The concept of strategic framing, is now commonly used in management-related fields and involves deliberately influencing and shaping work algorithms with audiences, teams and other social groups [2; 3; 5; 1]. Strategic framing enables media professionals to deliver messages more effectively by adjusting attribute intensity based on audience analysis. To create emphasis and elicit a favourable response, the representation of reality is broken down into salient and visible components [4]. In this context, framing is comparable to the theory of gatekeeping — and is particularly sought after in the fields of advertising and politics. In essence, the framing approach controls the degree of openness or closure of media.

This paper presents the research results of a search character and proposes the principles on which the algorithm for searching for the frame 'new knowledge' in the paratext of popular science media will be developed. In the course of the study, eight groups of attributes were identified, among which were the following:

1. The lexicon of the frame "new knowledge";
2. Adjectives in the comparative and superlative forms of expression;
3. Adverbs;
4. The 'not' particle;
5. Verb forms with the meaning of proceduralisation;
6. Numerals;
7. Conjunctions;
8. Prepositions & Conjunctions.

The lexicon of the frame serves as a search criterion for the potential algorithm and aids in the identification of action agents, such as *scientists*. It is the primary element of the search because it contains the term 'new', which was included in the list of words forming the frame.

The vocabulary is designed to help the reader to quickly identify the new and innovative aspects of the knowledge presented. The presence of the marked feature in the media indicates the volume of word play that is typically not machine-processed, allowing us to gauge the communicative distance of the authors and the risk of objectionable reactions resulting from journalistic exaggeration.

Including comparative and superlative adjectives serves to report changes and updates in information about the subject's condition. However, the calculations in the graph show that this feature is rarely used in the total set of criteria, suggesting that the broadcast message may not be very clickable. When analysing the data, it is recommended to create a gradation of the quantitative results: the percentage characterising the parameter measures the degree of potential communicative failure caused by overusing superlatives.

The adverbs in the sample can be correlated with adjectives and prepositions/conjunctions, because the adverb group contains an element of compound comparison and reflects processivity. However, this criterion also determines the quality of the audience and its demands on the popular science media message, in contrast to the latter group, where the intended lexicon is initially narrower.

The use of the particle 'not' in this selection encompasses a variety of morphological categories, including conjunctions such as *'not only, but also'*. By manually analysing the text, we identified morphological variations that ended up representing a new element without nominalisation, but with negation of other notions. This method allows the discovery of new information based on the principle of negation, intrinsic to scientific knowledge as it updates and corrects itself.

The algorithmisation of verb forms is particularly challenging. Verb forms require a set of morphemes (interfixes) that can fully encompass the semantic meaning of the colloquial form of verbs, such as the verb *выискать* (*'to search')*. Despite this difficulty, verbs can convey both actionality and cliché. Hence, messages containing the forms *'to find'*, *'to study'* and *'to prove'*, which are specific to the "new knowledge" frame, may be ignored by the audience as potentially uninteresting.

This numerals typically represents the results of a scientific activity and is therefore included in the list of attributes. In spite of the abundance of data and the possibility that it may become outdated, this attribute contributes to the acceptance of new information by the audience [6].

In this case, conjunctions represent the opposition of old and new knowledge. The study shows that most of the conjunctions contain a concession or negation, but additional approaches are needed for popular science media. The thesis currently unifies the feature by communicating its typical morphological meaning.

Prepositions are semantically characteristic of processuality. In our case, words such as *в течение* (*'during'*) and *в продолжение* ('*continuing*') can be highlighted as a separate category. Thus, we can identify messages that accurately reflect scientific activities, e.g. research as such, the verification of results and the subsequent control of the importance of the information.

Framing techniques are used to structure the paratextual component. The frequency and dominance of each technique can determine the strategy of the publication and its relationship with the audience. Note that the frequency of occurrence of a technique indicates the readiness of the recipient. Reproducibility of marked features remains the most challenging aspect. While algorithms can be trained to identify specific morphological, syntactic or grammatical features, context remains a significant obstacle. Given the variability of topics and types of popular science media, no universal list of criteria for content retrieval and creation is currently possible.

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