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Analyzing the Frame Model of MAIDAN-concept
(Case Study of British Internet-Media Corpus)

Єгорова О.І., Степанов В.В. Аналіз моделі фрейм-концепту МАЙДАН (на матеріалі корпусу британських інтернет-ЗМІ). У пропонованій статті здійснюється спроба моделювання фреймової репрезентації концепту МАЙДАН, який вивчається з позицій його каузативної та контактної взаємодії з супутнім концептом ВЛАДА. Пропоноване моделювання базується на матеріалі дискурсу британських інтернет-ЗМІ та розгортається у ракурсі чотирьох базових фреймів (предметного, акціонального, компаративного та ідентифікаційного). Поряд з широким поняттям «фрейм» уводяться поняття «фрейм-сценарій» та «фрейм-план», аналізуються їх відмінності та обґрунтовується статус досліджуваного концепту МАЙДАН.
Ключові слова: фрейм, концепт, Майдан, слот, пропозиція, корпус.

Егорова О.И., Степанов В.В. Анализ модели фрейм-концепта МАЙДАН (на материале корпуса британских интернет-СМИ). В данной статье предпринимается попытка моделирования фреймовой репрезентации концепта МАЙДАН, изучаемого с позиций его каузативного и контактного взаимодействия с сопутствующим концептом ВЛАСТЬ. Предлагаемое моделирование базируется на материале дискурса британских интернет-СМИ и раскрывается в ракурсе четырёх базовых фреймов (предметного, акционального, компаративного и идентификационного). Наряду с широким понятием «фрейм» вводятся понятия «фрейм-сценарий» и «фрейм-план», анализируются их отличия и обосновывается статус исследуемого концепта МАЙДАН.
Ключові слова: фрейм, концепт, Майдан, слот, пропозиция, корпус.

Yehorova O.I., Stepanov V.V. Analyzing the Frame Model of MAIDAN-concept (Case Study of British Internet-Media Corpus). The current study represents an attempt to build a model of frame representation of MAIDAN-concept which is analyzed in terms of its cause and contact interactions with its concomitant concept GOVERNMENT. The model relies on the discourse material of British Internet mass media and is represented from the perspective of four basic frames (Thing, Action, Comparison and Identification Frames). Along with the broad notion of "frame", the article considers the notions of "frame-script" and "frame-plan", highlights their deviations, and defines the status of the analyzed concept MAIDAN.
Key words: frame, concept, Maidan, slot, proposition, corpus.

The times of Chomskian linguistics, where language competence (Saussurean "langue") prevails over language performance (Saussurean "parole"), went by and linguistics has again turned its face to empiricism rather than rationality and introspection.

One of the landmarks on this way was set by Ch. Fillmore [3] who introduced the concept of "interpretive frame" that structures human knowledge in terms of semantics of understanding ("U-semantics") as opposed to the semantics of truth ("T-semantics"). Frame semantics — an approach to conceptual modeling frequently applied to present-day cognitive research, — is based on the use of propositional models for structuring our knowledge.

In this paper we follow V. Evans et al. in recognizing (after Ch. Fillmore) semantic frame as a schematization of experience (a knowledge structure), which is represented at the conceptual level, and held in long-term memory. The frame relates the elements and entities associated with a particular culturally embedded scene from human experience. Thus, a word cannot be understood independently of the frame with which it is associated [2: 9–10].

The article considers one of the topical social concepts of the modern Ukrainian history — the concept of Maidan. It also reveals the degree of concept's reconstruction in the British linguoculture.

The content of MAIDAN-concept is analyzed and based on the corpus of British Internet mass media. We regard any corpus of mass media texts as a source of information about standardized language behavior that is typical for the language carriers of a particular linguoculture at a certain time period. The corpus arranged for the current research comprises articles retrieved from the top British media websites covering political events in Ukraine since November 2013 till March 2014: BBC News [6], Daily Mail Online [7], The Guardian [8], The Independent [9], and The Telegraph [10].

Corpus-based approach is extremely helpful in dealing with frame modeling of concepts, particularly considering such type of conceptual organization as frame. In contrast to a classical frame, defined by M.

Minsky as "a data structure for representing a stereotype situation" [4: 212], frame script represents a type of operational inference schema describing an appropriate predetermined, stereotyped and well-known sequence of events in a particular context which are built of slots and requirements about their possible filling [5: 41]. Alongside, R. Schank and R. Abelson introduce the notion of plan that helps explicate some non-stereotypical goal-oriented situations: "a plan is made up of general information about how actors achieve goals" [5: 70]. Therefore, among the objectives of this study there is a need to identify the nature of the frame-concept MAIDAN attaching it either to script-type or to plan-type based on its specific features actualized in discourse.

Traditionally, frames are structured through a set of nodes and their connections. Nodes are the static elements of the frame, containing constant sum of knowledge that is always true about the considered situation. Terminals or slots are supposed to contain variable situation-specific data. Such data represent a number of related frames that are likely to form a complex frame system. In our view, MAIDAN represents rather a kind of frame system featuring a sequence of cause and contact interactions of the concepts GOVERNMENT and MAIDAN structured by several highly abstract basic frames, including a limited number of most abstract proposition schemas — the Thing Frame, the Action Frame, the Possession Frame, the Identification Frame, the Comparison Frame [1: 76–80].

Euromaidan was reputedly a mass protest movement launched in Kyiv on 21 November 2013 as a reaction towards the Cabinet of Minister's decision to suspend the preparation to signing the Agreement on Association between Ukraine and the European Union. After the escalation of violence, the riot acquired an anti-President and anti-parliament character, which led to the entire change of the state power in February 2014. Among the main causes of such events one reckons social unfairness, a huge polarity in incomes and life levels of Ukrainian population, widespread corruption at all levels, as well as abuse of power and violation of human rights [11]. Thus, Maidan turned out to be a consequence, a reaction towards certain deeds of the government that objectifies the cause relation of two main frame-concepts — MAIDAN and GOVERNMENT, — schematically represented in Fig. 1:
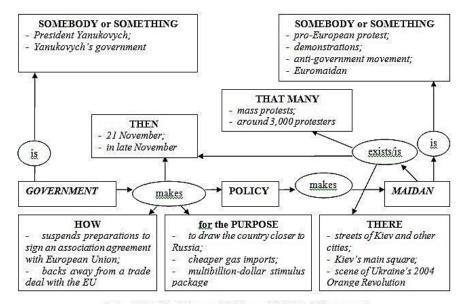

Fig. 1. Initial Frame-Setting of MAIDAN-concept

The British news sites conceptualize the Ukrainian government and its actions by means of the Identification and Action Frames through propositions "SmB/SmTH-identified is SmB/SmTH-identifier" and "SmB/SmTH-agent acts HOW, THEN and for the PURPOSE":

(1) Protestors took to **the streets of Kiev and other cities** after **President Victor Yanukovych's government** announced **on 21 November** that it was **"suspending"** **preparations to sign an association agreement with the European Union**.
(The Guardian, Tuesday, 3 December 2013)

(2) The protests in Ukraine started **on 21 November** when **Yanukovych rejected a deal** that would have led his country closer to integration with the European Union, **instead**

drawing the country closer to Russia, which rewarded him with a multibillion-dollar stimulus package and the promise of cheaper gas imports.
(The Guardian, Thursday, 20 February 2014)

The chronological order of events actualizes Maidan appearing as a reaction of the Ukrainian population towards the policy of the working government, which is represented by the proposition of the Action Frame of the cause scheme "SmTH- causer

makes SmTH-factitive". Alongside, the initial conceptualizing of the protest movement on Independence Square in November 2013 represents an Identification Frame with the proposition "SmB/SmTH-identified is SmB/SmTH-identifier" and a Thing Frame that "demonstrates the links between a thing per se and its properties" [1: 77] through quantitative ("SmB/SmTH is THAT MANY-quantity"), temporative ("SmB/SmTH exists THEN-time") and locative ("SmB/SmTH is (exists) THERE-place") being schemas:

(3) ***Demonstrations began after Yanukovych backed away from a trade deal with the EU****, citing the importance of ties with Russia.*
(The Guardian, Wednesday, 4 December 2013)

(4) ***Mass protests*** *broke out on **the streets of Kiev** after the government cancelled a free trade agreement with Europe that would have anchored the country as part of the Western sphere of states.*
(The Telegraph, Friday, 22 November 2013)

(5) ***Around 3,000 protestors*** *took to the **streets of Kiev** to demonstrate.*
(Daily Mail Online, Saturday, 23 November 2013)

(6) *Ukraine's current **anti-government movement began** in protest **at Yanukovych's decision in late November** to pull out of a landmark treaty with the EU, but has expanded to demand his resignation.*
(BBC News, 19 January 2014)

(7) ***Pro-European protests*** *in Ukraine, **known as Euromaidan**, started almost two months ago **when** the country's **government** abruptly **stopped preparations** for free trade deal with Europe under Russian pressure.*
(The Guardian, Sunday, 19 January 2014)

Since 24 November 2013 the contact interaction of the concepts MAIDAN and GOVERNMENT assumed dynamic features (Fig. 2).
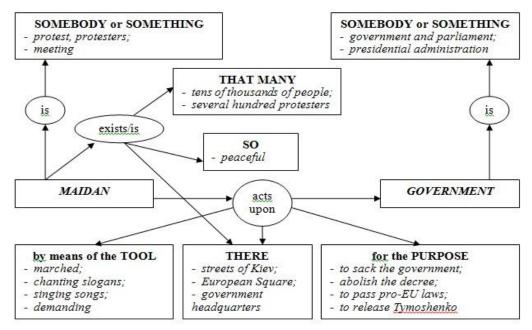

Fig. 2. Contact Interaction Frame "24 November 2013"

Maidan is qualified as a peaceful meeting (the mode of existence schema of the Thing Frame "SmB/SmTH exists SO-mode of being") that uses a number of tools to reach their purposes (Action Frame extension): resignation of M. Azarov's government, adopting laws for integration with Europe, signing the Agreement on the Association with the European Union, and discharging Yu. Tymoshenko from prison [11]:

(8) *The protesters **marched** through **the streets of Kiev** as part of a nationwide day of protest **chanting the slogans** "Out with the gang!" and "Ukraine is Europe" and **singing songs** popular*

*during the Orange revolution. **Tens of thousands of people** held **a peaceful meeting on European Square** demanding Yanukovych **abolish the decree and sack the government**.*
(The Guardian, Sunday, 24 November 2013)

(9) *But after the meeting, **several hundred protesters** rushed to the **government headquarters** demanding the **government's resignation and that of the presidential administration**. The protesters also demanded **parliament** hold an unscheduled meeting this week **to pass two laws needed for the EU***

association deal, including a law that would ensure Tymoshenko's release.
(The Guardian, Sunday, 24 November 2013)

It is known that the further development of the Maidan events gradually worsens: on 30 November 2013 riot police was ordered to disperse the protesters, which ended with high casualty rate [11]:

(10) *Kiev's central Independence Square has been ringed by police to prevent a repeat of the rally, which saw up to 10,000 people waving flags, singing songs and demanding the resignation*

of President Viktor Yanukovych. ... About 500 police officers descended on the square at 4am on Saturday, attacking protesters with truncheons.
(The Guardian, Sunday, 1 December 2013)

(11) *Sunday's demonstration was further fuelled by anger about the violent dispersal of several hundred protesters at Independence Square early on Saturday.*
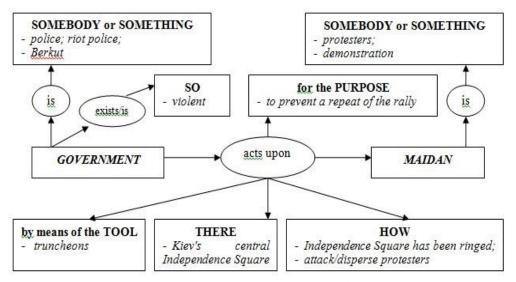(The Guardian, Sunday, 1 December 2013)

Fig. 3. Contact Interaction Frame "30 November 2013"

The updated model of the concepts GOVERNMENT and MAIDAN (Fig. 3) represents their reverse contact interaction with the change of semantic roles of agent and patient and a new filling of the variable slots TOOL and HOW. Another highlight of this model is the content changes within both Thing and Identification Frame of GOVERNMENT-concept: police forces start to be identified as a "violent face" of the government.

The events of 1 December 2013 — 16 January 2014 reveal an acute tension within Ukrainian society. Firstly, Maidan protesters start resisting the government and police aggressively:

(12) *"The actions of Berkut [the riot police unit] started after the protestors began fighting back at the police, scattering them with rubbish, glasses, bottles and burning sticks," a police statement said.*
(The Guardian, Sunday, 1 December 2013)

Secondly, the demonstrations in Kiev allow open support from the political opposition. Claimed to be apolitical in the beginning, Maidan turns into the springboard for opposition leaders to conduct their policy and influence the Maidan events. Thus, after the

first escalation of violence followed by some arrests of the protesters and further assaults, the Identification Frame of the analyzed MAIDAN-concept also under goes changes: the opposition-leaders being in the background before come surprisingly to the fore and "head" the Maidan movement announcing the modification of PURPOSE-slot:

(13) *With the news that the EU has suspended negotiations on the agreement likely to further inflame the mood, at least 200,000 people packed into Independence Square, known as the Maidan, to hear music and speeches from the trio of Ukrainian politicians who have attempted to lead the spontaneous outpouring of anger.*
(The Guardian, Sunday, 15 December 2013)

(14) *The trio demanded that Yanukovych sack Azarov, as well as punish those responsible for using force.*
(The Guardian, Friday, 13 December 2013)

(15) *Yanukovych said he was ready to talk with the opposition, but Vitali Klitschko said that only the president's resignation and snap parliamentary*

and presidential elections would *suffice.*

(The Guardian, Wednesday, 11 December)

(16) *Soon after Yanukovych spoke in a televised broadcast, opposition leader Arseniy Yatsenyuk told demonstrators at the square that protest leaders were still insisting on their key demands. They said Yanukovych should **fire the government**, **appoint a new one committed to signing an association agreement with the EU**, **release all the arrested protesters**, and **punish all police** who beat peaceful demonstrators.*

(Daily Mail Online, 11 December 2013)

(17) ***Police amassed on all sides of the square*** *housing the protest camp which has been the centre of protests that have gripped Kiev for the past two weeks. On the north side of the square, **several hundred riot police rushed a barricade** that has been in place for 10 days.*

(The Guardian,Wednesday, 11 December 2013)

Thirdly, during the analyzed period, the conflicting parties resorted to both old and new, violent and non-violent methods of struggle — the fact that modifies the corresponding TOOL-slot of the concepts:

(18) ***Yanukovych*** *released a statement on Monday saying he supported the idea of an **"all-nation roundtable"**,*

including three former presidents, to find a solution to the crisis.

(The Guardian, Monday, 9 December 2013)

(19) *So far the **protest movement** has seen hundreds of thousands of people on the streets of Kiev, the **city's statue of Lenin toppled**, and **an ill-judged storming of the barricades** around Independence Square by **riot police**. After prolonged **struggles**, the police eventually withdrew, leaving the protesters free to rebuild the barricades twice as high and reassert their occupation of the very centre of Kiev.*

(The Guardian, Sunday, 15 December 2013)

(20) *Simultaneously, the **government** is believed to be **mobilising people** from its support base in the east and south of the country to hold a giant **"anti-maidan"** over the weekend, sparking rumours of potential clashes and provocations.*

(The Guardian, Friday, 13 December 2013)

(21) *Targets of **AutoMaidan's motorcade** protests are reported to have included one of Mr Yanukovych's residences, and the Donetsk home of Ukraine's richest man, Rinat Akhmetov, ….*
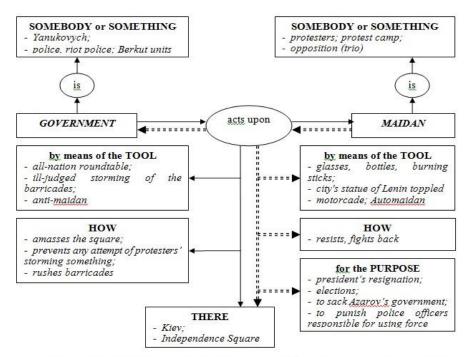

Fig. 4. Contact Interaction Frame System "1 December 2013 — 16 January 2014"

However, the further landmark of the Maidan protest became 16 January 2014 when Verkhovna Rada adopted the laws restricting constitutional rights of citizens: a ban on public meetings, censoring the press, prohibition of anti-corruption journalist investigations etc. :

(22) *The laws **banned protests from taking place without the government's** **permission and** threatened those **who disobeyed with up to ten years in prison**. The legislation also **introduced hefty fines for wearing masks or helmets to demonstrations**, as well as **driving bans for convoys of more than five cars**. Internet media outlets **have to register with authorities and no amplifiers are allowed in public places**.*
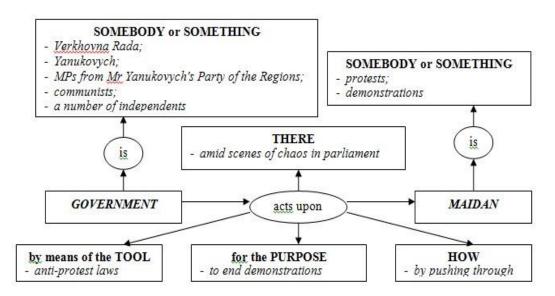

Fig 5. Contact Interaction Frame "16 January 2014"

The changes in the slots filling of the contact interaction frame (Fig. 5) are correspondingly reflected in the British Internet mass-media corpus as well:

(23) *Most recently tensions spilled over in violence after **Yanukovych introduced new anti-protest laws** designed **to end the demonstrations**.*
(The Independent, Friday, 24 January 2014)

(24) *On Thursday, **MPs from Mr Yanukovych's Party of the Regions**, together with the **communists** and a number of **independents**, passed the laws **amid scenes of chaos in parliament**. The measures were **pushed through** in a matter of minutes when lawmakers simply raised their hands, despite the protests of opposition deputies who had earlier blocked the speaker's platform to try to disrupt the voting.*
(BBC News, 17 January 2014)

(25) *Thanks to the new **"anti-protest" laws**, which helped spark the violence and will officially go into effect on Wednesday, the **lawful tools** that the **government has at its disposal** are many.*
(BBC News, 21 January 2014)

After the adoption of the laws of 16 January 2014 the peace protest quickly develops into severe clashes with the riot police forces. Maidan turns into a war theatre with the sides of conflict interacting in a certain setting, with certain tools, for reaching specific goals:

(26) *The anti-government protests, which have beset **Kiev** for two months, escalated into fiery **street battles** with police **on Sunday** as **thousands of demonstrators threw rocks and firebombs and set police vehicles on fire**. … **Police responded with stun grenades, teargas** and, for the first time in the country's history, **water cannon**, but were **outnumbered by the protesters**.*
(The Guardian, Monday, 20 January 2014)

(27) **Hordes of riot police** are **on the streets** and the EU's justice chief has said the country is sliding towards **civil war**. … **A line of burning tyres** marks **the barricade** between protesters and police. Among the demonstrators are **radical nationalists**, some of whom have been pictured **hurling Molotov cocktails and petrol bombs at riot police**.

(The Independent, Friday, 24 January 2014)

(28) **A long-feared attack** on the demonstrators who have occupied central Kiev since December appeared to have begun **on Tuesday evening**. The interior ministry announced the onset of an **"anti-terrorist" operation** after setting a deadline of 6pm local time for **the protests against President Viktor Yanukovych to end.** … Specialist riot police **armed with assault rifles** closed on **Independence Square**, the site of the biggest protest camp. **Security forces** overran the main barricade **protecting this area** and **set the tents belonging to demonstrators ablaze**.

(The Telegraph, 18 February 2014)

(29) There were reports that **riot police were firing smoke and stun**

(30) **grenades**. Opposition sources said **police snipers were firing on demonstrators from rooftops**.

(The Guardian, Wednesday, 19 February 2014)

(31) Clashes had earlier erupted outside government buildings **in the centre of the city** after opposition leaders warned that **security forces were planning to clear the sprawling protest camp** in **Independence Square**…. Television footage showed **anti-government protesters throwing petrol bombs, fireworks and rocks** at riot police, and **setting fire to piles of tyres** to **prevent officers from entering the Maidan**, while **hundreds of riot police** used **water cannons** on advancing protesters in sub-zero temperatures.

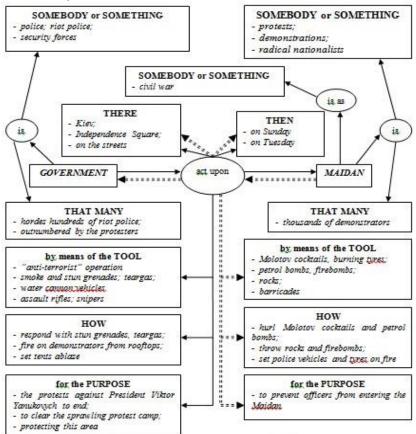(The Independent, Wednesday 19 February 2014)

Fig. 6. Contact Interaction Frame System "16 January 2014 — 21 February 2014"

Thing Frames (temporal, locative and quantitative schemes), Identification Frames (identification scheme) and two Action Frames (contact scheme) represent a newly refreshed model of contact interaction between the concepts GOVERMENT and MAIDAN (Fig. 6). The dynamic filling of its slots HOW and TOOL objectifies the use of weapon and force fight methods. Changes of filling also occur within the PURPOSE-slot in the way they become situation-specific. Moreover, the concept MAIDAN of the given model acquires a Comparison Frame, representing Maidan through the proposition of the similarity scheme "SmTH-comparative is as SmTH-correlate".

Adopting the Agreement on Settling the Ukrainian Crisis led to presenting the President with an ultimatum, which resulted in Yanukovych's escaping from the country in February 2014 and factually marked the end of Euromaidan movement.

Summing up, in the course of analyzing the MAIDAN-concept we come up to the idea of its situational frame organization. The Maidan of 2013–2014 was not the first Maidan-protest movement in the history of modern Ukraine. In its essence, Maidan is a frame-script as soon as it:

1) lists a sequence of events;

2) is applied to a particular context;

3) consists of slots with particular requirements to their filling;

4) represents an interconnected whole;

5) features a stereotypical situation of the protest held in post-Soviet Ukraine.

However, the case of Euromaidan should be recognized as a plan-type frame concept as it is based not on past experience but on a new knowledge peculiar to the present situation with all the facts of current reality. The course of the events could not be predicted, and it is visible due to ever changing contents of its slots PURPOSE, TOOL and even the top-level terminals — MAIDAN and GOVERNMENT — within Identification Frame. The only fixed slot of the frame system turns out THERE-slot. It evidences a strong linkage between the whole knowledge of the concept and its primary denotatum (a particular location). It gives grounds to consider spatial reasoning a prime domain of understanding the concept in the British linguoculture.

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