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## **Representation of cooking in the British media discourse: Cognitive and pragmatic aspects**

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### **Abstract**

The present paper is devoted to the problem of cooking representation in the British media discourse. The author analyses social and linguistic factors of cooking representation in the media discourse, e.g. the social aspects of such representation (interaction between various spheres of human activities) as well as peculiarities of the linguistic forms of cooking representation. Particular attention is paid to the cognitive aspects of cooking representation: the author analyses the realization of a specific cognitive model within the media discourse. The author also studies the cognitive model components, which are foregrounded in the media texts, and the linguistic means used for this purpose. The reasons for this process are also investigated. The connection between the realization of the cognitive model and the journalist's pragmatic goal is also studied in the paper. The author comes to a conclusion that underlining some of the cognitive model's components is determined by the journalist's pragmatic goal to represent food and cooking as significant object and activity that play an important role in the social, cultural and even political life and are able to unite various people and fields of activity, e.g. food and cooking are contrasted with two other important activities—diplomacy and entertainment and at the same time are represented as means for connecting these spheres. This way food and cooking are given specific attention in the media.

**Keywords:** *discourse studies, media studies, British media discourse, representation of cooking, cognitive model, pragmatic goal*