Citation information. in esse: English Studies in Albania. Volume 7, Issue 1, Page 7-27. ISSN 2078 – 7413.

## On text coherence via frame-based and stereotype-based presuppositions

Hranush TOVMASYAN, Yerevan Brusov State University of Languages and Social Sciences, Armenia

## anushtovmasyan@yahoo.com

## Abstract

The article is an attempt to shed light on one of the most interesting issues on the crossroads of psycholinguistics, pragmatics and cognitive linguistics, that is, frame- and stereotype-based semantics and frame- and stereotype-based presuppositions as text coherence means. The findings of the article allow of the following statement: the text is implicitly structured via complex mental structures—frames and stereotypes—by virtue of their hierarchic, presuppositional structure. The appearance of a frame or a stereotype in the discourse implicitly introduces pieces of information—presuppositions—from its information slots. The presuppositions, structured in the slots of the frame and stereotype, create predictable associations of words and word-combinations on the surface structure of the text, thus securing its coherence.

**Keywords:** frame, frame-based presuppositions, stereotype-based presuppositions, text coherence, linguistic picture of the world, presupposition base, consciousness, speaking individual, reflect