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COGNITIVE-DISCOURSIVE ANALYSIS OF THE CONCEPT OF "PENSION" IN BRITISH SOCIO-PUBLIC MEDIA DISCOURSE

In the context of evolving social policies and pension reforms, the concept of "pension" has gained increasing significance within British culture. As a social institution, it reflects the intersection of economic, cultural, and societal factors that shape public perceptions of aging and social justice. This study applies a cognitive-discursive and cultural analysis to examine the structure and evaluative characteristics of the concept of "pension" in contemporary British media discourse. Drawing on articles from British online publications over the past five years, the research explores how financial, social, and cultural components influence public understanding of pensions. The findings reveal a multifaceted and often contradictory perception: pensions are associated with both positive dimensions—such as personal freedom and self-realization—and negative ones, including financial insecurity and social isolation. These perceptions are shaped not only by socioeconomic realities but also by cultural narratives and stereotypes. The study highlights the complex and evolving social role of pensions in British society and contributes to a deeper understanding of how cultural discourse mediates public attitudes toward aging and welfare systems.

Key words: concept of "Pension", cognitive-discursive analysis, British culture, social perception, pension system, socio-public media discourse, aging, social justice.

MAIN PROVISIONS

The modern rapid development of social interactions, in which socio-public media discourse is viewed as an essential sphere of public communication, is linked to changes in the socio-cultural environment, the growth of social and information-communication technologies, as well as the emergence of new types of media texts and discourses. This makes socio-public media discourse a topic of study in a relatively small number of works (N. S. Iskakova), and at present, it is one of the most relevant topics across various fields of science, including philosophy, logic, psychology, sociolinguistics, cognitive science, and others.

Notably, researchers such as N. Fairclough, Teun A. van Dijk, M. Foucault, prominent figures in the study of discourse analysis, and media, have contributed to understanding the role of discourse in shaping social realities. Consequently, the study of socio-public media discourse is particularly important, as it allows us to examine how language functions in mass communication contexts, where processes of both linguistic adaptation and the formation of new language norms occur.

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At first glance, this type of media discourse might seem like just a tool for transmitting information, but the interaction between various participants in the discourse (from official sources to ordinary users of social media) opens up vast opportunities to explore both semantic and cognitive mechanisms through which public ideas and values are expressed and perceived in language [1]. Furthermore, socio-public media discourse plays a crucial role in shaping public opinion, especially in the context of globalization and the increasing dependence of society on media platforms such as social networks, news websites, and other digital resources. As Manuel Castells argues in his work on the rise of the network society, these platforms have become the primary means of communication and interaction between government structures, media, and citizens, making the study of media discourse especially relevant in understanding social reality and relationships [2].

One particularly relevant area of study, for example, is the pension system and issues related to retirement age, social protection for the elderly, and the various reforms in this area. These issues are actively discussed in the media, where different ideologies, political forces, and civil groups use media discourse to convey their views and positions to a wide audience. The process of reforming pension systems in most countries inevitably becomes the subject of heated debates, with media playing a central role in shaping public opinion. For example, discussions about raising the retirement age or changes to social protection for the elderly often represent a battleground for conflicting interests—between the government, workers, retirees, business representatives, and so on. Media platforms, in turn, become arenas for the legitimization of these changes, with each participant in the discourse attempting to use language and conceptual structures to convince the audience of their position.

In this context, media discourse does not simply inform the public about upcoming or implemented changes; it actively shapes public perception of these changes. For instance, the media may use various metaphors and concepts to describe the anticipated consequences of the reforms: the pension system might be presented either as a "heavy burden" on the national budget or as "a necessary reform for economic sustainability," creating different emotional reactions in the public consciousness. In response, social movements, protests, or other forms of civil activism also actively use media platforms to either oppose or support these reforms, creating alternative conceptual frameworks that influence the overall perception of social policies.

Thus, studying socio-public media discourse in the context of pressing issues such as the pension system, retirement age, and social protection for the elderly is crucial for understanding how social and economic processes are perceived in the age of globalization and digitalization. This area of research not only contributes to identifying the cognitive and semantic mechanisms through which public ideas and values are expressed and perceived, but also helps us understand how media discourse can influence social relationships and contribute to the formation of new social norms and practices.

INTRODUCTION

Pension is an important social institution that plays a significant role in the lives of individuals. Being as a social phenomenon the concept of "Pension" is closely connected with the emergence and development of society. And it is understood as an integral, complementary part of the social system of any society. It serves not only as a means of financial support for citizens in their old age but also as an indicator of social welfare, stability, and fairness in society. The concept of "Pension" may be perceived differently in various countries, and each society has its own set of ideas about aging and retirement as a social category. In British culture, the concept of "Pension" is multifaceted, closely intertwined with the country's historical, social, and economic aspects.

The UK, one of the oldest democracies with well-developed social institutions, has long been at the forefront of developing pension systems. The evolution of the concept of "Pension" in British culture reflects changes in approaches to social justice, issues of equality, as well as attitudes toward aging and the role of elderly people in society. From the perspectives of linguistics and

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cultural studies, the concept of pension can be seen as a complex category, encompassing not only financial but also social, psychological, cultural, and ideological components.

The relevance of studying the concept of "Pension" in British culture lies in the need to understand how various social and cultural factors shape the perception of pensions and the evaluative characteristics associated with this concept in socio-public media discourse. It is important to note that pension, as a concept, does not exist in a vacuum; it is inevitably linked to the political and economic realities of society, as well as to current issues in social policy.

The aim of this research is to analyze the structure of the "Pension" concept in British culture, as well as the evaluative characteristics associated with this concept in socio-public media discourse. The study will address both historical aspects and contemporary approaches to understanding pensions within the context of the UK's socio-economic system. To achieve this aim, the following tasks have been addressed: to analyze the structure of the concept of "Pension" in British culture; to identify evaluative characteristics, which can range from positive to negative, and explore how these perceptions influence the understanding of pension as an institution in British society.

The object of the study is the concept of "Pension" in British culture, including its perception within the socio-economic context. The subject of the study is the evaluative characteristics of the concept of "Pension" in British culture and how these characteristics are represented in various spheres of socio-public media discourse.

Thus, this paper will attempt to gain a deeper understanding of how the concept of "Pension" is formed in British culture, the social, economic, and cultural factors that influence these perceptions, and how the evaluative characteristics of pensions are represented in socio-public media discourse.

As it was mentioned before, the concept of "Pension" is an important and multifaceted category in social, cultural, and economic research. Analyzing it reveals not only the mechanisms of social security but also the cultural and ideological aspects that shape perceptions of aging, the value of work, and intergenerational relationships. In the context of British culture, the concept of "Pension" encompasses a broad range of ideas, from financial and political to psychological and cultural, making it a subject of interdisciplinary study that spans linguistics, sociology, cultural studies, economics, and politics.

The historical aspect of the concept of "Pension" in British culture is crucial for understanding its modern-day perception. As many scholars note, pension systems in the UK began to take shape at the end of the 19th century. One of the first steps was the introduction of a state pension system in 1908 with the passing of the Old Age Pensions Act, which marked an important milestone in the development of the British welfare state [3]. This law provided state pensions to citizens over the age of 70, but under limited conditions, reflecting the cautious approach of the British government toward social welfare.

Later, in the 20th century, the UK introduced various pension programs as part of its social security system, including the National Insurance system in 1948. The social security reform was a significant step toward improving the financial well-being of elderly citizens, but issues such as insufficient pension payments and retirees' dependence on state assistance remained pressing concerns. Scholars like W. Jackson. [4] and L. Foster [5] emphasize that changes in UK pension policy, such as the expansion of pension funds and reforms to private pensions, contributed to the formation of more complex views on pensions in the public consciousness.

Contemporary research on the concept of "Pension" in British culture increasingly focuses on its social and economic dimensions. For instance, the works of scholars like P. Johnson [6] and J. Ginn [7] highlight that the pension system in the UK continues to be a subject of public and political debate, especially in the context of economic crises and cuts to public spending. Many studies explore how economic conditions and changes in pension policy impact the public perception of pensions as a social institution. For example, P. Johnson points out that in recent decades, there has been a shift from universal state pensions to models based on private pensions,

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which has deepened social inequality, as people with lower incomes often find themselves in a less favorable position when they retire [6].

Special attention is given, within the economic aspects of the "Pension" concept, to the issue of the pension gap between different social groups, including gender inequality. Studies like J. Ginn's [5] show that women in the UK generally receive smaller pension payouts compared to men, which is linked to the gender pay gap, career breaks, and differences in life expectancy. This raises important questions about social justice and inequality, which influence the perception of pensions as an institution in British culture.

In addition to economic and social factors, the concept of "Pension" has a distinct cultural dimension, reflecting society's attitudes toward aging and the role of older people in public life. In British culture, the concept of "Pension" is often associated with the idea of independence, well-deserved rest, and the end of active working life. However, researchers such as Featherstone and Wernick [8] argue that in recent decades, there has been a shift in how aging and pensions are perceived. In the past, pensions were seen as a well-earned reward for years of work, but in contemporary society, aging and pensions have become subjects of cultural debates surrounding the quality of life for older people and their role in society.

According to cultural studies, such as the work by S. Fenton and H. Draper [9], public stereotypes about old age and retirees in the UK continue to challenge the ideological constructs tied to this stage of life. In recent decades, British culture has actively discussed the idea of active aging and the concept of a "Second youth," where older individuals continue to work, travel, and engage in self-development. This shift in the perception of aging not only helps improve the position of retirees in society but also presents new challenges for them, particularly in maintaining their activity and independence amid limited financial resources.

Linguistic studies of the "Pension" concept in British culture also play a key role in understanding its structure and evaluative characteristics. The concept of "Pension" not only reflects economic and social realities but also expresses society's attitudes toward aging, work, and social justice through language. Linguists like Stubbs [10] emphasizes that in media and political discourse, specific rhetoric is often used that affects public perception of pensions. For example, terms like "retirement age" or "pension benefits" can evoke different emotional reactions from the audience, creating associations such as the negative perception of aging as a "burden" on society or, conversely, a positive view of it as "well-deserved rest".

In media discourse studies, such as those by Lincoln L. and Phelan S. [11], it is noted that the British press frequently uses language that highlights social issues faced by retirees, such as poverty, loneliness, and dependence on state aid. This is linked to a particular ideological framework that outlines the concept of "Pension" in the context of elderly people's problems in modern society. At the same time, in political rhetoric—especially within liberal and conservative approaches—pension is often presented as a measure of the state's social responsibility.

Thus, the concept of "Pension" in British culture is a multilayered category that encompasses economic, social, and cultural dimensions. Its perception and structure change over time, influenced by both historical processes and contemporary economic and social realities.

Several works in Russian linguistic studies have been dedicated to the analysis of the concept of "Pension". For instance, V.N. Denisenko, L.A. Safaralieva, and O.N. Kolysheva [12], in their work, examine the concept of "Pension" from the perspective of the experiential approach, highlighting key stages in the analysis of this concept. The experiment, conducted at the Peoples' Friendship University of Russia, allowed the authors to establish connections between the concepts of "Pension" and "Old age," which indicates their close interrelation in the minds of Russian speakers. This approach provides an opportunity to gain a deeper understanding of the mental structures and cultural representations related to the pension topic within the Russian-speaking community.

The next research by S. A. Faronskaya [13] is devoted to the study of the concept of "Pension" through the lens of cognitive linguistics, focusing on its verbalization by elderly users of the social network "VKontakte". She analyzes how the mental perception of this social phenomenon

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is reflected in the comments on pension-related posts. Special attention was given to the semantic-cognitive analysis, which allowed the author to explore how the "Pension" concept is verbalized through emotions and expressions of the users' social reality. The study also examined the opposition of "past - present," which helps understand how the perception of pensions changes depending on the social and historical context.

The literature review reveals that the pension system not only reflects the state of the social system but also serves as a significant cultural element that shapes society's attitudes toward aging, work, and social justice. This concept is actively discussed across political, cultural, and social studies, underlining its significance in understanding the complexities of contemporary social structures. Overall, the scientific novelty of this research lies in the comprehensive analysis of the concept of "Pension" with regard to both its historical and contemporary characteristics in British culture as far as the study of the concept of "Pension" represents a new area of research in contemporary linguistic studies. The analysis of linguistic structures related to the concept of "Pension" opens up new directions for exploring metaphors, images, and rhetorical techniques used to influence public perception of social norms and phenomena related to social security.

MATERIALS AND METHODS

To study the concept of "Pension" in British culture and analyze its structure and evaluative characteristics, the research used data from online articles and reports published by British newspapers on online platforms such as *The Guardian, The Independent, BBC News*, and *The Telegraph* over the past five years. These materials provide insights into current changes in the pension system, debates around pension reforms, and the public perception of pensions.

The main method used in the study is cognitive-discursive analysis, which focuses on understanding how the concept of "Pension" is perceived and interpreted within British socio-public media discourse. This approach helps uncover the meaning structures that shape the concept in public consciousness, as well as the evaluative characteristics associated with pensions.

To explore the cultural aspects of the "Pension" concept, a cultural analysis method was applied, which involves examining how pensions are portrayed in different cultural and social contexts. Additionally, qualitative content analysis was used to study the key themes and concepts related to pensions in British socio-public media discourse.

The research was conducted in several key stages:

1.   In the initial stage, materials for analysis were gathered, specifically online articles related to the concept of "Pension" within British socio-public media discourse. In total, approximately 250 articles were analyzed. The selection of articles was conducted using keyword-based searches both on the official websites of the newspapers and through Google News. Specific search terms included "pension reform UK," "state pension," "private pension," "retirement age," "pension crisis," and "pension policy Britain." These terms were chosen to capture relevant discussions around pensions in the UK, ensuring coverage of both state and private systems, as well as current debates and policy reforms. To ensure balanced representation across media sources, approximately 60–70 articles were selected from each outlet, depending on the volume and relevance of content found using the chosen keywords.

2.   Based on the selected materials, cognitive-discursive**,** cultural**,** and qualitative content analyses were carried out. Cognitive-discursive analysis focused on identifying the meaning structures and evaluative characteristics embedded in media discourse, while cultural analysis examined how socio-political and cultural contexts shaped representations of the "Pension" concept. The qualitative content analysis was conducted using a primarily inductive approach**,** allowing key themes to emerge naturally from the data rather than applying predefined categories. The data was coded and categorized manually into thematic groups such as *pension security, reform debates, public perceptions, age discrimination* and *inequality*.

3.   In the final stage, the collected data was interpreted, identifying key patterns and drawing conclusions about how the concept of "Pension" is perceived in modern British society.

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Thus, the methodology combines cognitive-discursive analysis, qualitative content analysis, and cultural analysis allowing for a comprehensive study of the concept of "Pension" and its evaluative characteristics within the context of British culture.

RESULTS

In this study, we analyzed the concept of "Pension" in British socio-public media discourse using materials from popular online sources such as *The Guardian*, *The Independent*, *BBC News*, and *The Telegraph* from 2019 to 2024. This analysis helped to identify how public perceptions of pensions are developed and transmitted in British socio-public media discourse, as well as the evaluative characteristics associated with this concept. The results show that in the context of socio-public media discourse, several key themes related to pensions emerge, which can be divided into positive and negative evaluations, as well as pragmatic and emotional aspects.

The Concept of "Pension" as Financial Security

One of the central themes associated with the concept of "Pension" in British socio-public media discourse is the issue of financial security in retirement. At least 25% of the analyzed media texts, particularly from *The Guardian* and *The Telegraph,* emphasize the importance of preparing for retirement, especially against the backdrop of the uncertainty and instability facing the UK's pension system. For example, an article in *The Guardian* discusses the problem of insufficient financial preparation for retirees. It highlights that a significant portion of Britons do not have enough savings to ensure a comfortable old age, leading to poverty among the elderly. The given examples below convey the common negative evaluation exists in the contemporary British society:

"Many workers are failing to save enough for retirement, putting them at risk of poverty in later life", or another example.*"*

The UK's pension savings crisis is deepening, with millions of people facing a future without enough money to retire comfortably" (The Guardian).

An article in *"UK's pension savings crisis threatens the future of retirement"* in *The Guardian* discusses how the rising life expectancy and uncertainty around pension provisions are forcing people to work longer than they had planned, undermining financial stability. The evaluation of this issue through the concept of pension is presented negatively, as it is emphasized that the UK's pension savings system does not provide adequate security for older citizens, e.g.:

"With life expectancy rising, the lack of pension savings will leave many older people struggling to make ends meet in their retirement years."

"Without significant changes to the pension system, many workers will face a future of financial insecurity as they reach retirement" (The Guardian).

"Two in five pension savers face a 'miserable' retirement as rising living costs outstrip incomes in old age, a report has found" (The Telegraph).

Such evaluations are linked to the concept of "Pension" as a means to ensure a decent standard of living in old age. Approximately 20% of the analyzed articles, particularly from *The Guardian* and *The Telegraph*, point out the importance of pension system reform to provide broader coverage and improve financial conditions. However, the portrayal of pensions in this context is often accompanied by criticism of the existing savings mechanisms and pension funds, adding a negative evaluative element to the media discourse, e.g.:

"The state pension is not enough to live on, and private pensions are often inadequate or nonexistent" (The Guardian).

The Concept of "Pension" as Social Dependence on the State

Another aspect of the concept of "Pension" in British socio-public media discourse is the emphasis on retirees' dependence on the state and its role in providing social protection. Articles in *BBC News* and *The Independent* highlight how pensions are viewed as an integral part of the state's social responsibility, which influences public debates about the fairness of the pension system. For example, in an article in *The Independent* (*"How the UK's pension system fails to meet the needs of older generations"*), several issues related to the pension system are discussed, including the

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insufficiency of state pension payments, which leads retirees to rely on additional social benefits. The article expresses frustration with the pension system, where pensions are seen as something that cannot fully support retirees. In this context, the concept of "Pension" takes on the meaning not only of a financial resource for old age but also as a social injustice issue, with the government being responsible for creating a more effective and sustainable system. The evaluation of this situation in socio-public media discourse is often critical, reflecting dissatisfaction from both citizens and experts regarding the current state of affairs, e.g.:

"For many, retirement is not the golden years they were promised, but a time of financial worry and dependence on state benefits."

"Older generations are being let down by a system that fails to deliver the financial security they were promised during their working years."

"Many pensioners find themselves in poverty because the state pension alone cannot cover even the basics of living" (*The Independent*).

The Concept of "Pension" as Age Discrimination

Another important aspect is how the concept of "Pension" is linked to age-based social discrimination. Articles in *The Guardian* and *The Telegraph* also address issues of discrimination against older people, which can arise in the context of employment, healthcare, and social life in general. For example, *The Telegraph* published an article with a clear evaluative stance on age discrimination in the workplace (*"Age discrimination: Older workers still face prejudice in the workplace"*). The article discusses examples of retirees who struggle to find work because employers prefer younger candidates. Here, the pension is described as a symbol of aging and social isolation, triggering negative associations within British culture, e.g.:

"Employers often prefer younger candidates, leaving older workers facing the harsh reality of age-related unemployment, with pensions seen as their only source of income."

"Many older workers are being pushed out of the workforce due to age prejudice, leaving them financially vulnerable and relying on pensions that are not enough to support them in retirement" (*The Telegraph*).

This theme highlights the pension as an inseparable part of aging, which leads to age discrimination and social isolation. In this context, the pension becomes not just a financial issue but also a social problem, where the struggle for the rights of older people plays a key role. The article emphasizes the need for a shift in attitudes toward older people in the labor market and society as a whole.

The Concept of "Pension" as the Dream of a Fulfilling Old Age

Emotional aspects, such as the dream of a "worthy old age," also play an important role in discussions about pensions. Articles in *BBC News* and *The Independent* often feature pieces where retirement is viewed as a time for rest and travel. This aspect highlights the positive emotional associations tied to the concept of pension.

For example, in an article in *BBC News* (*"Retirement Dreams: Planning for Your Golden Years"*), the focus is on how many Britons dream of traveling and pursuing personal projects in old age. Here, retirement is portrayed as an opportunity for self-fulfillment and relaxation, creating a positive image of this life stage, e.g.:

"For many Britons, retirement is seen as the opportunity to finally pursue passions and hobbies they had put on hold during their working years."

"With proper planning, retirement can be a time of freedom, where individuals can focus on their well-being and explore new passions, they never had the time for before" (*BBC News*).

In these articles, the concept of "Pension" is related to positive evaluations, associated with the fulfillment of long-held dreams and the achievement of stability. At the same time, these materials stress the importance of proper planning, placing pension in the context of personal financial strategies, e.g.:

"Many retirees dream of spending their golden years traveling the world, ticking off items from their bucket list, and living life to the fullest."

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"For some, retirement offers the chance to start a new business, volunteer, or take up a new sport, marking the golden years as a time of reinvention and excitement" (*BBC News*).

The Concept of "Pension" as Social Inequality

When analyzing the concept of "Pension," it's important to address the issue of social inequality that runs through the British pension system. Views on pensions often vary depending on an individual's social standing, income, and professional status. The disparity between lower-income workers and higher-paid professionals, with the former often receiving insufficient pensions and the latter enjoying larger retirement savings, is a prominent theme in socio-public media discourse.

For instance, articles in "*The Independent* "(2022) and "*The Guardian"* (2023) discuss how the gap between wealthy and poor retirees is widening, contributing to social polarization on issues related to aging. Pensions for highly skilled professionals, whose savings exceed the minimum requirements, provide them with a comfortable retirement. In contrast, those working in low-paid jobs, often with little to no savings, find themselves living in poverty and dependent on minimal state support, e.g.:

"As the gap between the wealthy and the poor continues to widen, the inequality among retirees becomes starkly evident. Highly skilled professionals, whose pension savings exceed the minimum requirements, are enjoying a comfortable retirement, whereas those in low-paid jobs, who often have little to no savings, find themselves living in poverty, dependent on meager state support" (*The Independent*).

As a result, a financial and social divide emerges between different segments of the population, which in turn affects perceptions of the pension system and its reforms. The growing inequalities within pension systems need to be addressed through policy changes that ensure fairer access to retirement savings and support for all workers, regardless of income level.

The analysis of socio-public media discourse also reveals a contrast in how the concept of "Pension" is evaluated: on one hand, it is seen as a system ensuring financial stability, and on the other, as a source of social tension.

In articles from sources like *The Guardian* and *The Telegraph*, binary oppositions often appear, such as *"decent pension – pension poverty", "worthy old age – poverty in old age", "financial stability – dependence", "work – rest", "youth – old age."* These oppositions highlight two contrasting strategies of evaluation: approval of the pension system as a necessary form of social support, and criticism of existing mechanisms that fail to ensure a decent standard of living for retirees, e.g.:

"While some enjoy a comfortable retirement due to well-funded pension savings, others are left to struggle with inadequate state pensions, facing a future of financial hardship." (*The Guardian*). *"For many older workers, the hope of enjoying a comfortable retirement is dashed by the reality of inadequate pensions and age discrimination in the workplace."*

"While some retirees are able to enjoy their golden years without financial worry, for many others, a lack of savings and low pension benefits means they are left struggling to make ends meet" (*The Telegraph*).

To intensify negative evaluations, emotionally charged expressions are often used in the articles, such as *"terrifying prospect", "poverty in old age",* and *"hopelessness"* aimed at creating a sense of concern in readers about the existing pension system. For example, in "*The Guardian"*:

"For many, the thought of retirement is accompanied by fear and anxiety, as they worry about their ability to support themselves in old age." This example conveys a strong emotional tone, emphasizing fear and anxiety about the future, which deepens the negative perception of the pension issue.

To intensify negative evaluations, emotionally charged expressions are often used in the articles. A qualitative content analysis of 250 media articles revealed that 94 articles (approximately 38%) included emotionally charged expressions such as "fear and anxiety," "misery and poverty, " "terrifying prospect," "poverty in old age," and "hopelessness," aimed at creating a sense of concern in readers about the existing pension system. These terms were most frequently found in opinion

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pieces and socio-political commentary. This frequency indicates that emotionally expressive language is a common feature of socio-public media discourse surrounding pensions in the UK, particularly in *The Guardian* and *The Telegraph*.

For example, in *The Guardian*:

"For many, the thought of retirement is accompanied by fear and anxiety, as they worry about their ability to support themselves in old age." This statement conveys a strong emotional tone, emphasizing fear and anxiety about the future, which deepens the negative perception of the pension issue. A similar tone can be observed in *The Telegraph*:

"Britain is barrelling towards penury in retirement as Generation X faces a shortfall in savings due to the collapse of defined benefit pensions." (The Telegraph)

Another emotionally charged evaluation appears in the same outlet:

"Raising the state pension age would be a kick in the teeth for millions and risks plunging older people into misery and poverty." (The Telegraph)

Likewise, in *BBC News*, the language used conveys a strong emotional appeal:

"One in five pensioners are now living in relative poverty, which is simply unacceptable in a modern welfare state." (BBC News)

These examples demonstrate how emotionally expressive language is used across respected media outlets to highlight public concern and dissatisfaction with the pension system. The analysis shows that emotionally charged language is not only present but relatively common, with 38% of the analyzed articles utilizing such expressions. This supports the notion that emotionally expressive language plays a significant role in shaping public perception of pensions in UK media.

DISCUSSION

The analysis reveals that the concept of "Pension" in British socio-public media discourse is closely tied to both positive and negative evaluations, shaped by various linguistic factors. By identifying key themes, it becomes clear that the concept of "Pension" is seen as a critical social institution closely linked to individual financial stability, the state's social responsibility, and broader issues like ageism and social inequality. These multifaceted themes shape public perceptions, which are reflected in the language used in media discourse.

A significant linguistic aspect of this discourse is how the concept of "Pension" is framed in relation to financial security. The portrayal of pensions as a reliable financial resource is often undermined by concerns over the inadequacy of the UK's pension system. Increasing life expectancy, combined with insufficient savings, highlights the uncertain financial future many retirees face. This negative evaluation, expressed through terms like "insufficient pension" or "financial burden," reflects a widespread belief that the pension system is an unreliable source of security. This finding aligns with P. Johnson's work on the shift from universal state pensions to private pension models, which has deepened social inequality [6]. However, this study goes beyond economic factors to examine the broader social consequences, including age discrimination and social justice issues, which are frequently discussed in the media and reflected in the language used.

The concept of "Pension" is also portrayed as a symbol of social dependency, with retirees often seen as relying on state benefits to survive. This linguistic description highlights concerns about the fairness of the system, as media discourse often focuses on government failures to provide adequate financial protection. The language surrounding pension reform, particularly phrases like "state dependency" or "welfare recipients," reinforces this negative perception. This view resonates with J. Ginn's [7] findings on gender inequality in the pension system, where women receive lower pension payouts due to factors such as the gender pay gap, career breaks, and differences in life expectancy. However, this study emphasizes the cultural and societal perceptions of aging and pensions, showing how these linguistic representations affect broader notions of social justice.

While negative evaluations of pensions dominate the socio-public media discourse surrounding financial security for retirees, a positive aspect also emerges. In some media discussions, retirement is presented as a time for personal growth and self-fulfillment, framing

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pensions as a "reward" for years of hard work. This more positive evaluation aligns with the ideas of Featherstone and Wernick [8], who argue that aging and pensions have been redefined as transitions into a phase of life where individuals can realize personal ambitions. The phrases used here, such as "opportunity for growth" or "new beginnings," contrasts sharply with the negative depictions of financial instability. However, this study also highlights the socio-economic context, emphasizing that personal growth in retirement is not always feasible, especially when financial instability prevails.

A key aspect of this research is the analysis of how language is used to shape public perceptions of pensions. Studies by Stubbs [10] have demonstrated how specific rhetorical strategies in media and political discourse create emotional responses. Terms like "retirement age," "pension benefits," or "welfare state" carry specific connotations and evoke different emotions. They either reinforce negative views of aging as a burden or positive associations with pensions as a well-earned rest. This study conducts a more in-depth cognitive and emotional analysis of how such language influences public perception. For example, the frequent use of terms like "retirement crisis" or "unsustainable system" elicits concern and anxiety, while more positive language frames pensions as a well-deserved reward.

When comparing these findings to studies in Russian linguistics, such as the work of Faronskaya, S. A. [13], differences in cultural perceptions emerge. This research focuses on the emotional and lexical verbalization of "Pension" in Russian culture, particularly the contrast between "past" and "present," and how this opposition shapes the public understanding of pensions. In contrast, this study employs cognitive-discursive, qualitative content, and cultural analysis to uncover not only the meaning structures but also the evaluative characteristics embedded in the language.

Thus, this research stands out for its comprehensive approach. It not only explores the economic and social dimensions of pensions but also highlights the crucial role of language in shaping public perceptions and societal attitudes. By analyzing how media rhetoric, linguistic choices, and evaluative language reinforce societal stereotypes and influence the public discourse on pensions, this study contributes to a deeper understanding of the cultural and social issues at play. The findings confirm that the perception of pensions in the UK is deeply intertwined with age discrimination, social injustice, and broader socio-cultural concerns, all of which will continue to shape future debates on pension reforms and the evolving role of retirement.

CONCLUSION

The study of the concept of "Pension" in British socio-public media discourse revealed that the perception of pensions in society is multifaceted and depends on various factors, including political issues, economic conditions, social changes, and cultural stereotypes. The concept of "Pension" in British culture represents not only financial support in old age but also a social phenomenon that influences social relationships, identity, and the social status of older people in the society.

The research established that pensions are perceived in British society through two main opposing paradigms: as a symbol of social security and as an indicator of vulnerability and social isolation. On one hand, pensions are seen as an essential element of the social safety net, enabling individuals to meet their basic needs in old age. On the other hand, in the context of economic instability and inadequate state pensions, this concept can be associated with poverty, dependence on social assistance, and age-related discrimination.

Many of the negative evaluations of the "Pension" concept is supported by significant issues, such as the inadequacy of state payouts, the increasing retirement age, and problems related to financial planning for retirement. At the same time, the concept of "Pension" in British culture also includes positive aspects, such as the opportunity for rest, self-realization, and achieving personal goals in later life, which contributes to the idealized image of old age as a time for travel and pursuing personal projects.

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Analyzing the concept of "Pension" through a cognitive-discursive analysis revealed key binary oppositions, such as *"youth age – old age", "work – rest", and "financial stability – dependence."* These oppositions highlight different views on aging and the role of pensions in the lives of individuals and society as a whole.

Through cultural analysis, it was found that perceptions of pensions in the UK are influenced by economic conditions and political decisions. The psychological aspect of the concept of "Pension" includes both the positive view of old age as a time for personal freedom and the anxieties associated with financial instability and social isolation. Indeed, these above mentioned factors are peculiar to any society.

The prospects for further research on the concept of "Pension" in British socio-public media discourse open up new avenues for deeper analysis. The reflection of the concept of "Pension" in mass media could be studied also from perspectives of leaning to left- or right-wing policy of a newspaper. Given global changes, such as population aging, rising unemployment among older people, migration policy and the development of private pension funds, it will be necessary to further explore the impact of these factors on the perception of the concept of "Pension."

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«Пенсия» концептін британдық әлеуметтік-қоғамдық медиадискурста когнитивті-дискурсивті талдау

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Әлеуметтік саясат пен зейнетақы жүйелеріндегі өзгерістер жағдайында британдық мәдениетте «зейнетақы» концептін зерттеу өзектілігі артуда. Зейнетақы әлеуметтік институт ретінде қарттық пен әлеуметтік әділеттілікке қатысты қоғамдық ұғымдарды қалыптастыруға әсер ететін экономикалық, әлеуметтік және мәдени факторлардың өзара байланысын көрсетеді. Бұл зерттеу британдық мәдениетте «зейнетақы» концептіне когнитивті-дискурсивті талдау жүргізіп, оның құрылымы мен бағалаушы сипаттамаларын анықтауды мақсат етеді. Зерттеу зейнетақы туралы түсініктерді қалыптастырудағы әртүрлі әлеуметтік және мәдени аспектілердің рөлін түсінуге бағытталған. Зерттеудің мақсаты «зейнетақы» концептін қаржылық, әлеуметтік және мәдени компоненттерді қамтитын көп қырлы категория ретінде талдап, осы концептпен байланысты бағалаушы сипаттамаларды британдық әлеуметтік-қоғамдық медиадискурста анықтау болып табылады. Зерттеу Ұлыбританиядағы зейнетақы туралы түсініктің тарихи контексін және қазіргі көзқарастарын қамтиды. Зерттеу әдістемесі когнитивті-дискурсивті талдауды және мәдени талдауды қамтиды, ол зейнетақының әртүрлі мәдени және әлеуметтік контекстердегі бейнесін зерттеуге бағытталған. Зерттеуде соңғы бес жылдағы британдық онлайн басылымдардан алынған мақалалар пайдаланылды. Зерттеу нәтижелері британдық мәдениетте зейнетақының қабылдануы көп қырлы әрі қайшылықта екенін көрсетеді, мұнда жеке бостандық пен өзін-өзі жүзеге асыру мүмкіндігі сияқты жағымды аспектілер және қаржылық қиындықтар мен әлеуметтік оқшаулану сияқты теріс қырлары бар. Бұндай қабылдау тек экономикалық және әлеуметтік факторларға ғана емес, сонымен қатар мәдени стереотиптерге де байланысты, бұл зейнетақының қоғамдағы әлеуметтік рөлінің күрделілігін көрсетеді.

Кілт сөздер: «зейнетақы» концептісі, когнитивті-дискурсивті талдау, британ мәдениеті, әлеуметтік қабылдау, зейнетақы жүйесі, әлеуметтік-қоғамдық медиадискурс, қарттық, әлеуметтік әділеттілік.

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Когнитивно-дискурсивный анализ концепта «пенсия» в британском социально-общественном медиадискурсе

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В условиях изменений социальной политики и пенсионных систем актуальность темы исследования концепта «пенсия» в британской культуре возрастает. Пенсия как социальный институт отражает соотношение экономических, социальных и культурных факторов, влияющих на общественные представления о старости и социальной справедливости. В рамках данного исследования осуществляется когнитивно-дискурсивный анализ концепта «пенсия» в британской культуре с целью выявления его структуры и оценочных характеристик. Исследование направлено на понимание того, как различные социальные и культурные аспекты формируют восприятие пенсии в обществе. Цель исследования заключается в анализе концепта «пенсия» как многогранной категории, включающей финансовые, социальные и культурные компоненты, а также выявлении оценочных характеристик, связанных с этим понятием в Британском социально-общественном медиадискурсе. Исследование охватывает как исторический контекст, так и современные подходы к пониманию пенсии в Великобритании. Методология исследования включает когнитивно-дискурсивный анализ, который позволяет выявить структуры значений, а также культурный анализ, фокусирующийся на изображении пенсии в разных культурных и социальных контекстах. В качестве источников использовались статьи из британских онлайн-изданий за последние пять лет. Результаты работы показывают, что восприятие пенсии в британской культуре многозначно и противоречиво, сочетая как положительные аспекты, такие как личная свобода и возможность самореализации, так и негативные, связанные с финансовыми трудностями и социальной изоляцией. Это восприятие определяется не только экономическими и социальными факторами, но и культурными стереотипами, что отражает сложность социальной роли пенсии в обществе.

Ключевые слова: концепт «пенсия», когнитивно-дискурсивный анализ, британская культура, социальное восприятие, пенсионная система, социально-общественный медиадискурс, старость, социальная справедливость.

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АЙМАҚТЫҚ САКРАЛЬДЫ ТОПОНИМИЯДАҒЫ НОМИНАЦИЯ ЖҮЙЕСІ ҰЛТТЫҚ КОД РЕТІНДЕ

Қандай да бір елдің, өңірдің ерекшелігін сипаттайтын киелі орындар өзінің рухани құндылығы негізінде мемлекет пен халықтың мәдени байлығы болып табылады. Әрбір халықтың санасындағы, ұлттық кодындағы киелі атаулар тіл тарихы қойнауындағы қазына ретінде бағаланады. Киелі жер-су атаулардың астарындағы ғажайып сырларды танып, этимологиясына, мән-мағынасына, тарихына ерекше көңіл бөлу арқылы халық мәдениетінен көп ақпарат аламыз. Ертедегі түркілерден бастап, олардың заңды жалғасы қазақ халқына дейін елді мекендердің, жер-су, тау, өзен, көл атауларына ат қоюда үлкен мән берілген. Негізі әр географиялық атауда халық тарихының, ұғым-нанымның дерегі үзілмей сақталып, ұрпақтан-ұрпаққа беріліп отырады. Топонимикалық жүйеде жер-су атауларын қоршаған ортаның өзіндік бедер-белгісіне ұқсастыра атау бар, сондай-ақ белгілі бір тарихи оқиғаларға, өмірдегі себептерге, тылсым құбылыстарға байланысты атаулар да көп беріледі. Қазақ халқы сан ғасырлар бойғы өмір тәжірибесінің негізінде өзінің