence);

2) a peace (document), treaty (peace agreement, treaty (document));

3) no noise, interruptions (silence, absence of noise);

4) calm, not worried (a feeling of peace);

5) friendship, harmony, no arguing (agreement, friendship, mutual understanding between people who live or work together).

The analysis conducted reveals that in news and information-analytical publications concerning military conflicts that are currently in the escalation stage, as well as events (negotiations, demonstrations, protests) related to the conflict resolution and the cessation of hostilities, the first of the noted lexical-semantic variants (no war, violence) is predominantly used. To illustrate, consider the following example: "And if we can bring together all those who want a lasting peace between Israel and the Palestinians, we may… (The Sun, December 3, 2023). The lexical-semantic variant a peace (document), treaty (Russian: 'мирный договор, соглашение (документ)') also implies the absence of military action and, consequently, war, which, on the one hand, indicates a direct connection with the first variant, and on the other hand, expands the context of its use. For example: "As we celebrate the return to Wales of the peace petition sent to the US in the 1920s, we should also harness its spirit of togetherness". (The Guardian, December 30, 2023). Additionally, the second lexical-semantic variant of peace appears in legal texts, particularly in publications related to litigation (such as divorce proceedings and labor disputes). Interestingly, the frequency of its use remains stable regardless of the general information agenda and individual news items, especially when accompanied by an appropriate news hook.

Variants 3 and 4 deserve separate attention. Variant 3, associated with the meanings no noise, interruptions (Russian: 'тишина, отсутствие шума'), commonly occurs in obituaries. Variant 4, signifying calm, not worried (Russian 'чувство покоя'), is used as an adjective (or its word form "peaceful") in advertisements for housing sales or rentals, tourist trips, vacation spots, and similar contexts. It should also be noted here that in this context the frequency of use remains stable regardless of the general information agenda and individual news items. An example from an article Lapland is Cracking Christmas Trip about a trip to Finland reads: "The only thing to disturb the peace and quiet which surrounded us were the excited squeals coming from my kids…" (The Sun, November 25, 2023).

Finally, variant 5 encompasses two subgroups: friendship, harmony, no arguing (Russian equivalent: 'взаимопонимание, дружба, согласие'). In the meaning of the first subgroup, peace prevails in journalistic texts of the so-called society column in the context particularly discussing interpersonal or family relationships. The second subgroup of meanings appears predominantly in information and analytical articles related to the general topic of "Business", covering labor and corporate relations, management methods, business ethics.

Thus, the conducted analysis demonstrates that the lexical and semantic variants of the lexeme peace are distributed as follows: variant 1 (no war, violence) accounts for about 50% of cases of use; variant 2 (a peace (document), treaty) and variant 5 (friendship, harmony, no arguing) are distributed equally, approximately 15% each; variants 3 and 4 (no noise, interruptions, calm, not worried) constitute approximately 20 %, with obituaries representing about 5% of this usage.

In our opinion, this distribution primarily reflects the priorities of the British media. Specifically, there is a greater emphasis on covering events in international and domestic politics (as seen in The Guardian, The Telegraph, The Times), where the lexeme peace predominantly conveys the meaning of "no war, violence" (and less frequently, "a peace (document), treaty"). Conversely, local events and interpersonal relations (as observed in The Sun and The Telegraph) utilize this lexeme to express meanings related to "no noise, interruptions," "calm," and "not worried" (including silence, absence of noise, agreement, friendship, and mutual understanding among people).

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THE SIGNIFICANCE OF LOCAL COUNTRY STUDIES MATERIALS IN TEACHING A FOREIGN LANGUAGE AT THE LEVEL OF SECONDARY EDUCATION

НЕОБХОДИМОСТЬ ИСПОЛЬЗОВАНИЯ ЛИНГВОКРАЕВЕДЧЕСКИХ МАТЕРИАЛОВ В ОБУЧЕНИИ ИНОСТРАННОМУ ЯЗЫКУ НА УРОВНЕ ОСНОВНОГО ОБЩЕГО ОБРАЗОВАНИЯ

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Keywords: local country studies materials, secondary education.

Ключевые слова: местное страноведение, лингвокраеведческие материалы, основное общее образование.

Abstract. The article examines the significance of local country study in teaching a foreign language at the secondary school level. It reveals the research how to educate students about the Pskov region through the use of selected readings in English. If implemented texts would serve a useful function in helping students develop expressions and vocabulary to discuss their own region. This is often lacking in language programs as many language books focus on the countries where the language is spoken. However, at the intermediate levels of language development, using language to discuss familiar topics helps students acquire language features more easily.

Аннотация. В статье рассматривается необходимость использования материалов по местному страноведению в обучении английскому языку