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**MASTER'S THESIS**  
on the topic of  
**KEY CONCEPTS OF "TIME"**  
**BUSINESS ARTICLES**

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**Assignment**

To the master's thesis of the student: Ulnerova Anastasia

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2. The date of the thesis final version submission: 11th June, 2025

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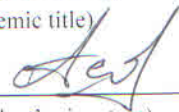
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## ABSTRACT

The thesis is comprised of 60 pages, 1 table, 75 references and includes introduction, chapter 1, chapter 2, conclusion.

### CONCEPT, CONCEPTOSPHERE, CONCEPT AS A LINGUISTIC PHENOMENON. LINGUOCULTUROLOGY

The thesis deals with key concepts of the "Time" magazine business articles.

The purpose of the master's work is to identify and analyze the key concepts of business articles in TIME magazine, which form the business picture of the world of the English-speaking community.

The main research methods are: method of description, generalization and systematization, keyword search method, continuous sampling method, contextual analysis, information analysis and synthesis, interpretative method.

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## INTRODUCTION

In the context of globalization and digital transformation, understanding the key concepts of the business picture of the world requires more than economic knowledge – it demands a nuanced awareness of linguistic practices and intercultural communication. As international business increasingly involves complex interactions between culturally diverse stakeholders, language becomes both a medium of exchange and a powerful tool for shaping relationships, negotiating meaning, and building trust. A deep understanding of the business picture of the world is essential not only for effective interaction, but also for ethical, sustainable, and globally responsible business practice.

**The relevance of the work** lies in the fact that communicative, linguistic and cultural competence is necessary for correct and successful intercultural communication. Therefore, the problem of studying the key concepts of the national business picture of the world seems important, in particular, in relation to this work - the business pictures of the world of the English-speaking community. The business picture of the world of the English-speaking community, fragments of which are presented in the publications of TIME magazine, reflects not only achievements in the field of business, but also the attitude of society to these achievements

Our **hypothesis** is that the key concepts of business discourse objectified in business-related articles in TIME magazine reflect not only the most important problems of the American business community, but also the problems that the entire linguistic and cultural community inevitably faces. Since today the sphere of economics and business is leading in the development of the country, it is important to understand which key concepts determine the vectors of development of another community today, which fragments of the worldview of the American community, objectified in language, should be studied by specialists in linguistics.

**Approbation.** The thesis key points were presented at the conferences "The day of AmSU Sciences 2024", "The day of AmSU Sciences 2025", "Current

problems of Linguistics and Intercultural Communication 2023", and "Current problems of Linguistics and Intercultural Communication 2024", held in AmSU, Blagoveschensk. Two research articles, "Key concepts of the scientific picture of the world of the English-speaking community (based on publications in the journal "Nature" in 2022)", "Persuasive language devices in Business Article Headlines of The New York Times in 2024" have been published.

**Statements submitted for defense:**

1. Knowledge of business discourse enhances cross-cultural communication by fostering awareness of cultural norms and rhetorical strategies.
2. Studying business discourse develops critical thinking skills by enabling analysis of language use, persuasion techniques, and implicit meanings.
3. Understanding business discourse equips learners and professionals with the linguistic tools necessary for success in careers related to business, media, and linguistics.
4. Modern forms of business communication facilitate the exchange of knowledge between science and business, which accelerates the implementation of innovations and the development of high technologies.
5. Understanding the concepts of the business picture of the world allows one to effectively navigate the system of values, norms and strategies inherent in the business community.

**The objectives of the research work are:**

- 1) to analyze theoretical material on the research topic, consider key terms and concepts – "concept", "concept as a linguistic phenomenon", "conceptosphere", "linguocultorology";
- 2) to review and analyze articles of "Time" magazine, to identify keywords as a way of naming the most important concepts;
- 3) to describe the key concepts that are represented in the publications of the magazine as valuable fragments of the business picture of the world of the English-speaking community;
- 4) to generalize and systematize the results of the conducted research.

**The object of the study** is the key concepts of the business picture of the world.

**The subject of the study** is the key concepts of the business picture of the world of the English speaking community, which receive linguistic objectification in TIME magazine publications in 2006-2024.

**The methods of the study** included: method of description, generalization and systematization, keyword search method, continuous sampling method, contextual analysis, information analysis and synthesis, interpretative method.

**Theoretical background** of the research is comprised of the works in the fields of concept and the picture of the world of Russian linguists, such as N.S. Trubetzkoy, L.S. Vygotsky, Yu.D. Apresyan, D.B. Gudkov, V.V. Vinogradov, L.V. Shcherba et.al.

# 1 THE CONCEPT AS A LINGUOCULTURAL PHENOMENON

In contemporary linguistics, the study of conceptual structures has become central to understanding how language reflects and shapes human cognition. The notion of the concept – a mental unit of knowledge that encapsulates experiential, cultural, and linguistic information – forms the backbone of cognitive linguistics and underpins semantic structures across languages. This chapter explores the multifaceted nature of the concept as a linguistic phenomenon and the concept as a fragment of the picture of the world, highlighting its role in categorization, meaning-making, and language use. By examining theoretical foundations and various scholarly approaches to conceptualization, this chapter sets the groundwork for analyzing concepts not merely as static mental entities but as dynamic, culturally and linguistically embedded constructs. Special attention is given to the interrelation between concepts, conceptual systems, and language, as well as the mechanisms of verbalization and categorization, which are key to understanding linguistic phenomena from a cognitive perspective.

## **1.1 Concept as a fragment of the picture of the world**

Before proceeding to the presentation of the main concepts that have developed around the term "concept", let us clarify the working definitions of the concepts on which this study is based.

Business picture of the world – a specific variant of the professional picture of the world, formed within the context of business and entrepreneurship.

Concept – a structural and meaningful unit of consciousness reflecting the totality of knowledge, ideas, and opinions about the object of thought.

Conceptosphere – a set of concepts of a nation, it is formed by all the potentials of concepts of native speakers.

Linguocultural concept – information about cultural elements fixed in the collective linguistic mentality of an ethnic group or society.

Linguoculturology – a branch of linguistics that studies the relationship between language and cultural concepts.



To begin with, it is worth getting acquainted with the understanding of the term "concept". The use of "concept" as a term in Russian linguistics begins in 1928, with the publication of S.A. Askold's article "Word and Concept", published in the journal "Russian Speech".

S.A. Askold's article begins with the words: "The question of the nature of general concepts or concepts – in the medieval terminology of universals – is an old question, standing in line, but almost untouched in its central point. The general concept, as the content of an act of consciousness, remains to this day a very mysterious quantity – an almost imperceptible flicker of something in the mental horizon, occurring with the rapid utterance and understanding of words such as "thousand-sided shape", "justice", "law", etc. Do you associate any idea with the word "thousand-sided"? If there is such a representation, then, of course, it is indistinguishable from the representation of an 800- or 900-sided shapes. However, you can clearly deduce the sum of the angles of these figures, and with known data, their perimeters, areas, etc."<sup>1</sup>

S.A. Askold raises the question: "How can an obscure "something", only "flashing" in the mind, carry out such clarity of conclusions?". And he finds the answer in the fact that the concept performs the function of substitution. In his article, S.A. Askold writes: "In order to understand the nature of concepts, it is necessary to grasp their most essential side as cognitive means. We see this side in the substitution function. A concept is a mental formation that replaces an indefinite number of objects of the same kind in the process of thought." Then he explains his thought with such an example: "When we express some general statement about a plant organism, we ultimately mean all the indefinite multitude of real or at least imaginable plants... Of course, one should not think that the concept is always a substitute for real objects. It can be a substitute for some aspects of the subject or real actions, such as the concept of "justice". Finally, he

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<sup>1</sup>Аскольдов, С. А. Слово и концепт // Рус. речь. Новая серия. Вып. II. Л., 1928. С 268.

can be a substitute for various kinds of at least very precise, but purely mental functions. These are, for example, mathematical concepts."<sup>2</sup>

The concept, according to the definitions of E.S. Kubryakova, S.H. Lyapin, O.P. Skidan, is "a multidimensional mental construct reflecting the process of cognition of the world, the results of human activity, people's experience and knowledge about the world, storing information about it."<sup>3</sup>

M.A. Kholodnaya interprets the concept as "a cognitive mental structure, the organizational features of which provide the ability to reflect reality in the unity of different qualitative aspects."<sup>4</sup>

According to R. Pavlenis, concepts are "the meanings that make up the cognitive-basic subsystems of opinion and knowledge."<sup>5</sup>

The study of concepts as fragments of the picture of the world has also been actively developed in the field of business discourse analysis, especially by Russian scholars. These studies focus on how concepts function within institutional and professional communication, particularly in the globalized business environment.

T.A. Shiryayeva describes business discourse as a functionally oriented type of communication, structured around the need to influence, regulate, and coordinate professional activity. She emphasizes that concepts in business discourse often represent pragmatic goals - such as persuasion, negotiation, and control – rather than abstract knowledge.<sup>6</sup>

E.N. Malyuga views business discourse through the lens of functional pragmatics, highlighting how concepts are realized through speech acts and culturally embedded communicative strategies. She notes that in intercultural

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<sup>2</sup> Аскольдов, С. А. Слово и концепт // Рус. речь. Новая серия. Вып. II. Л., 1928. С 268.

<sup>3</sup> Красавский, Н.А. Эмоциональные концепты в немецкой и русской лингвокультурах. Волгоград, 2001. С.40-59.

<sup>4</sup> Холодная М.А. Психология интеллекта: парадоксы исследования. СПб, 2002. С. 87.

<sup>5</sup> Красавский, Н.А. Эмоциональные концепты в немецкой и русской лингвокультурах. Волгоград, 2001. С.40-59.

<sup>6</sup> Ширяева Т.А. Функциональная характеристика делового дискурса // Известия вузов. Северо-Кавказский регион. Серия: Общественные науки. 2006. № 523. С. 34.

contexts, even shared business concepts (e.g., “efficiency”, “collaboration”) may be interpreted differently depending on national communicative norms.<sup>7</sup>

T.B. Nazarova brings in a semiotic approach, arguing that business discourse operates on three levels of signification: linguistic, cognitive, and social. Concepts, in this framework, are not just cognitive constructs, but also semiotic markers that signal organizational identity and ideological orientation.<sup>8</sup>

E.V. Ponomarenko argues that the primary function of business discourse is pragmatic influence. In this sense, concepts serve as tools of manipulation, motivation, and alignment, shaping how information is perceived and acted upon in professional settings.<sup>9</sup>

M.N. Levchenko focuses on the discursive modeling of business events, showing how business communication is shaped by recurring conceptual structures like “partnership”, “profit”, “efficiency”, and “accountability”. These are implemented via discursive scripts and scenario-based interactions.<sup>10</sup>

A. Stebletsova provides a typology of business discourse (e.g., managerial, marketing, legal) and proposes an algorithm for discursive analysis based on concept identification, role structure, and speech genre. She stresses that concepts form the backbone of professional identity and interactional logic in each subtype.<sup>11</sup>

M.G. Bakhtiozina and A.E. Adasova emphasize the importance of media texts in online business English education, where conceptual understanding (e.g., of “brand”, “market”, “value”) becomes both a learning objective and a cognitive

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<sup>7</sup> Малюга Е.Н. Функциональная прагматика межкультурной деловой коммуникации. М., 2008. С.313.

<sup>8</sup> Назарова Т.Б. Современный англоязычный бизнес-дискурс: семиотический аспект // Теоретические и прикладные аспекты изучения речевой деятельности. 2008. Вып. 1 (8). С. 150-155.

<sup>9</sup> Пономаренко Е.В. Прагматическое воздействие как базовая функция английского бизнес-дискурса // Филологические науки в МГИМО. 2017. №4 (12). С. 55-62.

<sup>10</sup> Левченко М.Н. Деловой дискурс: анализ и моделирование дискурсивных событий. М., 2023. С. 53-62.

<sup>11</sup> Стеблцова А. Деловой дискурс и его типы: алгоритм дискурсивного анализа. М., 2015. С. 532-534.

tool. Their methodological framework shows how concepts in digital texts are shaped by multimodal and interactive features.<sup>12</sup>

Finally, O.A. Ksenzenko and V.V. Robustova explore how etiquette norms in professional communication are dynamically reconstructed around core concepts like “respect”, “hierarchy”, and “efficiency”, especially in changing business environments. Their study reveals how discursive politeness in business is closely tied to the expression and negotiation of such values.<sup>13</sup>

Together, these scholars reinforce the view that the concept in business discourse is not merely a cognitive or cultural unit, but also a functional, ideologically loaded, and pragmatically oriented element that facilitates strategic communication within professional communities.

The combination of various concepts that form the worldview of a native speaker is called the conceptsphere. This term was introduced by D.S. Likhachev several decades ago. The basic unit of the structure here, as in the linguistic picture of the world, are concepts. Therefore, to some extent, these two terms can be considered synonymous.<sup>14</sup>

The conceptsphere, like the concept, is mental entities that cannot be seen. Scientific works of our time confirm the reality of the existence of the conceptual sphere and concepts, that is, the reality of thinking that is not based on words.

The concepts forming the conceptsphere, according to their individual characteristics, enter into systemic relations of similarity, difference and hierarchy with other concepts. Thus, we can conclude that the conceptsphere is an ordered set of concepts, that is, the information base of thinking.

Linguoculturology is a branch of linguistics that studies the interaction of language and culture. Linguoculturology appeared in the last decades of the twentieth century at the junction of linguistics and cultural studies. This direction

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<sup>12</sup>Бахтиозина М.Г., Адасова А.Э. Методологические основы использования медиатекста в онлайн-курсе деловой коммуникации на английском языке для взрослых // МНКО. 2023. №5 (102). С. 8.

<sup>13</sup> Ксензенко О.А., Робустова В.В. Динамические процессы в этикете профессиональной и деловой коммуникации // Научные исследования и разработки. Современная коммуникативистика. 2021. №5. С. 58-63.

<sup>14</sup>Лихачев Д. С. Концептосфера русского языка. М., 1993. С. 287.

explores the manifestations of the culture of the people, which are entrenched and reflected in the language. The main purpose of the new science was to study and describe the processes and connections of language with the mentality of the people. Through the prism of linguoculturology, concept is a linguistic and cultural phenomenon, first of all, the direction "from language to culture". Linguistic and cultural concepts are the basic units of culture and worldview, as mentioned above, they consolidate the values of both an individual linguistic personality and linguistic and cultural society as a whole.<sup>15</sup>

To begin with, we need to note that the works of A. Vezhbetskaya, S.G. Vorkachev, V.I. Karasik, V.A. Maslova, Y.S. Stepanov, Z.D. Popova, I.A. Sternin, and other scientists who consider the concept as a mental unit that is formed in human consciousness under a variety of different factors are devoted to the study of concepts in linguoculturology.

One of the first definitions of the concept was given by A. Vezhbetskaya, who studied the linguistic and cultural specifics of such units. She described concept as "an object of the ideal world that has a name, defined by a set of semantic data and reflecting cultural ideas about reality."<sup>16</sup>

Y.S. Stepanov systematized cultural values embedded in concepts and described concepts containing permanent fragments of the picture of the world that have existed for a long time. The concept, in his opinion, is a "clot of culture", its main cell in human consciousness. Culture enters the mental world of an individual in the form of a concept. At the same time, concepts are what an ordinary person is able to use to enter culture, and sometimes even influence it.<sup>17</sup> The scientist also highlights the "layered" structure of the concept, in which each layer is the result of cultural life of different times. The researcher identifies the following components in concept: the main one – significant for all native speakers of language and culture – and an additional one, accessible to a certain social group.

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<sup>15</sup>Карасик В.И., Слышкин Г.Г. Лингвокультурный концепт как единица исследования. Воронеж, 2001. С. 76.

<sup>16</sup>Вежбицкая А. Семантические универсалии и описание языков. М., 1999. С. 549.

<sup>17</sup>Степанов, Ю. Константы, С. Словарь русской культуры. М., 2004. С. 43.

Z.D. Popova and I.A. Sternin consider concept as a cognitive construct that may have linguistic and cultural specificity. Scientists note that concept has a multi-layered organization, which can be identified by analyzing the linguistic means representing it.<sup>18</sup>

They proposed a field division of concept into components from the core and the periphery. The core is the vivid images that arise in the mind in the first place, while the periphery consists of more abstract features. The basic image is the so-called content of the concept, reflecting specific ideas. In more complex concepts, additional conceptual features are layered on the basic image. There can be a lot of such signs. Their location is often formed from a more specific layer to a more abstract one. The totality of the basic image, its cognitive features and conceptual layers make up the scope of the concept. The authors draw attention to the fact that "there may not be numerous conceptual layers in the concept, but each concept has a basic cognitive layer with a sensory-imaginative core, otherwise the concept cannot be fixed in the universal subject code as a discrete unit of thought (semantic separateness), cannot function as a thinking unit."<sup>19</sup>

V.I. Karasik believes that concepts are a multifaceted semantic education in which one can distinguish the value, figurative and conceptual sides. He also notes that it makes sense to talk about concepts if they are comprehended in the linguistic consciousness and are designated in one word.<sup>20</sup> Speaking about the structure of the linguistic and cultural concept, the scientist believes that it consists of figurative-perceptual, value and conceptual components. The figurative-perceptual component is represented as a trace of sensory representation in memory in unity with metaphorical transfers. The conceptual component is as a set of essential features of an object or situation and the result of their cognition. The value component dominates from a linguistic and cultural point of view, as it is the most culturally significant.

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<sup>18</sup>Попова, З.Д., Стернин, И. А. Семантико-когнитивный анализ языка. Воронеж, 2006. С. 24.

<sup>19</sup>Ibid p. 86.

<sup>20</sup>Карасик, В. И. Концепт как единица лингвокультурного кода // Известия ВГПУ. 2009. №10. С. 5.

V.I. Karasik and S.H. Lyapin explore the concept as "a multidimensional discrete culturally significant sociological and psychological education in the collective consciousness, fixed in a linguistic form."<sup>21</sup> The concepts are a reflection of the collective consciousness and are stored in the national memory of native speakers. We can conclude that concepts contain both individual knowledge and collective knowledge of a given linguistic community.

V.I. Karasik and G.G. Slyshkin, identified the basic characteristics of linguistic and cultural concepts: 1) the complexity of existence, based on the comprehensive study of language, consciousness and culture; 2) mentality, which distinguishes the concept from other units in linguoculturology; 3) axiological, because the concept differs in a value element; 4) conditionality; 5) variability; 6) limited consciousness of the speaker; 7) three-component (consists of of value, figurative and conceptual components); 8) many ways of appealing to any linguistic and cultural concept; 9) multidimensionality; 10) methodological openness.

V.A. Maslova defines concept as "semantic education", which is marked by linguistic and cultural specificity and characterizes representatives of any ethnoculture. Concept reflects an ethnic worldview and highlights an ethnic linguistic picture of the world. On the other hand, concept also acts as a quantum of knowledge, showing the essence of human activity. Concept does not arise directly from the meaning of the word, but through the collision of the dictionary meaning of the word with the individual and folk experience of a person.<sup>22</sup>

S.G. Vorkachev considers concept as an umbrella term. The term "concept", in his opinion, is an umbrella term, since it "covers the subject areas of several scientific fields at once."<sup>23</sup> Thus, the term "concept" covers the field of cognitive psychology, cognitive linguistics, and cultural linguistics. The subject of linguoculturology itself has become multidimensional, because the interaction of

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<sup>21</sup>Ляпин С.Х. Концептология: к становлению подхода. Архангельск, 1997. С. 115.

<sup>22</sup>Маслова, В.А. Когнитивная лингвистика. Минск, 2005. С. 36.

<sup>23</sup>Воркачев, С.Г. Концепт как «зонтиковый» термин // Язык, сознание, коммуникация. Вып. 24. М., 2003. С. 5.

language and culture occurs in different aspects: cultural code, mentality, national picture of the world.

The scientist defines the concept as an "operational unit of thought", as "a unit of collective knowledge having a linguistic expression and marked by ethnocultural specificity". The researcher believes that if mental education does not have an ethnocultural specificity, then it does not apply to concepts. Thus, the concept is part of ethnocultural studies. That is, a concept is a unit associated with the history and culture of a society and is still used by certain groups of people, such as art historians or historians.<sup>24</sup>

At the moment of the development of science, we can distinguish two main approaches to the study of the concept: linguocultural and linguocognitive.

For scientists who adhere to the first approach, concept is the basic unit of culture. Concept is considered as an intermediary between a person and culture, in whose mind there is a response to language experience. Research in the linguocultural approach is often the result of compiling dictionaries of concepts. Supporters of this approach are: S.G. Vorkachev, V.I. Karasik, S.H. Lyapin, Y.S. Stepanov.

For supporters of the linguocognitive approach, concept is an indicator of the experience of the people and the individual. The emphasis is primarily on the mental component of the concept and its belonging to the sphere of consciousness of the individual. This approach is preferred by such researchers as S.G. Vorkachev, V.I. Karasik, S.H. Lyapin, G.G. Slyshkin, Y.S. Stepanov and others.

To summarize, let us clarify that in the last few decades a large number of works have been written on research concepts, but interest in this topic does not seem to be fading. Despite the large number of definitions of "concept" in modern science, different approaches to its study and description, a variety of research procedures that can be combined with the term "conceptual analysis", one thing remains unchanged: the importance of studying concepts as fragments of the

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<sup>24</sup> Ibid.



pictures of the world, as sources of information about it, as mental constructs, thanks to which we understand the world

## **1.2 The concept as a linguistic phenomenon**

The notion of the concept as a linguistic phenomenon plays a fundamental role in understanding how language reflects, structures, and communicates human thought. In linguistics, particularly within semantic and cognitive frameworks, concepts are treated as mental representations or units of knowledge that underpin the meanings of linguistic expressions. In this subchapter we are going to explore the nature of concepts, their relationship with language and cognition, and their role in cross-linguistic and cultural contexts, drawing on a range of theoretical perspectives and empirical studies.

The term concept in linguistic theory refers to a cognitive abstraction, which captures the essential features of a referent or experience. "It is not a direct reflection of external reality, but rather a mental model shaped by perception, memory, categorization, and socio-cultural experience".<sup>25</sup> Concepts provide the semantic content that linguistic forms (words, phrases) encode and convey.

According to Lyons, meaning in language involves the interaction of three components: linguistic form (signifier), concept (signified), and referent (real-world entity or situation). While words are language-specific, concepts are often considered universal or language-independent cognitive structures, although their expression may vary significantly across linguistic systems.<sup>26</sup>

The relationship between language and concepts is often modeled using the semiotic triangle, first formulated by Ogden and Richards in 1923. This model posits that a linguistic sign does not directly refer to an object in the world but rather mediates reference through a mental concept. In this model, the symbol (word) evokes a thought or concept in the mind and the concept in turn refers to a referent in the real or imagined world. Thus, concepts are the mediating link

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<sup>25</sup> Jackendoff, R. *Semantics and cognition* // MIT Press. Cambridge, 1990. Pp 67-95.

<sup>26</sup> Lyons, J. *Semantics* (Vol. 1). Cambridge, 1977. P. 388.

between language and experience, allowing speakers to communicate abstract and concrete phenomena using symbolic forms.

Within the framework of cognitive linguistics, particularly the work of George Lakoff and Ronald Langacker, concepts are seen not as static dictionary-like entries but as dynamic cognitive structures that emerge from and are shaped by experience. Lakoff states that conceptual systems are grounded in the human body and shaped by interaction with the environment, in other words, a view known as embodied cognition.<sup>27</sup>

Key mechanisms of conceptualization include:

1. Image schemas: recurring patterns of embodied experience that structure abstract thought (e.g., container, path).
2. Conceptual metaphor: abstract concepts are understood in terms of more concrete domains (e.g., "Argument is War": defend a position, win an argument).
3. Frame semantics: words evoke entire conceptual frames, or mental structures of knowledge (e.g., the concept of "buying" evokes buyer, seller, goods, money, etc.).

These theories suggest that language does not merely label pre existing concepts but plays an active role in constructing and shaping conceptual understanding.

The process by which a concept is expressed in language is known as lexicalization. This process varies across languages, with some languages encoding specific concepts into single words and others requiring descriptive phrases. Talmy identified that languages differ systematically in how they encode aspects of motion, force, and causation, reflecting different conceptual segmentations of reality.<sup>28</sup>

For instance, English lexicalizes manner of motion (e.g., slide, crawl, run), while Spanish often encodes path (e.g., entrar 'to enter') and uses adverbial or

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<sup>27</sup> Lakoff, G., Johnson, M. *Metaphors we live by*. Chicago, 2003. P. 256.

<sup>28</sup> Talmy, L.. *Toward a cognitive semantics*. Bradford, 2000. P. 573.

auxiliary constructions to indicate manner. Similarly, the German word 'schadenfreude' captures the complex concept of "pleasure at another's misfortune," which English lacks a direct equivalent for. This phenomenon illustrates that the boundaries of conceptual categories may differ across languages, supporting the view that language influences thought.

The extent to which language influences conceptualization has been a subject of considerable debate, particularly in the context of the Sapir-Whorf Hypothesis. The strong version (linguistic determinism) claims that language determines thought, whereas the weak version (linguistic relativity) argues that language influences habitual thought patterns.<sup>29</sup> While linguistic determinism is no longer widely supported, empirical research continues to validate moderate forms of linguistic relativity.

For example, studies by Boroditsky demonstrate that speakers of languages with grammatical gender (e.g., Spanish, German) describe inanimate objects in ways consistent with the gender assigned to them, suggesting that linguistic structures subtly guide conceptual perception.<sup>30</sup>

Similarly, cultural-specific concepts, such as Japanese *amae* (a kind of indulgent dependency) or Russian *toska* (a deep emotional longing), lack direct equivalents in many other languages, reinforcing the idea that conceptual systems are embedded in cultural experience.<sup>31</sup> Such examples show the importance of considering ethnolinguistic context when analyzing conceptual structures.

In specialized domains, such as science, law, and technology, the relationship between language and concepts is even more pronounced. Terminology studies emphasize the need for precise conceptual definitions and their systematic expression in terms.<sup>32</sup> A concept in a scientific domain must be

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<sup>29</sup> Whorf, B. L. *Language, thought, and reality: Selected writings of Benjamin Lee Whorf*. Cambridge, 1956. P. 300.

<sup>30</sup> Boroditsky, L. Does language shape thought?: Mandarin and English speakers' conceptions of time // *Cognitive Psychology*, 43 (1). 2001. Pp. 1-22.

<sup>31</sup> Wierzbicka, A. *Semantics: Primes and universals*. Oxford, 1996. P. 512.

<sup>32</sup> Cabré, M. T. *Terminology: Theory, methods, and applications*. Barcelona, 1999. P. 247.

clearly delineated, allowing for consistent and unambiguous reference across linguistic and cultural boundaries.

For example, the term "oxidation" refers to a well-defined chemical process; this concept must remain stable regardless of language. In such contexts, conceptual clarity and terminological consistency are essential for effective communication, knowledge transfer, and education.

To summarize, we can say that the concept, as a linguistic phenomenon, is a cognitive structure that underpins the formation and interpretation of meaning in language. It is the semantic bridge between linguistic form and mental content, reflecting not only individual experience but also shared cultural and communicative practices. Concepts are dynamic, embodied, and culturally embedded; they are structured through metaphor, influenced by grammatical and lexical systems, and adapted to the needs of discourse and specialization.

Understanding concepts from a linguistic perspective necessitates an interdisciplinary approach, integrating insights from cognitive science, anthropology, philosophy of language, and semiotics. This enables a fuller appreciation of how human beings use language not just to label the world but to construct it through conceptual representation and symbolic communication.

Conclusion. In the first chapter of this work, the history of the emergence and formation of the concepts of "concept", "conceptosphere", "linguoculturology" was examined, as well as how different authors define these terms in their works. It is shown that the term "concept" correlates with the term "picture of the world" as a part relates to the whole

We have also found out that concept is a central cognitive unit of the picture of the world, encapsulating the social knowledge, emotional responses, and value judgments of a linguistic-cultural community. In business discourse, concepts structure our understanding of economic, technological, and professional phenomena. They serve both communicative and ideological functions, mediating between language, thought, and culture.

The study of concepts allows researchers to decode dominant worldviews, understand conceptual shifts, and trace cultural narratives that influence business behavior and public perception. As fragments of the business picture of the world, concepts are indispensable for mapping how modern society defines leadership, ethics, innovation, and responsibility.

Theoretical works were also studied, in which the object of analysis is linguistic and cultural concepts – the history of their study in science, research approaches and procedures developed by the authors, key concepts related to the research topic. Having analyzed this information, it can be concluded that linguistic and cultural concepts are multifaceted, they do not have one generally accepted clear definition, and are the subject of active discussions and research.

In addition, the most popular approaches to the study of linguistic and cultural concepts and the identification of their structure, such as the linguocultural approach and the linguocognitive approach, were considered. The linguocultural approach in defining the concept considers its ethnocultural conditionality to be the main one, the emphasis is placed on the value significance of the concept as its integral and most important component. In cognitive linguistics, the concept is interpreted as an individual meaning, it is a response to a person's previous linguistic experience.

Moreover, this chapter has outlined the theoretical foundation of the concept as a central unit of linguistic analysis. Through the lens of cognitive linguistics and related disciplines, concepts have been shown to function as mental representations that structure human experience and inform linguistic expression. The discussion has emphasized the dynamic nature of concepts, shaped by individual cognition, cultural context, and language-specific patterns. Additionally, the processes of categorization and verbalization have been examined as essential mechanisms that link abstract conceptual structures with concrete linguistic forms. Our study enables a more nuanced understanding of how language encodes meaning and how conceptual structures manifest in discourse, particularly in specialized domains such as professional communication and terminological systems.



## 2 KEY CONCEPTS OF THE BUSINESS PICTURE OF THE WORLD IN “TIME” MAGAZINE

### 2.1 Thematic categories of articles in “Time” magazine

A word is a way of naming a concept. Therefore, in this paper, the analysis of keywords, in our opinion, allows us to draw a conclusion about the dominant concepts in the national business picture of the world.

Key concepts in the business picture of the world in the English-speaking community, as reported by “Time” magazine, cover a wide range of topics, from artificial intelligence to entrepreneurship and small business.

It is no secret that the modern world is developing very quickly. Every day, a huge number of events occur that change our reality. To recreate the modern business picture of the world, the study used materials from publications of the weekly news magazine "Time" in 2006-2024, which are available in open access.

TIME magazine is a major American news magazine and media brand known for its in-depth journalism and coverage of global affairs, politics, business, science, and culture. It's goal is to provide readers with "essential news and insightful commentary on world affairs" while helping people better understand complex global dynamics. The magazine was founded by two Yale graduates, Henry Luce and Briton Hadden, with the vision of creating a weekly news publication that made current events easy to read and understand. It was the first weekly news magazine in the U.S. and it was first published in New York City on March 3, 1923. A European edition of the magazine (Time Europe) is published in London and also covers the Middle East, Africa and Latin America, an Asian edition is based in Hong Kong and the South Pacific edition is based in Sydney and covers Australia, New Zealand and the Pacific Islands.

A total of 250 editorial articles dated between January 2006 and December 2024 were selected using the census sampling method.

The selection was based on the analysis of keywords in the article titles.

In the table below we can see the article categories and their number

Table 1. Categories and articles

Category	Number of articles
Generative AI and Automated Agents (2021-2024)	30
Business Influence and Leadership (2021-2024)	17
Climate and ESG Accountability (2021-2024)	13
B2B Revenue Models and Digital Diversification (2021-2024)	15
Entrepreneurship and SME Growth (2021-2024)	13
Diversity, Equity and Inclusion (DEI) (2021-2024)	27
Ethical and Responsible Supply Chains (2021-2024)	14
Pandemic as Tech Accelerant (2019-2022)	17
Health, Longevity, Philanthropy (2006-2024)	64
Rise of Tech Giants (2006-2009)	40
<b>Total</b>	<b>250</b>

## 2.2. Subcategories of articles in Time magazine

### 1. Generative AI and Automated Agents

It is a well known fact that in the last 5 years the use of artificial intelligence has increased rapidly. People use AI on everyday basis for different purposes and in different fields, e.g. online shopping, digital assistance, social media, gaming and even in healthcare. Naturally, the authors of the magazine decided to follow the trend and implement the new technology in the magazine.

For instance, in the article "*Why We're Introducing Generative AI to TIME's Journalism*" dated December 11, 2024, the author, Mark Howard, states that TIME has launched TIME AI, a generative AI powered platform developed with Scale AI, OpenAI, and ElevenLabs. The centerpiece is a revamped 2024 Person of the Year experience, offering readers interactive and personalized storytelling—ranging from summaries to deep dives and multilingual options: "This year's Person of the Year experience goes beyond the page, introducing an interactive platform that tailors content to individual readers. For the first time, audiences can experience this year's story through customizable formats. Whether you want a concise summary, an in-depth analysis, or a personalized narrative in multiple



languages, the platform ensures engagement on your terms."<sup>33</sup> It also allows readers to interact with past Person of the Year profiles in dynamic ways. The platform aims to enhance accessibility, engagement, and safety while aligning with TIME's century-long tradition of innovation. Going forward, TIME plans to refine and expand TIME AI based on reader feedback: "As we analyze user engagement, we'll continue to refine and expand the platform, uncovering new ways to connect with readers eager to explore the intersection of trusted journalism and responsible AI. Future advancements, already in development, will deepen the interaction between our audience and our stories."<sup>34</sup>

The keywords of this article are: person of the year (used 8 times), TIME AI (used 4 times), Scale AI (used 4 times).

The second example would be an article dated June 21, 2024 "*As Employers Embrace AI, Workers Fret – and Seek Input*." Kevin J. Delaney, the author, examines how companies are increasingly integrating generative AI into operations (such as customer service and marketing) but workers are growing apprehensive. While businesses like Klarna are automating tasks (e.g., replacing 700 agents with a chatbot), many employees worry AI may degrade job quality and reduce opportunities: "Polls indicate a majority of Americans are anxious that AI will reduce the quality and quantity of jobs. In surveys, workers say that they want their organizations to communicate with them about how AI is being used and will impact their roles; to be trained on the new tools; and to be involved in figuring out how to use AI in their companies."<sup>35</sup> Crucially, workers are demanding transparency: they want to know how AI is being used, receive training, and have a say in implementation.

Tech and finance firms (e.g., Accenture, IBM) are leading in AI adoption by involving employees in pilot projects and keeping humans "in the loop" to guard against bias and uphold fairness. A significant number of employers believe AI skills are essential – on par with basic digital literacy. Yet, concerns remain: entry-

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<sup>33</sup>URL: <https://time.com/7201556/generative-ai-time-journalism/>

<sup>34</sup>URL: <https://time.com/7201556/generative-ai-time-journalism/>

<sup>35</sup>URL: <https://time.com/6990637/ai-employers-workers/>

level roles that can be done by AI could be lost, and there's unease over who gets to develop these AI “superpowers.” Executive voices, such as Etsy’s CEO, say challenges are solvable and emphasize experimentation as the only path forward: “There are no easy answers, but executives remain optimistic. “The problems [are] largely solvable,” said Etsy’s Silverman, referring to issues like the time it takes an AI chatbot to respond. “It’s important that we keep doing it, because we’ve got to learn.””<sup>36</sup>

The keywords of the article are: AI (used 45 times), worker (used 6 times).

As we can see, the main concept of these articles is artificial intelligence. The "TIME" magazine published articles about new artificial intelligence technologies that can be used in a variety of fields, from journalism to medicine. The magazine also covers people's attitudes to the introduction of new technologies, their experiences and worries.

Analyzing the article titles, it can be noted that in both cases the authors raise the issue of attitudes towards the implementation of artificial intelligence. In the first case, it is about the attitude of the authors themselves towards the technology. The title uses the word "introduce", which has a neutral to positive connotation and implies progress or innovation. It avoids more controversial terms like “replacing” or “implementing,” which could signal disruption. The use of the first-person plural "we're" creates a sense of ownership and transparency. It also builds reader trust, suggesting that the organization is communicating directly and openly. In the second case, the titles address the workers' concerns. "Workers fret - and seek input" introduces contrast or consequence, showing a divide in perception between two groups. The word "embrace" demonstrates employer's strongly positive attitude towards the implementation of artificial intelligence, implying enthusiasm, opportunity and eagerness. The word "fret", on the other hand, is an emotionally loaded, informal verb, suggesting anxiety, worry and discomfort. Its informality also humanizes the workers. The word allows the reader to see clearly the attitude of the workers. The phrase "seek input" implies agency:

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<sup>36</sup> URL: <https://time.com/6990637/ai-employers-workers/>

workers are not just passive or fearful, but also want to be part of the decision-making process. Both titles use strategic linguistic framing to guide readers' expectations and emotions: one reassures, the other raises concern, highlighting how language both reflects and shapes discourse on AI in society.

## 2. Business Influence and Leadership

In an era marked by complex socio-economic challenges and technological disruption, the role of business leaders has transcended traditional corporate boundaries. Increasingly, business influence is evaluated not merely through financial metrics but by its broader societal and ethical contributions. TIME offers a compelling framework for understanding this shift.

In the article "How We Choose the TIME100 Companies of 2024" dated May, 30 2024, the authors talk about Rare Beauty, a cosmetics company founded by Selena Gomez, recognized not only for its commercial success but for its foundational commitment to mental health advocacy: "In 2020, entertainer Selena Gomez launched Rare Beauty. In the short time since, Gomez has led the cosmetics company to a \$2 billion valuation, as it has become a regular subject of acquisition rumors ("I don't have any plans on that, genuinely," Gomez tells TIME's Lucy Feldman) and a powerful example of how individuals with vision and strong followings can continue to disrupt consumer businesses. Gomez's message is one that values contentment over beauty, and Rare boasts having raised millions that support mental health initiatives."<sup>37</sup> The company allocates a portion of proceeds to mental health services and publicly campaigns to destigmatize psychological illness. This example illustrates how TIME positions businesses as agents of social healing and change, celebrating leaders who embed ethical values into core business models.

The keywords of the article are: TIME100 companies (used 4 times), impact (used 2 times), innovation (used 2 times).

Another example would be the article "*Why Chanel CEO Leena Nair Is Leading With Compassion*" dated March 31, 2024. Leena Nair, formerly CHRO at

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<sup>37</sup>URL: <https://time.com/6981599/how-we-chose-time100-companies-2024/>

Unilever, was appointed CEO of Chanel in late 2021 and took office in January 2022 - an unconventional choice given her non-fashion-industry background. Her appointment underscores a shift toward leadership defined by empathy and organizational culture: "I always felt a sense of wanting to build equity and fairness, that was always important for me, everybody must get this opportunity. I wanted to use my voice for something, I wanted to make a difference in something, but I didn't know what exactly. If you told me it would have something to do with luxury, I would have probably laughed and said, 'That's ridiculous. It's never gonna happen. I don't even know the world of refinement and sophistication and luxury.'"<sup>38</sup> Nair prioritizes empathy and kindness, striving to cultivate workplaces where employees feel valued and heard. She views these traits as core to both employee well-being and business performance. Nair played a critical role in increasing female managers from 38 % to 50 %, leveraging deliberate policies: gender targets, accountability, balanced candidate slates, and structural inclusion measures: "I've been a champion for gender balance – I always use the words gender balance, because you need balance in both genders at all levels of management. It has to start from the top. You have to be intentional about it. You have to make it a business priority like any other, which means you have to set targets, and hold people accountable."<sup>39</sup> Leena Nair's tenure at Chanel exemplifies a strategic realignment within elite business contexts: where empathy, equity, and culture underpin success as much as financial goals. Her leadership serves as a robust case study for inclusive change, offering valuable insights for fields like organizational behavior, leadership ethics, and strategic management.

The keywords of the article are: compassion (used 6 times), leader (used 10 times), empathy (used 5 times).

Having analyzed the articles and the titles, we can tell that being just successful is not enough. Society praises leaders who balance rapid technological advancement with ethical foresight. The evolving landscape of modern leadership

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<sup>38</sup>URL: <https://time.com/6962053/leena-nair-chanel-interview/>

<sup>39</sup>Same page.

transcends traditional metrics of profit and efficiency to embrace a holistic, human-centered approach. As exemplified by Rare Beauty's integration of mental health advocacy into its brand ethic and Leena Nair's emphasis on compassion, psychological safety, and inclusion at Chanel, contemporary leaders are redefining influence by prioritizing purpose alongside performance. Modern leadership demands not only innovation but also empathy, ethical responsibility, and a commitment to social impact. Effective leaders today are those who cultivate environments of trust and diversity, enabling collective intelligence and resilience. They recognize that business success is inseparable from societal well-being and that leadership involves stewarding positive cultural change within and beyond the organization. Ultimately, modern leadership is characterized by a synthesis of visionary innovation and heartfelt compassion - an approach essential for navigating the complexities of the 21st century and fostering sustainable growth.

### 3 Climate and ESG Accountability

Climate and ESG (Environmental, Social, and Governance) accountability is a critical pillar of contemporary business leadership and influence. Reflecting broader societal urgency around climate change and corporate responsibility, TIME's authors underscore how businesses are increasingly held accountable not only by regulators and investors but also by consumers and employees demanding ethical and sustainable practices. Articles on this topic reveal how activist investors and conscious consumers exert significant influence, pushing companies toward stronger climate commitments and better governance. TIME has documented the rise of ESG funds and shareholder advocacy groups demanding accountability, while also chronicling consumer-driven campaigns that reward sustainable brands and penalize laggards.

The first example would be the article "Six Truths About Climate Action That All Companies Should Know" dated October 3, 2024. It provides a critical framework for understanding effective corporate climate strategies. It emphasizes six foundational principles that organizations must integrate to achieve meaningful reductions in greenhouse gas emissions and advance sustainability goals. The

author talks about the importance of data-driven decision making, proven solutions, accountability, collaboration, employee engagement and continuous improvement. Accurate and comprehensive carbon accounting enables companies to identify emission hotspots and prioritize mitigation efforts efficiently, and renewable energy deployment and electrification of fleets are essential for rapid decarbonization: "Typically, companies take a 1-2-3 punch approach to their decarbonization efforts. First they pursue quick-win energy efficiency measures such as installing LED bulbs and smart lighting systems in areas where usage is sporadic."<sup>40</sup> Engaging suppliers and partners in sustainability efforts amplifies impact. Microsoft's approach, which involves requiring suppliers to report environmental data, serves as a model. Establishing accountability mechanisms through transparent goal-setting and progress tracking is vital for sustaining momentum, and involving younger generations, who are often more environmentally conscious, can foster innovation and commitment to sustainability within the company. The article also advocates for continuous improvement, acknowledging that climate action is an iterative journey requiring persistence, adaptation, and optimism in the face of ongoing challenges: "Channel a state of stubborn optimism. The climate crisis is ours to solve and it is very well solvable. Stay motivated, focused, and optimistic."<sup>41</sup>

The keywords of the article are: climate (used 12 times), sustainability (used 21 times), business (used 11 times).

The article "*Where Does Corporate Climate Action Go Next?*" dated December 13, 2024 would be the second example. The author talks about the precarious state of corporate climate initiatives as of late 2024. He also highlights a period marked by strategic withdrawal by corporations due to conservative opposition and challenges in meeting net-zero targets, decreased public and investor attention driven by inflationary pressures and a less climate-focused political leadership in the U.S. It is said that significant financial commitments

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<sup>40</sup>URL: <https://time.com/7027918/six-truths-about-corporate-climate-action/>

<sup>41</sup>Same page.

have already been made under the Inflation Reduction Act (IRA), particularly in renewable energy and electric transport. This capital deployment is likely to continue, regardless of political uncertainty, due to existing commercial momentum: "The U.S. has seen hundreds of billions of dollars in clean technology investments since the 2022 passage of the Inflation Reduction Act (IRA)—from solar installations to electric vehicle manufacturing. Companies rarely want to cancel projects where they have spent significant sums of money, and it's safe to say that in most cases businesses are going to want those investments to pay off no matter what happens in Washington."<sup>42</sup> Emerging technologies are becoming more cost-effective and scalable. Simultaneously, new financial instruments and innovative funding mechanisms are helping advance large-scale clean energy deployment. However, despite possible political backtracking, the core tax incentives and subsidies from the IRA are expected to remain in place, supported by strong corporate interest and economic viability. International climate disclosure regimes are enforcing stricter requirements. These rules will apply even to multinational firms operating beyond Europe, while in the US, on the other hand, regulatory progress is very slow: "With former President Donald Trump taking office again in January, the proposed Securities and Exchange Commission rule that would have made companies disclose their climate risk is now all but dead. Nonetheless, the disclosure regime is continuing globally as climate reporting requirements proceed in other jurisdictions around the globe, including Australia, India, Singapore, and the United Kingdom, to name a few. The European Union has announced especially stringent requirements that will apply to companies outside its borders if they do business in the bloc."<sup>43</sup>

The keywords of the article are: climate (used 20 times), decarbonization (used 4 times), companies (used 13 times).

The first title is framed as an open-ended question, arousing the reader's curiosity and attracting attention. The ambiguity of the word "where" opens space

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<sup>42</sup>URL: <https://time.com/7202110/corporate-climate-action-in-2025/>

<sup>43</sup>Same page.

for multiple interpretations, e.g. geographic shifts or strategic repositioning. The second title is strategically composed to convey authority, urgency, and relevance. The use of the word "truths" implies that the points presented are fundamental, evidence-based, and not merely opinions or trends. The modal verb "should" carries normative weight, suggesting an ethical or strategic imperative. The phrase implies that climate action is no longer optional or peripheral; instead, it is strategically essential knowledge for all businesses, regardless of sector or size. Both titles use the phrase "climate action" that immediately lets the reader know what the article will be about.

#### 4 B2B Revenue Models and Digital Diversification

In the context of rapidly evolving media economics, business-to-business (B2B) revenue models have emerged as a viable alternative to traditional business-to-consumer (B2C) monetization strategies. This transformation is particularly evident in the case of Time magazine, which in 2024 significantly expanded its B2B revenue streams and implemented a multidimensional approach to digital diversification. Through leadership restructuring, strategic partnerships, and event-led digital experiences, the organization capitalized on corporate demand for content alignment, live engagement, and branded storytelling.

The article "*TIME's B2B Revenue Strategy Drives Milestone Growth in 2024*," published on November 20, 2024, outlines TIME magazine's strategic transformation towards a business-to-business (B2B) revenue model. Under the leadership of CEO Jessica Sibley, the company achieved significant milestones, including its best quarterly cash flow performance to date. This success is attributed to a comprehensive approach that integrated editorial excellence with commercial innovation: "Today I am proud to announce that we have reached a significant milestone toward this goal: TIME's Q4 cash flow has had its best performance to date. Building on the current momentum, our objectives are to maintain growth and further expand revenue streams through 2025. This achievement is a credit to your hard work and dedication. Together, we have recalibrated our business and worked diligently to successfully grow B2B revenue



and diversify our revenue streams, while implementing difficult decisions to reduce costs overall."<sup>44</sup> A key component of this transformation was the shift from a business-to-consumer (B2C) model to a B2B-focused strategy. This pivot resulted in an 18% year-over-year revenue increase, driven by integrated sponsorships and strategic partnerships with companies such as Toyota, Merck, Glenfiddich, Cognizant, and Eli Lilly. Additionally, TIME expanded its global events business, producing a record 31 events in 2024, attracting over 30,000 attendees, and increasing event revenue by 15% year-over-year. The integration of TIME's award-winning branded content studio, Red Border Studios, into TIME Studios further enhanced its branded content offerings, collaborating with both new and longstanding partners. The article emphasizes that these achievements were made possible through the dedication of TIME's team, which successfully recalibrated the business model, diversified revenue streams, and implemented cost-reduction measures. Looking ahead, TIME aims to maintain this growth trajectory and achieve its goal of becoming a cash flow-positive company by 2025: "We continued to make significant progress in improving business efficiencies by cutting the company's cash needs by 50%, with a forecasted 70% improvement by 2025, from the end of 2022."<sup>45</sup> This strategic shift reflects broader trends in the media industry, where traditional publishers are increasingly adopting B2B models to ensure financial sustainability and expand their influence through partnerships and branded content initiatives.

The keywords of the article are: business (used 9 times), revenue (used 8 times), B2B (used 5 times).

The article "*TIME Names Revenue Leaders to Accelerate Global Partnerships*," published on November 21, 2024, outlines TIME magazine's strategic appointments aimed at enhancing its business-to-business (B2B) revenue streams. Under the leadership of CEO Jessica Sibley, the company has made significant progress in building a sustainable future. To further this objective,

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<sup>44</sup>URL: <https://time.com/7177787/times-b2b-revenue-strategy-drives-milestone-growth-in-2024/>

<sup>45</sup> Ibid.

TIME has announced several key promotions and structural changes within its B2B revenue team. Viktoria Degtar was named Global Chief Commercial Officer to lead a unified global sales strategy: "In her new role, Viktoria will align TIME's global sales strategy and go-to-market efforts to drive innovation, scale commercial offerings, and deliver tailored solutions that leverage TIME's renowned storytelling and thought leadership."<sup>46</sup> Damian Douglas was promoted to Managing Director, International, overseeing sales in EMEA and APAC regions, with EMEA generating nearly \$10 million in revenue from top accounts: "Under his leadership, EMEA delivered impressive results in 2024, contributing nearly \$10 million in revenue from TIME's top 10 global accounts. In his expanded role, Damian will continue to build on this success, driving growth in EMEA while collaborating closely with Tim Howat to unlock new opportunities and expand TIME's presence in the APAC region. He will continue reporting to Viktoria."<sup>47</sup> Mike Duffy has been appointed Head of EMEA, leading TIME's sales strategy and execution across Europe, the Middle East, and Africa. Since joining in 2019, Duffy has been instrumental in strengthening TIME's presence in the region, particularly in the Middle East. His strategic approach to partnerships and market development has positioned TIME as a trusted and influential brand in this critical market. Eric Kelliher will continue to lead the U.S. sales team as Chief Revenue Officer, U.S., ensuring seamless collaboration across global markets. His leadership has been instrumental in driving innovation and breaking into new categories across North America. Additionally, Dan Macsai has been appointed as TIME's Chief Strategy Officer, a new role where he will leverage his editorial judgment and entrepreneurial expertise to grow TIME's overall business. These strategic appointments reflect TIME's commitment to innovation, partnership growth, and delivering measurable impact to clients worldwide.

The keywords of the article are: global (used 14 times), strategy (used 14 times), leadership (used 11 times).

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<sup>46</sup> URL: <https://time.com/7178086/time-names-revenue-leaders-to-accelerate-global-partnerships/>

<sup>47</sup> Ibid.

Both titles revolve around TIME's business development in 2024, however, the first one centers on the success and impact of an implemented B2B revenue strategy, reflecting past and present achievements. The second one focuses on the organizational steps, designed to accelerate future growth, especially in global partnerships.

## 5 Entrepreneurship and SME Growth

The prominence of the Entrepreneurship and SME Growth topic in TIME reflects the increasing global significance of small and medium-sized enterprises (SMEs) and entrepreneurial ventures as catalysts for economic innovation, employment, and societal transformation. SMEs and entrepreneurship collectively drive a substantial portion of global economic activity. According to international economic data, SMEs account for over 90% of businesses worldwide and contribute significantly to job creation and GDP growth. TIME acknowledges the central role that entrepreneurs and SMEs play in sustaining economic vitality, especially in a period of post-pandemic recovery and economic uncertainty. As a widely read publication targeting business leaders, policymakers, and informed consumers, TIME responds to its audience's interest in entrepreneurship as a source of inspiration and practical insight. The stories of SME resilience, innovation, and growth provide relevant case studies and thought leadership that appeal to readers seeking to understand current economic dynamics and future business opportunities.

The article "*A 12-Step Process to Starting a Business*" dated November 4, 2024 is practically a comprehensive guide for launching a small business. The author provides the readers with 12 essential points for starting a new business:

1. Define your business concept: begin by assessing your idea's feasibility: ask if you have the necessary skills and whether the venture can be profitable. Conduct market research covering demand, competitors, pricing, and customer demographics.

2. Write a business plan: craft a formal document outlining your business model, market analysis, organizational structure, marketing and sales strategies, funding requirements, and financial forecasts
3. Evaluate financing options: consider different funding avenues such as debt (e.g., bank loans) and equity financing (e.g., investors), weighing the implications on ownership and repayment obligations.
4. Select a physical location: prioritize location based on customer accessibility, traffic flow, and strategic positioning, especially relevant for brick-and-mortar operations.
5. Choose a legal structure: evaluate legal entity types - sole proprietorship, partnership, LLC, S or C corporation - considering liability, tax implications, and registration requirements.
6. Register your business name: legally secure your business name and register it appropriately (e.g., "Doing Business As" (DBA) or corporate name), enabling formal banking and operational activities.
7. Obtain tax identification numbers: apply for necessary tax IDs, such as an Employer Identification Number (EIN), essential for banking, hiring, and regulatory compliance.
8. Secure licenses and permits: determine required local, state, or federal licenses – especially for regulated industries - and obtain them prior to operation.
9. Open a business bank account: maintain separate banking to enhance financial management and protect personal assets.
10. Purchase business insurance: acquire appropriate insurance (e.g., liability, property) to protect against common business-related risks.
11. Market your business: develop branding and a professional online presence, employ social media, SEO, and networking to reach potential customers before launch.

12. Launch your Business: plan and execute a grand opening or launch event following a soft launch to manage early-stage issues.<sup>48</sup>

The author also answered frequently asked questions (FAQ), giving his opinion on the best states to start a business, how to start a small business with no money, how to start business online, whether a business credit card is needed or not, the best business checking accounts, how much it costs to start a business, how to get a loan for a new business, and even gave the best business ideas.

The keywords of this article are: business (used 140 times), loan (used 38 times), plan (used 26 times), credit (used 60 times).

The article "*How TIME and Statista Determined the World's Best Companies in Sustainable Growth*" dated November 27, 2024 outlines a rigorous and balanced approach used to identify 500 leading companies worldwide that combine financial performance with environmental stewardship. It is a key reference in the sustainability and business strategy domains. "The study focuses on three key dimensions: revenue growth, financial stability, and environmental impact. Only companies that transparently disclose their environmental data are considered for inclusion in the ranking."<sup>49</sup>

Revenue growth is evaluated via relative and industry-adjusted growth from 2021-2023. Companies were required to demonstrate consistent revenue growth during the evaluation period to be considered for a top ranking. Financial stability is assessed using Piotroski F-Score, Altman Z-Score (2023), and 5-year profitability. The third dimension, environmental impact, was a core focus of the analysis. Using data from 2022, the evaluation covered both direct and indirect carbon emissions, categorized as Scope 1, Scope 2, and Scope 3 emissions. Companies were assessed based on their absolute emissions, intensity of emissions compared to revenue, and the intensity of their emissions compared to their industry peers. Green energy use, water consumption, and waste management were additional key performance indicators. Companies that effectively reduced their

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<sup>48</sup>URL:<https://partners.time.com/personal-finance/article/how-to-start-a-business/>

<sup>49</sup><https://time.com/7198623/worlds-best-companies-sustainable-growth-2025-methodology/>

environmental impact while maintaining operational efficiency scored highly in this dimension. Data sources included publicly available sustainability reports, environmental disclosures, and third-party environmental databases.

The keywords of this article are: sustainable (used 4 times), growth (used 8 times), environmental (used 6 times).

Having analyzed the titles of the articles, we can see that the first title emphasizes methodology and transparency. It frames TIME as a data-driven evaluator of global corporate sustainability, aiming to inform readers about how top companies were selected. It invites academic or professional scrutiny and suggests depth. The second title serves as a practical resource, using a step-by-step structure to promise clarity and usefulness for entrepreneurial readers. Its design is more informal and focused on individual agency.

## 6 Diversity, Equity and Inclusion (DEI)

Diversity, Equity, and Inclusion (DEI) has become a critical strategic focus for modern businesses due to its significant positive impact on performance, innovation, employee engagement, reputation, and legal compliance. DEI is far more than a moral imperative - it's a measurable business strategy. It boosts innovation, profitability, employee well-being, and brand strength, while also supporting legal compliance. In an increasingly diverse and global economy, DEI is necessary for sustainable business success.

The article "*DEI Isn't Working. Inclusive Economics Might*" dated September 20, 2024 critiques conventional Diversity, Equity, and Inclusion (DEI) programs as being increasingly performative, financially inefficient, and vulnerable to backlash. It advocates for a shift to Inclusive Economics (IE), which is an approach that integrates diversity into core business operations and economic systems to foster genuine opportunity and economic empowerment, rather than merely symbolic representation. From a business standpoint, the article emphasizes that integrating Inclusive Economics can improve innovation, employee engagement, and access to broader markets. Rather than promoting inclusion solely as a moral obligation, IE aligns it with profitability and competitiveness.

The article concludes that Inclusive Economics offers a sustainable pathway for organizations to achieve both equity and economic growth. For scholars and practitioners, this framework provides a valuable lens for understanding how socially responsible practices can be harmonized with business objectives, making it particularly relevant for research on the evolution of corporate inclusion strategies.<sup>50</sup>

The keywords of the article are: DEI (used 12 times), inclusive economics (used 10 times), opportunity (used 6 times).

The article "*Business Leaders Unite to 'Expand Equity' at TIME's Martha's Vineyard Event*" dated August 8, 2024 covers a leadership forum titled "Expanding Equity: The Power of Purposeful Leadership", organized by TIME and the W.K. Kellogg Foundation. The event featured prominent women of color—including La June Montgomery Tabron, Marissa Solis, and Arian Simone—who explored how inclusive leadership can be embedded into the fabric of organizations to create long-term cultural and structural change. The leaders shared personal reflections on how their backgrounds and values shaped their commitment to equity. La June Montgomery Tabron discussed efforts to foster inclusivity within the W.K. Kellogg Foundation through leadership development and workforce diversity. Marissa Solis emphasized the NFL's progress toward building a diverse workforce and fostering civic engagement, while Arian Simone highlighted her experience leading the Fearless Fund amid legal and societal challenges related to supporting women of color entrepreneurs. The article underscores that genuine equity is cultivated not only through formal policies but also through consistent, everyday actions. This idea was reflected in a segment led by Chef J.J. Johnson, who demonstrated how shared meals and community-building practices can serve as powerful tools for inclusion. Additionally, the discussion acknowledged the emotional demands of advancing equity in professional settings. Solis, for

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<sup>50</sup>URL: <https://time.com/7022544/inclusive-economics-dei-impact-business/>

example, revealed how personal motivations—such as being a role model for her daughter—continue to drive her efforts in the face of resistance.<sup>51</sup>

The keywords of the article are: equity (used 5 times), leadership (used 4 times), women (used 7 times),

Having analyzed the titles of both articles, we can tell that the first title emphasizes collective leadership action, illustrating a specific event where equity is actively pursued through collaboration. The phrase "Expand equity" signals a formal initiative or theme, reflecting unity and strategic dialogue. The second introduces a critical discourse. It evaluates the perceived failure of traditional Diversity, Equity, and Inclusion (DEI) programs and proposes Inclusive Economics as a viable alternative. This title sets up a problem-solution narrative, inviting readers into a deeper conceptual argument.

## 7. Ethical and Responsible Supply Chains

Ethical and responsible supply chains are integral to contemporary business practices for several reasons. Firstly, they serve to protect and enhance a company's reputation by ensuring that sourcing and production processes do not involve exploitative labor practices or environmental harm, which could otherwise provoke public backlash and erode consumer trust. Secondly, adherence to ethical standards helps organizations comply with increasingly stringent legal and regulatory frameworks concerning human rights, labor conditions, and environmental sustainability, thereby minimizing the risk of sanctions or litigation.

Moreover, responsible supply chains contribute to operational stability by mitigating risks associated with unreliable or unethical suppliers, which can lead to disruptions and increased costs. They also align with evolving consumer expectations, as modern buyers tend to favor companies whose values reflect social and environmental responsibility, thereby offering a competitive advantage. Additionally, ethical supply management supports the fulfillment of Environmental, Social, and Governance (ESG) objectives, a factor of growing importance to investors assessing corporate sustainability and accountability.

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<sup>51</sup>URL: <https://time.com/7008373/expanding-equity-the-power-of-purposeful-leadership/>



Beyond risk management and compliance, fostering ethical supply chains can stimulate innovation and efficiency through improved supplier relationships and the adoption of sustainable practices. Finally, responsible sourcing promotes broader social equity by combating labor exploitation and environmental degradation, aligning corporate activities with global sustainability and justice goals.

The article "*Why Some Companies Are Doubling Down on Climate Action*" dated February 9, 2024 focuses on the increasing emphasis companies place on ethical and responsible supply chains to meet growing customer and regulatory demands for sustainability. Steelcase is a manufacturer of office furniture that has prioritized sustainability as a strategic business imperative, not a marketing gesture. CEO Sara Armbruster explains that major corporate clients now routinely request data on carbon footprints before purchasing products. To meet this need, Steelcase increased recycled materials in its packaging, installed solar panels at manufacturing facilities, and launched a supplier-focused emissions-reduction program: "Large corporate customers are routinely demanding information about the carbon footprint of Steelcase's products, she says, and sustainability programs have become a factor in office furniture purchasing decisions. With that in mind, the company has doubled the percentage of recycled content in its packaging since 2020, installed solar panels at manufacturing plants, and launched a program to help its suppliers cut their own emissions."<sup>52</sup>

Recent surveys from the Chief Executives for Corporate Purpose (CECP) highlight that roughly one-third of companies receive sustainability questionnaires from customers, with 21% sending similar inquiries to their suppliers: "A third of companies surveyed between January and February by the Chief Executives for Corporate Purpose (CECP), a non-profit that helps businesses implement programs that have a positive impact on society, said that they receive sustainability questionnaires from their customers. And 21% of the 119 respondents to the survey, shared exclusively with TIME, said they send such questionnaires to their

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<sup>52</sup> URL:<https://time.com/6693090/companies-supply-chain-climate-action/>

suppliers." The predominant concerns are carbon footprint, greenhouse gas emissions, and renewable energy use. Furthermore, new regulations (such as the EU's corporate climate disclosure rules) are expected to compel companies to monitor and minimize upstream emissions, particularly Scope 3.<sup>53</sup>

The keywords of the article are: climate (used 12 times), business (used 10 times), sustainability (used 4 times).

The article "*How Tiffany & Co. Helped Make Mining More Sustainable*" dated January 18, 2024 talks about the role of Tiffany & Co. in promoting ethical and sustainable practices within the global mining industry. Under the leadership of CEO Michael J. Kowalski, the company shifted its focus beyond product quality to include the ethical origins of its raw materials. Kowalski recognized that consumer trust should extend to the environmental and social impact of jewelry production: "Mines are giant behemoths carved into the earth's crust that belch dust and toxins. But they also birth treasures, the building blocks for products used by Tiffany and every other manufacturer on the planet. Much of what every human touches every single day comes from the ground—typically through a mine or a farm. Kowalski realized this, as well as the inherent risk for Tiffany. It was not enough for Tiffany to stop buying metals from unsavory places; Kowalski came to understand that Tiffany had to use its clout and purchasing power to force all mines to honor workers and the environment."<sup>54</sup>

In the early 2000s, Tiffany began implementing tangible reforms—such as discontinuing coral jewelry and sourcing gold from environmentally responsible mines. It also took on an advocacy role, working with NGOs like Earthworks and Oxfam to campaign against destructive mining operations, including the Pebble and Rock Creek projects: "In 2002, Tiffany banned the sale of jewelry made from coral, a stance that over time was embraced by more of its jewelry peers. Coral is,

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<sup>53</sup>URL:<https://time.com/6693090/companies-supply-chain-climate-action/>

<sup>54</sup> URL: <https://time.com/6556277/tiffany-sustainable-mining/>

after all, a kind of underwater forest helping to filter the world's oceans and provide shelter for a plethora of fish and other creatures."<sup>55</sup>

Recognizing the absence of clear global standards, Tiffany co-founded the Initiative for Responsible Mining Assurance (IRMA) in 2006. This collaborative body brought together industry stakeholders, civil society, and community representatives to create and enforce rigorous environmental and labor standards across the mining sector: "Taking inspiration from the Forest Stewardship Council, which sets standards for timber harvesting and forest management, Tiffany and Earthworks helped to form the Initiative for Responsible Mining Assurance, commonly known as IRMA."<sup>56</sup>

The initiative has since helped develop systems for certification and auditing, increasing traceability and transparency throughout the supply chain. By spearheading these efforts, Tiffany & Co. demonstrated how brand credibility and corporate values can drive wider industry reforms in sustainability and ethical sourcing: "Today, companies and consumers can publicly access IRMA's reviews of mining companies; it's immediately obvious if a mining company is cheating or trying to bend the rules. IRMA standards are now a potent tool for those opposed to mines across the globe, while also giving automakers and other manufacturers a sense of relief that they are buying ethically sourced lithium, copper, and other metals for the green energy transition. As Boulanger said: "Mining is really difficult, and yes, it causes harm. But we do have the technology to do things better; we just need the whole value chain to support us."<sup>57</sup>

The keywords of the article are: mining (used 19 times), standards (used 14 times), jewelry (used 11 times).

Having analyzed the titles of the articles, we can see the difference in tones used. In the first case, the tone is analytical and investigative. The phrase "doubling down on climate action" evokes commitment, strategy escalation, and possibly competitive advantage. It speaks to sustainability as a business imperative. In the

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<sup>55</sup> URL: <https://time.com/6556277/tiffany-sustainable-mining/>

<sup>56</sup> Ibid.

<sup>57</sup> Ibid.

second title, the tone is narrative and informative. The phrase "helped make mining more sustainable" frames Tiffany as an agent of change, suggesting influence, leadership, and industry-level transformation through corporate responsibility.

#### 8. Pandemic as Tech Accelerant

Undoubtedly, the COVID-19 pandemic has had a huge impact on all areas of human life, including business. As you know, due to the lockdown and the outflow of customers, many small businesses have collapsed, people have lost their jobs and money. TIME consistently portrayed the pandemic not just as a public health crisis, but as a pivotal inflection point for business technology - rewiring sectors, reshaping leadership mindsets, and cementing digital transformation as the irreversible new standard.

The article "*Big Tech Announces Striking Pandemic Gains as Small Businesses Strain to Find Their Footing*" dated August 2, 2021 talks about how the COVID-19 pandemic created a stark divide between large tech corporations and small businesses. While everyday entrepreneurs fought to stay afloat, the world's biggest tech companies experienced some of their most profitable quarters in history. Tech giants like Apple, Microsoft, Google, Facebook, Amazon, and Tesla all posted record-breaking earnings. Apple, for example, nearly doubled its profits in just one year, bringing in over \$21 billion in one quarter alone. Microsoft and Google also saw massive growth, where Google's profits rose by 166%, and Facebook's income doubled. Even Tesla, which operates in a more traditional manufacturing space, saw its gross profits soar by over 120%. Amazon continued its strong run too, earning nearly \$8 billion in just three months: "On Tuesday, Apple reported that it earned \$21.7 billion in the last three months that ended on July 26, almost doubling the \$11.2 billion it earned in the same period last year. The Cupertino company says it made almost \$40 billion from selling iPhones over the last quarter, compared with \$26.4 billion last year. Over three months that ended on June 30, Microsoft reported an earned net income of \$16.5 billion on

Tuesday, almost a 50% increase over the same time last year when it reported \$11.2 billion."<sup>58</sup>

At the same time, things looked much bleaker for small businesses. The U.S. Federal Reserve estimated that more than 120,000 small businesses shut down in 2020 alone. Of those that remained, many were barely surviving. A majority said they needed additional financial support, and nearly 40% feared they wouldn't make it unless things returned to pre-pandemic conditions. Staff shortages and rising commercial rent added even more pressure. The author emphasized that this wasn't just about economic disparity - it was also about how quickly tech firms adapted and even benefited from a world forced to go digital. The article portrayed the pandemic as a major accelerator for technology adoption, pushing companies and consumers alike to embrace new digital tools at a rapid pace. Even as some leaders, like Apple's Tim Cook, warned that the future remained uncertain, others, like Facebook's Mark Zuckerberg, were already looking ahead, pitching concepts like the "metaverse" as the next phase of digital evolution. The magazine presented the pandemic as a moment of rapid transformation: one where big tech gained even more influence, while smaller players were left behind, reshaping the balance of power in the business world.

The keywords of the article are: pandemic (used 7 times), tech (used 14 times), earn (used 23 times).

In the article "*Every Company Is a Tech Company Now*", published in April 2021, the COVID-19 pandemic is portrayed not just as a global health emergency but as a catalyst for one of the most significant shifts in modern business history. The core idea is that the pandemic forced businesses across all sectors to become digitally driven - a transformation that might otherwise have taken years. One striking example given is General Motors, which repurposed an inactive factory to manufacture 30,000 ventilators in just five months: "And so within a week of pausing the plant's operations, GM CEO Mary Barra launched it back into action, quickly transforming a dormant engineering building into an assembly line that

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<sup>58</sup> URL: <https://time.com/6085674/big-tech-apple-microsoft-facebook-amazon-google-earnings>

delivered 30,000 ventilators in five months."<sup>59</sup> The author described this kind of speed and adaptability as a new normal, what it called a “ventilator-speed” culture. This mindset has since been adopted widely across industries as businesses realize the importance of rapid innovation.

The pandemic accelerated digital adoption to unprecedented levels. Technologies like remote work systems, e-commerce platforms, telemedicine, and virtual education tools moved from the periphery into everyday use. In this context, TIME claimed that “every company has become a tech company”, not necessarily in terms of what they sell, but how they operate, communicate, and deliver value. However, the article also pointed out the deepening inequalities brought on by this digital shift. While large, well-resourced companies thrived by moving quickly online, small businesses without access to technology struggled or shut down entirely. At the same time, social issues like food insecurity worsened, highlighting the uneven distribution of resilience. The crisis also changed the public perception of corporate leadership. CEOs and company executives were no longer viewed only as business figures, they became central players in vaccine distribution, digital education, and workforce well being. This broadened role led to increased expectations for businesses to show social responsibility, not just profitability. To reflect this changing landscape, TIME launched a new editorial platform called TIME Business, and introduced the TIME100 Most Influential Companies list, recognizing firms that are shaping the future through innovation, sustainability, and positive impact.

The keywords of the article are: pandemic (used 5 times), business (used 21 times), companies (used 11 times).

Having analyzed both headlines, we can tell that the first title frames the pandemic as a moment of divergence: while tech giants thrived, small businesses were left behind. It evokes economic contrast and concern, highlighting imbalance and the fragility of traditional economic actors. The second title, on the other hand, presents a macro-level, paradigm-shifting message that the line between tech and

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<sup>59</sup> URL: <https://time.com/5958823/future-of-business-covid-19/>

non-tech firms has essentially vanished, and that businesses must embrace disruption or risk irrelevance.

## 9. Health, Longevity and Philanthropy

Philanthropy is undergoing a transformation, with a shift towards more effective and impactful giving. Critics argue that many wealthy donors focus on causes that offer personal benefits rather than addressing the world's most pressing issues. For instance, large donations often go to arts institutions or prestigious universities, while basic needs like clean water or malaria prevention receive less attention. Health, in the meanwhile, is increasingly seen as a cornerstone of business success. Companies that prioritize employee well-being through flexible work arrangements, mental health support, and inclusive policies not only foster a healthier workforce but also enhance productivity and retention. This holistic approach to employee care is becoming a competitive advantage in attracting top talent. Moreover, the business of health extends beyond the workplace. Innovations in healthcare delivery, such as telemedicine and personalized medicine, are reshaping the industry.

The article "*Why the Rich Aren't Good at Giving*" dated January 20, 2014 takes a critical look at how wealthy donors often give money to causes that benefit themselves or their communities, instead of focusing on the world's biggest problems. The article points out that in 2012, a lot of large donations were mostly going to things like arts, museums, sports, and universities: "The Chronicle of Philanthropy publishes an annual list of charitable gifts of \$1 million or more. In 2012, there were 95 such gifts and 73 fell into a dubious category."<sup>60</sup> Meanwhile, really urgent issues like fighting malaria, providing clean water, or healthcare in poor countries were getting far less attention and funding. It also highlights how many donations are influenced by personal connections: people giving to their own schools or favorite cultural institutions rather than causes that could make a huge difference globally. Overall, the article suggests that philanthropy needs to be

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<sup>60</sup> URL:<https://business.time.com/2014/01/20/why-big-donors-dont-give-to-big-causes>

smarter and more focused on where it can truly help people and make a meaningful impact, rather than just supporting familiar or prestigious causes.

The keywords of the article are: gift (used 11 times), donate (used 4 times).

The article "*Your Longevity Is Good for Business*" dated March 3, 2016 explores how the growing population of people aged 50 and up is becoming a major force in the economy, and how businesses are slowly starting to catch on. Older adults are often overlooked by marketers and companies, but that doesn't make sense. This age group holds the majority of disposable income and is living longer, more active lives than ever. Many people in their 50s, 60s, and beyond are starting businesses, traveling, staying connected online, and exploring new hobbies: "People past 50 control 70% of the nation's disposable income. If they aren't working, they may be volunteering, starting a small business or nonprofit, or taking enrichment classes. Many remain socially active and want to look and feel great—and will spend to get that experience."<sup>61</sup> The idea that aging means slowing down just isn't true anymore. Some companies are getting it right. For example, Home Instead Senior Care provides companionship and help around the house to seniors who want to live independently. Bank of America is training its financial advisors in aging-related issues, and Nestlé is adjusting its product lines to suit older consumers' health and skincare needs. The article also talks about the idea of using a "longevity lens" in business planning, basically, thinking about aging populations as a real opportunity for innovation. As birth rates fall and societies get older, companies that support older workers, build age-friendly products, and create flexible work environments will be in a stronger position to thrive.

The keywords of this article are: longevity (used 7 times), age (used 10 times), business (used 14 times).

Having analyzed both titles, we noticed that the first headline is sharp and a bit confrontational. It suggests that wealthy people aren't making the most of their giving. It's designed to make readers question how philanthropy works and spark some critical thinking. The second one is much more upbeat. It highlights the idea

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<sup>61</sup> URL: <https://time.com/4246089/your-longevity-is-good-for-business/>



that living longer isn't just a personal win but also a big opportunity for companies. The use of "your" makes it feel more personal and engaging. It encourages businesses to rethink how they see older adults - as valuable consumers, not burdens.

#### 10. Rise of Tech Giants

Between 2006 and 2009, TIME Magazine closely followed the rise of Apple and Google as they transformed from successful tech companies into global powerhouses. These years were important, setting the stage for the mobile-first, app-driven world we live in today.

The article "*Go Behind the Scenes of Apple's First iPhone Release*," published on January 10, 2007, offers an in-depth look at the development and unveiling of Apple's inaugural iPhone. The piece delves into the company's strategic decision to enter the mobile phone market, aiming to revolutionize the industry as the iPod had transformed portable music: "Apple's new iPhone could do to the cell phone market what the iPod did to the portable music player market: crush it pitilessly beneath the weight of its own superiority. This is unfortunate for anybody else who makes cell phones, but it's good news for those of us who use them."<sup>62</sup> Steve Jobs, Apple's CEO, was inspired by the burgeoning focus on tablet PCs and envisioned a superior touchscreen interface.

This vision led to the creation of a device that seamlessly integrated a phone, iPod, and mini-computer, featuring a large, vivid touchscreen that replaced physical buttons with fluid software interfaces. The iPhone was powered by Apple's OS X, enabling advanced applications like web browsing and email. Despite some limitations, such as the inability to download songs directly and the lack of wireless syncing, the iPhone revolutionized the market by addressing the flaws in existing cell phones. It simplified user interactions and offered an intuitive, ergonomic design. The article also highlights Jobs's relentless perfectionism and Apple's unique approach to innovation and interface design, which set the iPhone apart from competitors.

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<sup>62</sup>URL: <https://time.com/3222128/apple-iphone/>

The keywords of this article are: apple (used 31 times), phone (used 53 times), new (used 15 times).

The article "*Google Gets Friendly*," published on October 1, 2006, examines Google's strategic shift towards partnerships to enhance its growth and security. Historically, Google operated independently, but as competition intensified from companies like Microsoft, Yahoo!, and emerging Web 2.0 startups, Google recognized the need to collaborate.

CEO Eric Schmidt acknowledged that as Google matured, it became evident that relying solely on internal efforts was insufficient. The company formed alliances with Intuit to assist small-business owners in managing Google ad campaigns, eBay to introduce "click-to-call" ads connecting online shoppers to sellers, MySpace to provide search and advertising services, and MTV to distribute video clips with ads. These partnerships aimed to expand Google's reach and integrate its services into diverse platforms: "MySpace gets Google into the fastest-growing online communities, Intuit helps Google target a whole new market of business users, and MTV gets Google into video distribution. So what's in it for the partners? For one, they get to avoid competing with Google, a good outcome particularly for companies without an alternative means of coaxing revenue out of their content. "It's easy to collaborate with Google," says MTV president Michael Wolf. "They move fast. We'd like to do even more with them."<sup>63</sup>

Despite these collaborations, Google faced challenges. The company's return on assets declined, indicating potential issues with focus and resource allocation. Analysts expressed concerns about Google's ability to maintain its dominance among increasing competition. In response, Google refocused on its core search business, assigning more engineers to improve search functionalities and planning to release a new tool allowing users to customize their search experience.

The article also mentions Google's evolving strategy from a solitary innovator to a collaborative entity, emphasizing the importance of partnerships in sustaining growth and navigating a competitive landscape.

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<sup>63</sup> URL: <https://time.com/archive/6678630/google-gets-friendly/>

The keywords of the article are: google (used 42 times), partner (used 13 times), company (used 14 times).

As we can see, the first headline is clear and straightforward. It promises readers an inside look at one of the most important tech launches ever - the very first iPhone. Words like “behind the scenes” suggest exclusive details and give a sense that the article will offer a deeper dive into Apple’s process, design decisions, and Steve Jobs’ vision. It’s especially appealing to tech fans and anyone curious about how groundbreaking products are made. The second title is shorter and more playful. It uses casual language "gets friendly" to describe something more serious: Google shifting toward working with other companies. Unlike Apple’s title, it doesn’t give the reader specifics upfront, but it draws the reader's in by making them wonder what "friendly" means in a corporate sense. It’s a clever way to hint at Google's strategic partnerships without sounding too technical or dry.

Conclusion. In this chapter, we examined the key concepts that form the business picture of the world as reflected in TIME magazine's articles from 2006 to 2024. Through the analysis of 250 articles grouped into ten thematic categories, it was possible to identify a set of dominant concepts (such as innovation, sustainability, leadership, inclusion, artificial intelligence, entrepreneurship, and accountability) that shape the contemporary business picture of the world of the English-speaking community. Each category highlighted specific linguistic patterns and conceptual emphases, demonstrating how current business discourse reflects broader social, technological, and cultural dynamics. The frequency and framing of keywords in these texts offer insight into the values and priorities of the modern business environment, revealing a shift toward more ethical, inclusive, and purpose-driven approaches. This analysis confirms that media discourse, particularly in influential publications like TIME, plays a key role in constructing and communicating the conceptual structure of the business picture of the world.

## CONCLUSION

This research was devoted to the study of key concepts in the business picture of the world as reflected in TIME magazine's articles. The analysis was grounded in the framework of linguoculturology and the conceptosphere theory, enabling the identification of conceptual structures that define how the English-speaking community perceives and communicates economic and professional realities.

In the first chapter, the theoretical foundations of the "concept," "concept as a linguistic phenomenon" and "conceptosphere" were reviewed. Special attention was paid to the role of concepts as cognitive and cultural units that are central to meaning-making and worldview construction.

The second chapter analyzed 250 TIME magazine articles published in 2006-2024. These were grouped into ten thematic categories: Generative AI and Automated Agents, Business Influence and Leadership, Climate and ESG Accountability, B2B Revenue Models and Digital Diversification, Entrepreneurship and SME Growth, Ethical Supply Chains, Business Models and Brand Building, Pandemic as Tech Accelerant, Health, Longevity, Philanthropy, Rise of Tech Giants. In each category, we identified key words and conceptual fields that recurrently appeared in headlines, content, and thematic framing.

Our findings show that the dominant concepts in the business discourse of TIME magazine include "innovation," "sustainability," "leadership," "inclusion," "AI," "entrepreneurship," and "accountability." These concepts are linguistically objectified through high-frequency keywords and metaphorical framing that reflects broader social, economic, and technological transformations.

The concept of AI, for instance, is not only treated as a technological tool but also as a societal disruptor and catalyst for change. Leadership is portrayed not merely as corporate success but as compassionate, inclusive, and socially responsible guidance. The rise of sustainability and ESG discourse points to a shift from profit-centered to purpose-driven business models. Entrepreneurship is increasingly linked to empowerment, resilience, and democratized economic participation.

Thus, the business picture of the world reflected in TIME magazine is one of complexity, fluidity, and ethical redefinition. It is a world in which business is no longer isolated from culture, politics, or environmental concerns, but is instead deeply embedded in global narratives of justice, progress, and human dignity.

This work contributes to linguoculturological scholarship by offering a contemporary case study of conceptual formation in a real-world corpus. The results can be used in academic settings, particularly in translation studies, intercultural communication, and English for Specific Purposes (ESP) programs.

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