

## CONCEPTUALIZATION OF THE COMMERCIAL SPHERE BY THE ENGLISH-LANGUAGE FRAME TRADE

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### Summary

The article examines the features of the component structure and internal relationships in the English-language framework TRADE. According to M. Minsky, we understand the frame as a structure that represents stereotyped knowledge and expectations that allow the system to ensure internal consistency. In linguistics, this manifests itself in the fact that the meaning of a single word requires access to all the basic knowledge associated with that word. For example, understanding the word *sell* requires knowledge of the commercial transfer situation, which includes the seller, buyer, goods, money, and their relationships. In this sense, it is the perspective that is important: from the buyer's point of view, the trading process is a purchase, while from the seller's point of view, it is a sale. The article analyzes the possibilities of applying different perspectives to reveal the internal structure of the TRADE frame and the relational arcs between its components. The formation of the frame occurs due to the combination of propositions that determine the relationship between its components. A proposition as a basic structure of knowledge representation has a logical subject (the target concept) and a logical predicate (a feature attributed to the subject). The construction of propositions within the frame is carried out through the functioning of the basic propositional frames, which enable the coherence of its cognitive content.

**Key words:** basic frame, domain, proposition, relational arc, scheme of action.

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### 1. Introduction

The sphere of trade is an important element of human society, which is reflected in the mind in the form of a corresponding frame. A frame is one of the ways of organizing human experience and knowledge about the surrounding world and it has its own structure. Today, in cognitive linguistics, there is a considerable number of works devoted to the problem of defining the frame (*Minsky, 1977; Fillmore, 1982; Barsalou, 1992*) and the study of connections in its internal structure (*Cienki, 2012; Novosadska, 2018*). Despite the significant interest in the problem of researching the mechanisms and principles of knowledge structuring, the problem of highlighting the structure of the TRADE frame and its internal connections is not sufficiently covered in modern linguistics. Considering the importance of the referent in extralingual reality, this problem is quite relevant for modern linguistics. The purpose of the study is to determine the features of the component structure and internal relationships in the English-language TRADE framework. Following the set goal, it is necessary to perform the following tasks:

- define the components of the TRADE frame structure;
- establish the peculiarities of the formation of relational arcs in its content;

– identify the list of basic frames that form the basis of its awareness in the modern conceptual picture of the world.

The object of research is the English-language frame TRADE, and its structural and systemic connections are the subject of the paper.

The research methodology provided for a certain algorithm for the application of linguistic methods: methods of definitional and compositional analysis – for establishing frame components; methods of semantic and cognitive analysis – to establish its cognitive features; the method of contextual analysis – to identify the actualization of its relational arcs; the method of propositional analysis and the method of analysis of basic frames – to identify relationships in its internal structure.

## 2. Frame model of experience conceptualization

The human conceptosphere is an element of an all-encompassing information continuum – the noosphere, which reflects the unity of the human mind and the universe. According to scientists, the conceptosphere as a whole “exists in the form of a general cognitive and semantic continuum, which is dissolved in the languages of the world. The noospheric level as an organizing and unifying force of planetary human consciousness is basic for cognitive activity and conceptualization of the world; cognitive-semantic continuum, in turn, is a source of language activity, a latent standard of such activity and a real treasury of general mental meanings of the Universe” (*Manakin, 2016: 233*). Such an opinion indicates that all knowledge can be presented in the form of information packages, interconnected with each other, while the understanding of one portion of information is possible only in relation to another.

This statement stems from the theory of frames, the provisions of which should be discussed in more detail, since this theory allows describing the features of categorization and structuring of knowledge and grouping of information, which is one of the important directions of modern cognitology. Frames, in this sense, play an important role in how a person perceives, remembers and reflects on his experience, forms assumptions about the preconditions and possible concomitant events of his experience, and even about how his own life experience can or should be used (*Novosadska, 2018: 38*). The term “frame” was first proposed by M. Minsky, by which he understood a structure representing stereotyped knowledge and expectations that allowed the system to ensure internal consistency (*Minsky, 1975: 220*). The use of the term “frame” is justified by the fact that the scientist metaphorically associated a certain information structure, which consists of a certain number of interconnected nodes, with a film frame (*Novosadska, 2018: 38*).

The transition of the term “frame” into the field of cognitive linguistics is mainly due to the works of Ch. Fillmore (*Fillmore, 1982; Fillmore, 1997*), who extrapolated the idea of the existence of certain syntactic collocational frames to the field of semantics, concluding that the meaning of a word has an encyclopedic nature. According to the scientist, understanding the meaning of a single word requires access to all basic knowledge related to this word (*Cienki, 2010: 171*). For example, understanding the word sell requires knowledge of the commercial transfer situation, which includes the seller, buyer, goods, money and their relationships. Moreover, it is the perspective that is important: from the point of view of the buyer the trading process acts as a purchase, while from the seller’s point of view it is a sale. So, the frame acts as a structure that provides a representation of a certain conceptual object in accordance with the chosen perspective.

Thus, the frame can be graphically depicted as a network of nodes and connections that bind them (*Minsky, 1975: 212*). The frame has a two-level nature. The first level of the frame consists of certain top nodes or conceptual domains, each of which includes terminal nodes – slots, which are filled with certain attributes characterizing the relevant sphere (*Khomenska, 2014: 173*). Domains, thus, are a certain encyclopedic background against which frame attribute slots are actualized, which can usually be presented in the form of separate concepts, objectified by the semantics of the corresponding language units.

It is worth noting that, unlike the matrix model of knowledge representation, the essence of which is reduced to the formation of a list of certain features characteristic of a separate concept, or to a list of separate concepts included in a more schematic macroconcept, the frame model pays great attention to the relationship of “interactivity” between individual slots. That is, the slots of the frame are united by certain relational arcs and permeated with propositions (*Scragg, 1976: 106*). Thus, the nodes in the frame are “intelligent” (*Tyler, 1978*) and each of them carries information not only about the attribute features of the slot, but also about its place in the general network of the frame.

As M. Minsky notes, a frame is similar to a framework or a form with empty cells that must be filled with information. Slots act as such information filling (*Minsky, 1988: 106*), which are often actualized in common contexts (*Barsalou, 1992: 35*).

The formation of the frame occurs due to the combination of propositions that determine the relationship between its components. A proposition as a basic structure of knowledge representation has a logical subject (the target concept) and a logical predicate (a feature attributed to the subject). An argument is an invariable element of a proposition, while a variable element is a function that both the subject and its predicate can perform (*Zhabotynska, 1997: 258*). Frames structure and reflect a certain part of human experience through the meaning of linguistic units, and their study is the key to understanding the mechanisms of categorization and conceptualization of verbalized fragments of the conceptosphere.

The frame model of knowledge representation indicates certain features of the conceptual system as a whole (*Fillmore, 1968; Veremchuk, 2023*):

1. Objectification of concepts is possible only relative to a certain cognitive frame of reference, the function of which is performed by the frame. The disappearance of the frame leads either to the objectification of the concept relative to another frame, or to the disappearance of the concept itself, since the latter cannot exist outside of any frame.

2. The objectification of the concept relative to the frame is related to the perspective, for example, the tokens buy and sell objectify the same TRADE concept from different perspectives: buy – from the perspective of the buyer, while sell – from the perspective of the seller.

3. Frames determine the connotative color of lexical units: sell – positive connotation, peddle – negative.

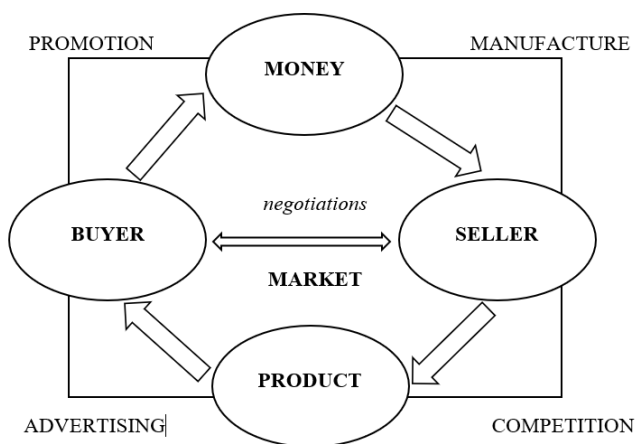
So, a frame is a complex information network that structures human experience according to smaller mental formations – concepts, and shows their interrelationship, as the content of one concept is objectified relative to another.

### 3. Components of the English-language TRADE frame

The English-language trade sphere is a complex socio-economic phenomenon, the awareness of which is imprinted in the picture of the world and reflected in the language.

The difference between the TRADE concept and the TRADE frame is that the first one is considered as a hierarchically organized structure, at the top of which there are conceptual domains, which consist of conceptual parcels, filled with micro-concepts, each of which actualizes certain cognitive differential features. A set of cognitive features forms the cognitive content of the TRADE concept, which can be presented in the form of a conceptual matrix.

TRADE frame certainly has the same features as the concept of the same name, since it is essentially the same mental construct, but its key difference is that it foregrounds the relations that are formed between its constituents, and the palette of these relations is wider for the relation of entry and intersection, as is characteristic of the concept. That is, the TRADE frame is a mental construct that consists of separate elements – conceptual domains and relations between them that permeate it. Each of the domains contains terminals – mandatory integral elements, and slots, which are variable components. Schematic representation of the TRADE frame is presented in Figure 1.



**Fig. 1. Structure of the TRADE frame**

During the lexical-semantic analysis of lexicographic sources (*Cambridge Dictionary; Longman Dictionary; Oxford Dictionary*) and contextual and linguistic cognitive analysis of English language corpora (*Sketch Engine; English Corpora*) it was found that the TRADE frame covers four main domains: BUYER, SELLER, PRODUCT and MONEY, and one schematic that unites them – MARKET. In the diagram, the MARKET domain includes the key domains of the frame not completely, but partially, which is due to the fact that all domains belong to it during the implementation of trading scenarios, but outside of them they may not be part of it. For example, the domains BUYER and SELLER are of course included in the framework domain MARKET in the context of conducting sales transactions, however, being physical and legal entities, they can both leave the market due to certain subjective or economic reasons and remain outside it for some time without entering trade relations. A PRODUCT domain is included in the MARKET only when it is offered for sale by the seller, but after purchase or as a result of its withdrawal from sale and simply stored on shelves, it is not a component of the market. This also applies to the MONEY domain, which is included in the analyzed frame as a means of payment, but remains outside it when it is stored, for example, in a deposit or in a safe.

MARKET domain has the status of a framework, because it is within its limits that the relationships between the other four main domains are implemented. As mentioned, each of these domains has terminals and slots.

The BUYER domain terminals are “Individual Buyers” and “Business buyers”, while the slots include a significant number of types of buyers.

Terminals of the SELLER domain are “Individual seller” and “Business seller”, and their slots include varieties of sellers.

The terminals of the PRODUCT domain are “Goods” and “Services”, “Valuable papers” and “Property” and their slots include hyponyms of these categories.

Terminals of the MONEY domain are “Fiat money”, “Cryptocurrency”, and “Commodity money” while their slots include different varieties of money.

Having determined the component composition of the TRADE frame, we will proceed to the characterization of its internal relations.

#### 4. The relationship between the components of the English-language TRADE frame

The contextual actualization of the TRADE frame is always partial, in other words, not the entire frame is actualized, but some part of it, since the corresponding syntactic propositions actualize only certain terminals and only some slots characteristic of a certain situation.

The MARKET schematic domain encompasses the above domains and unites them with relational arcs that can be considered as cognitive scenarios, the central one of which is “trade negotiations”. Terminal nodes of the MARKET schematic domain are MANUFACTURE, COMPETITION, PROMOTION and ADVERTISING.

Let’s analyze in more detail the relationship between the key domains of the frame and their relationship through its terminal nodes. The research material was resources devoted to the problems of doing business, business negotiations and the preparation and conclusion of trade agreements (*Preston; Praveen; Harvard Business; How to negotiate*).

Within the analyzed frame, we identified the following relational arcs that connect the main domains, passing through the terminal nodes of the MARKET schematic domain: BUYER – PRODUCT, SELLER – PRODUCT and BUYER – SELLER. Each of the relational arcs includes a set of scenarios. In turn, each scenario at the conceptualization level is objectified within the basic frames – subject, identification, action, possessive and comparative, which are described in detail in (*Zhabotynska, 2020*). Each of the basic frames includes a number of schemas that are used to conceptualize information.

The relational arc BUYER – PRODUCT reflects the relationship between the buyer and the product to be purchased and is represented by a script with the corresponding elements: “Recognizing a need or want”, “Information search”, “Evaluation of alternatives”, “Decision – making”.

Stage 1 “Recognizing a need or want” at the level of consciousness is conceptualized predominantly within the action, identification and subject basic frames:

The action frame is represented by a state scheme that expresses the need and a causation scheme that justifies it. For example,

A) state scheme: *They want to purchase the remaining shares.*

B) causation scheme: *I need a new laptop because my old one is slow and keeps crashing.*

*My phone screen is cracked, so I should find a reliable repair service (Sketch Engine).*

A) characterization scheme: ***The kitchen appliances, that we bought 10 years ago are outdated; we should look into getting new ones*** (English Corpora).

In the presented context, the specification of the product that needs to be replaced undergoes objectification.

B) classification scheme: ***The cross-over share is 90 %, of the market which signals that the emphasis should be put on this type as they are what the consumer needs now*** (English Corpora).

In this context, the crossover is distinguished as a class of cars according to the generally accepted classification.

The subject frame conceptualizes the need for the product in quantitative and qualitative schemes.

A) quantitative scheme: ***We will need to buy 1320 shares to get the control package of shares*** (Preston).

B) qualitative scheme: ***The sunscreen based on natural components has an overwhelming effect. I should try it out*** (Preston).

Stage 2 “Information search” is conceptualized by means of action, subject and identification frames.

The most relevant for this stage in the action frame is the scheme of action, in particular, the search and systematization of information about the product.

***Browsing online for reviews and ratings of different restaurants before deciding where to make a reservation is a sensible thing to do.***

***Try exploring different vacation destinations and comparing hotel prices, amenities, and nearby attractions*** (Praveen).

In the subject frame at this stage, a qualifying scheme is most often used, which conceptualizes the result of the search for information, expressing the qualities of the product.

***The exceptional Samsung Galaxy Z series includes the revolutionary Galaxy Z Fold5 and Galaxy Z Flip5, Samsung's innovative foldable phones with their revolutionary folding glass screens*** (What are the different series).

In the identification frame, the characterization scheme is relevant, that is, the naming of representatives of a certain class, for example:

***This line of foldable Samsung smartphones includes Galaxy Z Flip LTE, Galaxy Z Flip3, Galaxy Z Flip4, Galaxy Z Fold3 and Galaxy Z Fold4*** (Types of galaxy devices).

Stage 3 “Evaluation of alternatives” is conceptualized within the actional, subject and comparative basic frames.

Having analyzed 50 relevant contexts, we must state that action and state schemes are the most frequent ones.

A) Scheme of action includes verbs whose semantics include the meaning “check”, and “assess”:

***Having tested multiple brands of running shoes and compared their comfort, durability, and price before making a decision, I've come to the conclusion that Nike is the best*** (Sketch Engine).

***I'm considering different streaming services based on their content libraries, subscription plans, and device compatibility.***

B) Scheme of state is verbalized by lexemes denoting a certain state or its change:

***I would advise you to buy a machine that remains powerful and efficient for 2–3 years to come*** (Tom's guide).

The subject frame is mainly implemented within the framework of the qualification scheme:

*Puma and Nike made **high top cross country spikes** but the shoes seem that be discontinued (English Corpora).*

The comparative frame is based on the identity frame, which expands to include another predicate, which acts as a background for conceptualizing the former. It is implemented within the schemes of identity and similarity.

A) The scheme of similarity is represented by constructions that contrast or compare predicates:

*For example, because it has an abundance of maple trees, Canada can produce maple syrup **at a very low opportunity cost in relation to avocados**, a fruit for which its climate is **less suited**. Mexico, on the **other hand**, with its ample sunshine and warm climate, can grow avocados **at a much lower opportunity cost in terms of maple syrup given up than Canada**" (Khan Academy).*

*For example, extracting oil in Saudi Arabia **is pretty much just a matter of "drilling a hole"**. Producing oil in other countries can require **considerable exploration and costly technologies** for drilling and extraction—if they have any oil at all (Libre Texts).*

B) The scheme of identity expresses the result of a comparison, in which the predicates have the same properties or quantitative parameters.

*Since the euro and dollar have the same market price, their parity makes them equally interesting for potential investors (English Corpora).*

Stage 4 "Decision-making" is conceptualized using the scheme of action and the scheme of causation of the action frame.

A) The actants of the scheme of action are the subject, which is connected to the predicate by verbs that express volition (*choose, decide, finalize, select, make up one's mind* etc.):

*Therefore, I've **made up my mind to buy** a share of bitcoin to follow the evolution of the cryptocurrency (Sketch Engine).*

*I've **chosen to get** a Maine Coon cat (English Corpora).*

In summary, the BUYER – PRODUCT relational arc is represented by a scenario that includes four steps, each of which is expressed at the language level by syntactic propositions based on basic cognitive frames, the main ones of which include action (schemes of action, state, and causation), identification (schemes of classification and characterization), subject (quantitative and qualitative schemes) and comparative (schemes of similarity and identity) frames.

The SELLER – PRODUCT relational arc is represented by a scenario that includes the following elements: "Product Development", "Production and Manufacturing", "Marketing and Promotion", "Sales and Distribution". Let's consider each of these stages of the specified scenario.

Stage 1 "Product Development" at the linguistic level is verbalized by syntactic propositions that belong to subject, identification and action frames.

The subject frame is used to express the necessary characteristics of the future product, which are established on the basis of market research and demand. It is implemented within the framework of qualitative and quantitative schemes:

A) Qualitative scheme:

*Our **new software integrates advanced AI algorithms** for real – time data analysis (Apple).*

B) The quantitative scheme at this stage is usually combined with a comparative frame:

*Our new M3 processor boasts a 20% increase in processing speed compared that previous versions (Apple).*

The identification frame with a characterization scheme outlines the place of the future product among its direct competitors:

*Our upgraded smartphone camera outperforms competitors with the **sharpest** image quality (Apple).*

*It will be **the most innovative** and user-friendly mobile app on the market (English Corpora).*

The action frame is represented by the scheme of action and causation:

A) The scheme of action is expressed by verbs, the semantics of which express research and design:

*First, we **conduct** market research that **identify** customer needs. Next, we **design** the product prototype (The best way to do market research).*

B) The scheme of causation justifies the reasons for choosing such properties of the future product.

*We've designed it to fit all the seasons and temperatures **because** we want to offer our customers unparalleled autonomy and satisfaction of their wanderlust (Bruder).*

Stage 2 "Production and Manufacturing" at the linguistic level is verbalized by syntactic sentences that belong to subject, identification and action frames.

The subject frame expresses the necessary characteristics of the future product, which are established on the basis of market research and demand. In it, we distinguish the qualification and quantitative schemes:

A) the qualification scheme verbalizes the qualities of the product production process:

*We adhere to stringent quality control measures to ensure product excellence (English Corpora).*

B) the quantitative scheme details its amount:

*Our production capacity is **10,000** units per month (English Corpora).*

The action frame is represented by an action scheme that involves a number of actants :  
temporal: *Our production **cycle spans three weeks** from raw materials to finished products (English Corpora).*

spatial: *Our product is manufactured in **a strategic industrial zone** for easy access to transportation (English Corpora).*

The characterization scheme of the identification frame outlines the features that distinguish the product on the market. At the same time, this frame involves the comparative constructions of the comparative frame.

*Our automated production line reduces production time **by 30% compared to manual processes** (English Corpora).*

Stage 3 "Marketing and Promotion" at the language level is verbalized by syntactical sentences that belong to subject, identification, comparative and action frames.

The subject frame is represented by quantitative and qualitative schemes:

A) qualitative scheme:

*Our new smartphone offers **a high-resolution display, long battery life, and advanced camera technology** (Samsung).*

B) The quantitative scheme is used in constructions with an imperative mood:

*Buy **one**, get **one** free (English Corpora).*

The identification frame is represented by classification and characterization schemes:



A) Classification scheme: *Introducing our new line of **organic** skincare products is an important landmark for the whole industry (English Corpora).*

B) Characterization scheme (often includes the highest degree of comparison of adjectives):

*X is the **fastest** -growing social media platform with over 1 billion active users (English Corpora).*

The comparative base frame is represented by a scheme of similarity, which actually at this stage performs a contrasting role, that is, it shows the difference of the target product from competitors:

*Our detergent cleans **30% more stains** than leading brands.*

*Lose up to **10 pounds in 30 days** with our fitness program (English Corpora).*

The action frame is represented by schemes of action and causation, which, depending on the chosen marketing strategy, undergo certain changes and expand with the involvement of additional actants: conditional, temporal, locative:

A) Scheme of action:

– conditional actant: ***Get a free trial of our software and see how it streamlines your workflow (English Corpora).***

– temporal actant: ***Hurry! Sale ends this weekend (English Corpora).***

– locative actant: ***Find our products in stores nationwide (English Corpora).***

*Our products are available **worldwide**, contact the closest dealership to you, to find more information (Bruder).*

B) The scheme of causation is aimed at expressing the reason why the buyer should think about purchasing the offered product :

***Being an icon among the off-road trailers** it's definitely worth your attention (Bruder).*

Stage 4 “Sales and distribution” at the linguistic level is verbalized by syntactic sentences that belong action (action and state schemes) and objective (quantitative and qualitative schemes) frames.

The scheme of action in the action frame is represented by verbs that belong to the core of the nominative field of the TRADE concept, which was described in the previous section, they include *buy, sell, export, import, move*, etc. For example:

*First, leads are **generated** through marketing efforts. Next, sales representatives **engage** with prospects.*

*The agricultural sector **exports** fruits and vegetables to neighboring countries.*

*To **move** goods or products from one place to another, often involving shipping, logistics, or transportation services (English Corpora).*

The causative scheme details the cause-and-effect relationship:

***Effective sales training leads to** improved conversion rates and sales performance.*

***If customer satisfaction is high, it leads to repeat** purchases and referrals (English Corpora).*

The qualitative scheme of the subject frame expresses the qualitative indicators of sales: *Experience personalized customer service and tailored solutions with our sales team enabled to achieve **outstanding** results in sales (English Corpora).*

The quantitative scheme expresses the quantitative parameters of sales.

*Our sales team **achieved a 20% increase** in revenue compared to last quarter (English Corpora).*

Relational arc BUYER – SELLER is bidirectional and acts as a cognitive scenario “Negotiations” that conceptualizes business negotiations between parties. This scenario is

the third in the chain: SELLER – PRODUCT; BUYER – PRODUCT, BUYER – SELLER. The first relational arc SELER PRODUCT conceptualizes the design and manufacture of the product, and its entry into the market. The second relational arc BUYER – PRODUCT conceptualizes the result of the buyer’s search for the necessary product, after realizing his own need for it, as well as the effect of marketing strategies and advertising on the part of the seller. Direct relations between the buyer and the seller within the relational arc BUYER – SELLER arise when the buyer decides to purchase the product and the negotiation process begins. Of course, depending on the product and the positions of the buyer and the seller, negotiations can be reduced only to finding out the price, which is followed by the actual purchase. However, let’s try to analyze all stages of negotiations from the point of view of the basic frames used for their conceptualization. The analysis of the texts of the negotiations and resources dedicated to the advice of their conduct made it possible to distinguish the following stages: “Building report”, “Stating positions/proposals”, “Clarifying”, “Disagreeing”, “Agreeing”, “Concluding”.

Stage 1. “Building rapport” is verbalized by interrogative sentences formed within the action frame, in particular state and action schemes. The answer to these questions are clichéd phrases formed by the same sentences:

A) State scheme: *How **are** you doing? Is it your first time here? How do you like the weather? – I **am** fine, All is OK (English Corpora).*

B) Scheme of action: *How did you **get** here? – I **took** a night flight (English Corpora).*

Stage 2 “Stating positions/proposals” is verbalized mainly by action and subject frames.

The subject frame is represented by qualifying and quantitative schemes:

A) The qualification scheme expresses the qualities that are put forward to the product or the agreement as a whole (delivery conditions, etc.): *What we are looking for is a more **flexible** delivery schedule.*

*Our main concern is the **quality** of the products being supplied (Useful expressions).*

B) The qualitative scheme indicates the volume of the agreement: *We can supply **10,000** units each month.*

The action frame is represented by the scheme of action, in the center of which there are verbs with the semantics of providing offers: *provide, put forward, give, present, extend, suggest, recommend, propose, advance, tender.*

*Please consider our offer for the wholesale volume.*

*We’d like that **propose** a new one payment plan (Useful expressions).*

Stage 3 “Clarifying” at the language level is represented by interrogative sentences made within the framework of an action frame with an action scheme, in the center of which we find such verbal units as: *sure, here are some verbs that are usually used for clarifying: explain, define, interpret, resolve, simplify, elucidate, illuminate, analyze, elaborate, spell out, for example:*

*Could you please **clarify** what you mean by...?*

*I’m not sure I understand your point. Could you **elaborate**? (62 Business English Negotiation Phrases).*

Stage 4 “Disagreeing” at the level of expression is represented by contrastive and concessive syntactical propositions built within an action frame with action and state schemes. The most frequent verbs include: *contradict, challenge, oppose, argue, dissent, differ, protest, resist, for example*

*I **understand** where you’re coming from, **however** ,... ”*

*I **can’t** quite **agree** with you on that.*

*I’m **afraid** we **have** some **reservations** on that point.*

*I'm afraid I had something different in mind* (62 Business English Negotiation Phrases).

Stage 5 “Agreeing” is expressed by an action frame with action and state schemes. Among the most frequent verbs, the following units are used: *agree, consent, accede, assent, concur, approve, accept, acquiesce*.

So, the listed stages are elements of the scenario, which is the basis of the functional implementation and contextual actualization of the TRADE frame in the English language.

## 5. Conclusions

Basic frames and their schemes of conceptualization do not exist separately from each other, but on the contrary, they are combined and interrelated, and within the limits of one syntactic proposal, we often observe the presence of several frames and schemes that conceptualize such a fragment of reality as TRADE. To illustrate the presented conclusion, let's turn to the context:

*It is necessary that the delivery of all 150 Bruder's pre-ordered EXP-6 finished units should be as soon as possible, since the deadline will expire in ten days (Bruder).*

The state scheme of the action frame expresses the state of necessity (*it is necessary*), the scheme of action – the corresponding action (*will expire*), quantitative and qualitative schemes of the subject frame express quantitative and qualitative parameters (all 1500 finished units), the ownership scheme of the possessive frame expresses belonging (*Bruder's*), the characterization and classification schemes of the identification frame categorize and classify the goods respectively (*EXP-6 and pre-ordered*). The identification of the base frames for specific relational arcs in the intra-domain structure was carried out by generalization method, that is, the most relevant base frame schemes relevant for a certain stage of each individual scenario were determined, while this does not exclude the possibility of using other base frames and schemes in them.

The prospect of further research is to establish the features of the matrix model of the English-language TRADE concept organization.

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