

Shcholokova H. Globalization discourse: main features.

The concept ‘globalization discourse’ is scrutinized as an ordered set of meanings, interpretations, explanations that define the essence of globalization. Such specific characteristics of this discourse as the dualistic nature and the value-laden character are determined. Special attention is paid to examination of the way of globalization discourse understanding in the frameworks of political discursology as a subdiscipline in which in particular the methods of cognitive linguistics are used.

The cognitive-discursive approach is defined as one of the main in the study of globalization, the application of which actualizes a need of the concepts’ analysis. Such key binary concepts as ‘global/local’ and ‘objective/subjective’ that operate within globalization discourse are studied. Such types of this discourse as ‘optimistic’, ‘skeptical’ and ‘neutral’ are examined.

Key words: globalization, discourse, globalization discourse, a concept, the cognitive-discursive approach