

LINGUISTICS
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Political media discourse plays the role of a regulator of content sharing in the common information space. Linguocultural discourse analysis of contemporary politics confirms that the pace and effectiveness of political transformations depend on the development of public discourse. The paper is devoted to the investigation of the linguacultural concepts “agenda setting” and “priming”. The author examines the cognitive political devices in “agenda setting” and “verbal priming”. These components have a lot of attributes containing cognitive element such as information that describes characteristics of these objects. The agenda-setting tradition and verbal priming provide considerable insights into crucial aspects of the political development and the functioning of political system more generally.

Key words: linguocultural concepts, agenda-setting theory, priming, verbal priming, cognitive aspect, political discourse.

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