

The article is devoted to basic elements of cognitive activity, organization and representation of knowledge. Main attention is paid to the representative models "frame" and "script".

Key words: frame, script, cognitive model, concept, representation of knowledge.

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(), (adults and older adults), (adult sisters and brothers). (separating messages from metamessages). (reframing). «framing» . «Reframing» : 1) (); 2) (metacommunicating). « » « ».

(weekend family).

«weekend family»

(maternal preference factor) «weekend family»

: «I asked my son the same question every Sunday as we took our places in the burger bar, our Happy Meals between us, among all the dads and little boys and girls just like us. You know. The weekend families.» (PTMW, c.9)).

(cohabitation, consensual unions).

(one household family).

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(singly),

(unencumbered life),

: «It was scary to be too unencumbered, she thought later. The whole unencumbered thing could go too far. Cat saw that now. You had to get the balance right. A person needed to be unencumbered but not cast adrift, free but not lost, and loved but not smothered But how do you manage all that?» [7, c.4]

(gay/lesbian unions, same-sex marriage/partnership, single-sex unions).

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(same-sex marriage) « »

(partnership).

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«family»,

1. // 2000. – .20-23.
2. / . – .: , 1997. – 344 .
3. : /
4. – : - , 1990. – 206 . () / . – ., 2003. – 21 .
5. (-) / . – - - : , 1986. – 136 .
6. // / . . ; – .: , 1990. – . 302.
7. - (. – ., 1999. – 20 .) : 10.02.04 / . .

The article deals with socio-cultural features of communication in different family formation and analysis of eight types of families that exist in modern society.

Key words: communication, frame, family formation.