

Preface

The papers of four young Hungarian linguists published here review the core concepts of the frame-literature, first of all the concept “frame” but also other related concepts, like “framing effect”, “emphasis framing”, “equivalence framing” or “reframing”. The main goal of these articles is to demonstrate the descriptive potential of frame analysis as one of the current approaches in the analysis of very different public discourses like the Women’s March in the USA, Afro-pessimism, immigration in Colombia, or political cartoons of the Hungarian Parliament.

Lilla Petronella Szabó’s paper explores the question of framing on the basis of news articles about the Women’s March in the USA. On the basis of the analysis of lexical items her paper reveals that there is an equivalence frame based on the source domain WATER to the commonly used framing which is based on the source domain WAR.

Alexandra Béni deals with the topic of Afro-pessimism, and investigates Africa’s media representation in Hungarian online news. Her main aim is to combine three methods which seem to be suitable for the linguistic analysis of frames evoked by news articles about Africa in Hungarian online portals. Besides the methodological innovation, the main result of the study is that, contrary to common expectations, the media representation of Africa is not solely negative because “certain topics are framed explicitly positively” (191).

Lili Krisztina Katona-Kovács’s study is also based on a qualitative analysis of a corpus of news articles. Her aim is to identify the framing strategies, “such as the importance of nominational strategies, the presence or absence of figurative language, and the agency of the verbs used” (196) in the representation of Venezuelan immigrants in Colombian press articles. One of the interesting results is that, contrary to the initial expectations of the author, the framing of immigration is neutral or even positive in the Colombian press.

Finally, Ágnes Virág’s paper entitled “Metaphorical representations of the HUNGARIAN PARLIAMENT” in political cartoons (1989–1990) aims at identifying the recurring thematic frames and the most frequent metaphorical sources from 1989 and 1990, a historical period in Hungary when parliamentary democracy was born and the Hungarian Republic was proclaimed. The results of her comprehensive analysis confirm earlier analyses in the literature: the most frequently used source domains for POLITICS were FIGHT, SPORT, WAR and FIELD for PARLIAMENT.

With the publication of these studies of four young researchers *Argumentum* aims to contribute to the clarifying of framing concepts and to present current trends in the framing research in Hungary.

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