

Theory of Frames and its Educational Possibilities

Jan Huleja

Czech Language Departement

PhDr. Ladislav Janovec, Ph.D.

Abstract

The dissertation *Theory of Frames and its Educational Possibilities* consists of a theoretical, practical and didactic chapter. The theme of the first chapter is the Theory of Frames that includes a variety of concepts and theoretical views across different humanities and social disciplines that discuss how individuals, groups and societies perceive and organize reality and how they communicate about it. In the next part of the dissertation the application *Frames of Ostrava in the Czech Linguistic Picture of the World* demonstrates the potential of the Theory of Frames for cultural-linguistic and discourse analyzes. It analyses an extensive and representative sample of Czech language material (text, system and empirical language data) and attempts to reconstruct the Czech linguistic picture of Ostrava. We are focusing on what frames the picture of Ostrava is composed of, i. e. how it is predominantly portrayed by the users of the Czech language, how they narrate about it. At the same time our aim is to present Ostrava as a significant Czech cultural and social phenomenon evoked by such lexical units and structured by such conceptual means that are unmistakably "Ostravian" in the text of Czech culture. In the third part we focus on the contribution of the Theory of Frames for the subject of Czech language and literature and for the cross-curricular subject of Media Education. We believe that these two subjects are most closely linked to the Theory of Frames and enable the most natural use of its educational potential.

Key words

Theory of Frames, frame, framing, cognitive linguistics, linguistic picture of the world, Ostrava, Czech Language and Literature, Media Education