

THEMATIC AND FUNCTIONAL-STYLE DIFFUSENESS OF VOCABULARY IN MODERN MEDIA TEXTS

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Abstract: The article characterizes the lexical units involved in the process of thematic diffusiveness, distinguishes between their regular and unique manifestations in modern journalism, outlines the secondary meaning of lexical-semantic derivatives and considers it in dichotomy with the interpretation established in dictionaries. Nominations with new semantic nuances, not yet recorded in dictionaries, contribute to the strengthening of expression and negative connotation. Such language units give texts an emotional and evaluative color, originality of language expression, non-standard implementation of the author's communicative and intention. The stylistic migration of nominations is one of the important features of modern media discourse. Among them, the authors distinguish colloquial words, slangisms, in particular borrowed from the English language, vulgarisms, anti-etiquette idioms, which, although they are outside the limits of the standards typical for the press, give the statement a negative-reduced tone, aptly, emotionally and expressively characterize persons. Attention is focused on the writing of pejoratively labeled obscene vocabulary and the linguistic adaptation of anglicisms. It is noted that language units that have undergone interstylistic transitions occasionally have positive connotations. The analyzed factual material testified that in the all-Ukrainian media editions "Gazeta po-Ukrainsky" and "Ukraina moloda" nominations, which are characterized by stylistic migration, are quantitatively limited, which is explained by the internal politics of the publications.

Keywords: vocabulary; lexical meaning; semantic word structure; nomination; derivation; stylistic role; negative evaluation; slangism; invective vocabulary; Ukrainian language.

1 Introduction

The constant development of the language prompts scientists to study it in the context of linguistic dynamics. As it is known, among all language levels, the lexical one undergoes the most active renewal, which expresses its replenishment with foreign words, units formed by morphological methods, as well as nominations that have undergone an expansion of the semantic structure. The enrichment of words with shades of meaning is connected with the process of neo-semanticization and reveals a relationship to the lexical-semantic variety of derivation. In addition, dynamism is demonstrated by lexemes with signs of interstylistic migration. These and a number of other characteristics are inherent in the mass media space, which most promptly responds to language changes. Linguists have repeatedly paid attention to transformations within the lexical system, analyzing it on the basis of newspaper journalism. We consider the emphasis on non-linguistic (external) factors that directly affect the language expression of modern media discourse [8] to be quite well-argued. Actively researched ones are, in particular, problems related to the semantic update of one lexeme in texts of a different thematic range [10] or several nominations in publications devoted to clearly defined issues [6; 9]. The phenomenon of thematic diffuseness in interaction with other language changes was analyzed by E. A. Karpilovska, L. P. Kislyuk, N. F. Klymenko, V. I. Kritska, T. K. Puzdyreva,

Yu. V. Romaniuk [2]; some aspects of such findings against the background of social dynamics were considered by T. I. Prudnykova [12; 13; 14], expansion of the semantic structure of sports nominations and their use in articles of a different thematic range was traced by N. M. Kostusyak [5]. The functioning of words that have undergone inter-thematic movements in the language of modern newspaper periodicals is determined by the desire of journalists to inform in an original and creative way about a certain fragment of objective reality, to create a text that would correspond to the preferences and linguistic tastes of readers, interest them and at the same time implicitly convey the attitude of the author to the described. In addition, the language of the mass media of the beginning of the 21st century is characterized by looseness and a tendency towards oral communication, the penetration of stylistically reduced units, jargonisms, vulgarisms, and other types of substandard vocabulary. The stylistic vector of the research of media texts of various genres is reflected in the collective monograph "The system and structure of the Ukrainian language in the functional and stylistic dimension" [3]. T. S. Panchenko [11] and T. I. Prudnykova [15] characterized colloquial verbs in periodicals of the beginning of the 21st century. T. M. Levchenko analyzed the slang units presented in the language of modern newspaper journalism, which she examined in terms of semantics, expressiveness, emotionality, and evaluation [7]. Despite the presence of a significant number of works, we cannot speak of the completeness of the solution of all issues related to the problem of thematic and functional-stylistic diffuseness of the vocabulary and its manifestation in media sources. We believe it appropriate to consider the indicated linguistic phenomena in terms of the influence of an important external factor – the active phase of the Russian-Ukrainian war, building the research on the material of newspaper periodicals from 2022 to the beginning of 2024.

The purpose of the article is to characterize the lexical units involved in the process of thematic diffusion, distinguish between their regular and unique manifestations in modern journalism, find out the secondary meaning of lexical-semantic derivatives and consider it in dichotomy with the interpretation established in dictionaries; to describe language units that have undergone inter-stylistic transitions, to focus attention on their communicative and pragmatic features, emotional and evaluative load.

2 Materials and Methods

The following methods are directed to the implementation of the goal: descriptive, which served as a basis for research and systematization of lexemes that, having entered the texts of military themes, acquired new semantic shades; comparative, which made it possible to analyze nominations with lexically modified shades against the background of their creative units with their attached values; linguistic stylistic, aimed at the description of nominations that have undergone an expansion of their content, as well as elements of colloquial and everyday style in terms of their positive and negative value, emotional load and expressiveness; linguo-pragmatic, which became the basis for determining the communicative-pragmatic power of the studied language units.

The material of the research was the texts on military topics, published in the all-Ukrainian media publications "Gazeta po-Ukrainsky" (<https://gazeta.ua>) and "Ukraina moloda" (<https://umoloda.kyiv.ua>). The index of the actual material is limited to 2022-early 2024. In addition, the materials of the "Large explanatory dictionary of the modern Ukrainian language" [1] were used, the data of which made it possible to reveal the expansion of the semantic structure of lexemes.

3 Results and Discussion

News content related to military operations in Ukraine is a daily integral material presented on the websites of well-known media publications. In order to attract the attention of information consumers, journalists try to create an interesting text, involving in the description units that have undergone inter-thematic and inter-stylistic shifts and correspond to the language preferences of modern society. Such nominations often have an emotional and evaluative value, implement the communicative and intentional intention of the author of the publication, convey his attitude to the described realities and show unequal activity in the texts. The development of semantic nuances of words is connected with a cognitive process built on the basis of associative connections. In modern language practice, the expansion of content can be traced within the vocabulary of various thematic groups. The severity of the tendency to apply figuratively used nominations in the medical field is implemented by the verb *реанімувати* (to resuscitate), which serves as a means of marking the process of restoring something, in particular: 1) the functional capacity of objects that have not worked for a certain time: "...деякі частини російських військ уже перебувають на території Білорусі та **реанімують** законсервовані **аеродроми**, побудовані в радянські часи" ("...some units of Russian troops are already on the territory of Belarus and are resuscitating preserved airfields built in Soviet times") (<https://gazeta.ua>, October 6, 2022); 2) principles, ideas, methods that dominated earlier, had a negative impact on society and later disappeared, but now they seek to take them as a basis in order to make the people of Ukraine submissive: "Представник України в Організації Об'єднаних Націй Сергій Кислиця заявив, що Росія **реанімує політику** радянського диктатора Йосипа Сталіна, який виступав проти прав народів на самовизначення" ("The Representative of Ukraine at the United Nations Serhiy Kyslytsia stated that Russia is resuscitate the policy of the Soviet dictator Joseph Stalin, who opposed the rights of peoples to self-determination") (<https://gazeta.ua>, April 25, 2023); 3) measures similar to those that took place after the end of the Second World War and proved the impartiality of the decisions, for example: "РФ розпочала дискусію в ООН, щоб **реанімувати** лейтмотив Ялтинської конференції 1945 року" ("the Russian Federation started a discussion at the UN to resuscitate the leitmotif of the Yalta Conference of 1945") (<https://gazeta.ua>, April 25, 2023). In addition to combining with the names of non-beings, the lexeme *реанімувати* (to resuscitate) functions in contexts about persons. In this case, it is not about a threat to life, but about the return of people to the previous type of activity related to the destabilization of the situation in Ukraine, for example: "Росіяни зараз **реанімують політтехнологів** часів президента-втікача Віктора Януковича" ("Russians are now resuscitating political technologists from the time of the fugitive president Viktor Yanukovich") (<https://gazeta.ua>, November 2, 2022).

Vocabulary related to the medical field is presented in the sentence "СБУ є, була і буде **скальпелем** в руках українського народу, яка буде **вирізати** ці ганебні явища, які я перерахував, як **ракові пухлини**", – наголосив Василь Малуцький" ("The SBU is, was and will be a scalpel in the hands of the Ukrainian people, which will cut out these shameful phenomena that I have listed, like cancerous tumors," emphasized Vasyl Maluyuk") (<https://gazeta.ua>, February 25, 2024). With the help of selected language units, it was possible to figuratively and expressively convey the attitude of Ukrainians to what threatens the existence and development of their state. In the context of continuous attacks by the occupiers, in addition to the phrase *ракова пухлина* (cancerous tumor), the quote from the military uses the lexeme *вірус* (virus): "Але вони ніби **вірус**, **ракова пухлина** все одно розповсюджуються по українських територіях", – додав Лазуткін" ("But they are like a virus, a cancerous tumor is still spreading across Ukrainian territories," Lazutkin added") (<https://gazeta.ua>, December 31, 2023). Incidentally, we will add that the modern lexicography records the compound *злаякісна пухлина* (malignant tumor), which is a synonym for cancerous tumor – "a

neoplasm in the human or animal body that has the ability to metastasize, spread cancer cells with the flow of blood or lymph" [1, p. 1191]. The strengthening of expression and negative connotation is facilitated by the stringing together of several metaphorically used nominations, among which the medical term *метастаз* (metastasis) has undergone the expansion of the semantic structure, explained in the "Large Explanatory Dictionary of the Modern Ukrainian Language" as: "1. medical. The transfer of certain pathological material from the affected part of the body to another, where the corresponding painful process occurs. 2. The focus of the disease arising as a result of such transfer" [1, p. 663]. The analyzed nomination was used in the context of the president of Russia and the traitors who worked for the aggressor state in order to highlight their negative features and provoke condemnation: "Данілов про переговори: Путін – **ракова пухлина з метастазами** (заголовок). «Хочу наголосити, що Путін із його війною – це **ракова пухлина**. Якщо її не видалити повністю й остаточно, лише питання часу, коли почнеться **рецидив** у ще гіршій формі з розповзанням **метастазів** по всьому тілу», – сказав він (Олексій Данілов)" ("Danilov on negotiations: Putin is a cancerous tumor with metastases (headline). "I want to emphasize that Putin and his war are a cancerous tumor. If it is not removed completely and permanently, it is only a matter of time when a relapse will begin in an even worse form with the spread of metastases throughout the body," he said (Olexii Danilov)") (<https://gazeta.ua>, September 17, 2023); "Треба розуміти просту річ: Путін – кадровий кагебіст, він десяти років вибудовував агентурну роботу по Україні. Це наче **рак**, який поширює свої **метастази** і пожирає здорові клітини. Але насправді агентурна мережа російської ФСБ не спрацювала так, як очікувалось, – "**пухлину**" ми вчасно вирізали», – заявив голова СБУ" ("You need to understand a simple thing: Putin is a personnel Kagebist, he has been building up agency work in Ukraine for decades. It is like a cancer that spreads its metastases and devours healthy cells. But in reality, the Russian FSB's intelligence network did not work as expected - we cut out the "tumor" in time," said the head of the SBU") (<https://gazeta.ua>, April 21, 2023). The adverb *інфікований* (infected), which has acquired new shades of meaning in newspaper reporting, is involved in discrediting the image of Vladimir Putin as an inadequate person: "Головний воєнний злочинець Росії любить, коли йому аплодують на стадіонах, а він, **інфікований «манією війни»**, культивує агресію, направлену на сусідні країни й народи" ("the main war criminal of Russia likes to be applauded in stadiums, and he, infected with "war mania", cultivates aggression directed at neighboring countries and peoples") (<https://gazeta.ua>, September 18, 2022). Therefore, lexemes of the medical field have the ability to function outside the boundaries of special texts. Participating in the expression of negative traits of persons, such units often acquire new semantic nuances not yet recorded in dictionaries, which serves as a sign of the uniqueness of their manifestation.

Media workers sometimes use the names of professions in the railway sector in relation to the military. For example, in the "Large Explanatory Dictionary of the Modern Ukrainian Language" the lexeme *стрілочник* ("switchman") has two meanings – "1. A worker who moves switches on railway tracks and performs other auxiliary work on the railway. 2. Figurative. An innocent person, on whom actual sins and crimes committed by responsible persons, the management of an institution, the state, etc. are transferred" [1, p. 1403]. Within the scope of the second explanation, the well-established combination *знайти стрілочника* (finding a switchman) is considered – "shifting one's guilt onto someone else" [1, p. 1403]. In the sentence "Було б помилкою в цих умовах **шукати стрілочників** лише серед командирів батальйонів і бригад" ("It would be a mistake in these conditions to look for switchmen only among battalion and brigade commanders") (<https://umoloda.kyiv.ua>, 03/27/2024), it underwent a structural modification.

In the researched media texts, signs of thematic migration are revealed by lexemes from the sports sphere, which, when

appearing in publications about the war, Russia, the intentions of its ruling elite directed against the Ukrainian people, give the texts a distinct emotional and expressive tone: “Але все ж таки, якщо порівнювати із забігом на 100 метрів, то я вважаю, що 70 метрів ми вже пробігли. Але ці останні 30 є найважчими», – сказав Єрмак” (“But still, if we compare it with the race 100 meters, then I believe that we have already run 70 meters. But these last 30 are the most difficult,” Yermak said”) (https://gazeta.ua, November 10, 2023); “Довгий забіг у цьому двобої не в інтересах Кремля” (“A long run in this duel is not in the interests of the Kremlin”) (https://gazeta.ua, November 30, 2022); “Ми витримали «спринт» перших тижнів великої війни. Ми змогли перебудуватись зі спринту на марафон, розраховуючи на рік-німтора” (“We survived the “sprint” of the first weeks of the great war. We were able to rebuild from a sprint to a marathon, counting on a year and a half”) (https://umoloda.kyiv.ua, November 30, 2023); “Наразі Росія намагається «завдати нокаут», вкидаючи у війну максимум ресурсів” (“Currently, Russia is trying to “inflict a knockout”, throwing maximum resources into the war”) (https://gazeta.ua, March 2, 2024); “Не досягли успіху в Гостомелі, російський генштаб спробував повторити цей самий фініш у Васильковій підвєдніє столиці” (“Having failed to succeed in Gostomel, the Russian General Staff tried to repeat the same feint in Vasylkiv, south of the capital”) (https://gazeta.ua, March 1, 2022); “не може виграти війну воєнним шляхом, а Україна не має права програти. Це цугцванг” (“Russia cannot win the war by military means, and Ukraine has no right to lose. This is zugzwang”) (https://gazeta.ua, August 2, 2022). As evidenced by the given examples, the relationship to lexical-semantic derivation is revealed by sports terms used in a figurative sense, relating to athletics, boxing, chess, etc.

In the studied texts, the designation of a person by profession as *м'ясник* (a butcher) acquires a negative value, which is explained in the dictionary as “1. One who trades meat or works in the slaughterhouse. 2. despise The name of a hunter, who strives to get an animal at any cost” [1, p. 698]. For example: “Росія проголосувала за путіна, а значить – за війну, і тепер у кремлівського м'ясника ще більше розв'язані руки на все” (“Russia voted for Putin, which means - for the war, and now the Kremlin butcher has even more hands free for everything”) (https://umoloda.kyiv.ua, March 27, 2024). In combination with the subordinate attribute *кремлівський* (the Kremlin), the lexeme *м'ясник* (butcher) performs the role of a secondary designation of the head of Russia and expresses not only the tone of contempt indicated in the lexicographic work, but also contains a hidden indication of Vladimir Putin's maniacal desire to kill as many Ukrainians as possible, seize their territories to satisfy his own ambitions and demonstrations of their greatness and permissiveness. Given this phenomenon and the absence of an interpretation of this meaning in the dictionary, the figuratively used nomination proves its semantic uniqueness.

In the analyzed texts, some publications are built on contrast, which is provided by language units from the field of theatrical art and nominations for the designation of the president of the aggressor state: “22 березня 2024 року у Підмосков'ї, в торговому центрі «Крокус Сіті Хол» замість концерту відомої групи «Пікнік» була поставлена вистава «Коронація кривавого карлика», в якій завчасно були розписані ролі для світових політичних зірок США, Франції, Німеччини, Великої Британії, ЄС і НАТО. Автор ідеї і режисер вистави – володимир путін, міжнародний терорист, серійний вбивця, м'ясник, воєнний злочинець, щодо якого Міжнародний суд видав ордер на арешт (псевдонім путіна в КДБ СРСР «недопалок» і «бліда моль»). ... Головна роль мисливця кривавої коронації «карлика» зіграла тасманська група спецназу ФСБ... Головна роль в інформаційному забезпеченні «залізного алібі» для московського фірера путіна була відведена ЦРУ...” (“March 22, 2024 in the suburbs of Moscow, in the shopping center “Crocus City Hall” instead of the concert of the famous band “Piknik” the play “The Coronation of the Bloody Dwarf” was staged, in which the

roles for the world political stars of the USA, France, Germany, Great Britain, the EU and NATO were pre-written. The author of the idea and the director of the performance is Vladimir Putin, an international terrorist, serial killer, butcher, war criminal, against whom the International Court of Justice has issued an arrest warrant (Putin's nickname in the KGB of the USSR is “cigarette butt” and “pale mole”). ... The main role of the executors of the bloody coronation of the “dwarf” was played by the secret group of the FSB special forces... The main role in the information provision of the “iron alibi” for the Moscow Führer Putin was assigned to the CIA...” (https://umoloda.kyiv.ua, March 29, 2024). All tokens used in the text to denote Vladimir Putin have a disparaging tone, and the nominations of the theater industry give the story a unique flavor.

Let us comment on the use of the noun *куцак* (“kutsak”), which reveals signs of thematic diffuseness, explains interstylistic movements and, at the same time, language dynamics. It complements the palette of negative nouns that refer to the president of Russia and contributes to the originality and expressiveness of the language: “Ну звідки знати отому кремлівському куцаку, що коли історика московії Ключевського запитали, якою мовою говорили в Київській Русі – Україні, той відповів: «Так, як говорять зараз (у ХІХ ст. – Авт.) дядьки у Київській губернії»” (“Well, how does that Kremlin knave know that when the historian of Muscovite Klyuchevsky was asked what language was spoken in Kievan Rus - Ukraine, he answered: “The way they speak now (in the 19th century – Author) uncles in the Kyiv province”) (https://umoloda.kyiv.ua, April 5, 2023).

In the context of professional activity, there are some universals that provide text with fluency: “Тому я спробував себе в багатьох суміжних професіях – ювелірії, дизайні й добиранні меблів, татуюванні” (“Therefore, I tried myself in many related professions – jewelry, design and selection of furniture, tattooing”) (https://gazeta.ua, November 2, 2023).

Stylistic migration is revealed by the verbal unit *пройтися* (take a walk), used in the media title, which condenses information about reasoned criticism expressed at the opponent, and at the same time implements the tone of oral communication, for example: “«*пройшовся*» по виступу Лаврова в Радбезі ООН (заголовок)” (“Kislytsia “walked” after Lavrov's speech at the UN Security Council (headline)”) (https://gazeta.ua, April 25, 2023).

Vulgarisms, witnessed in the speech of representatives of the authorities, including the President of Ukraine, as well as ordinary citizens, have an offensive and evaluative value. The use of such words is a reaction to Russia's actions against the civilian population: “«Ця *сволота* відповідатиме»: Зеленський відреагував на ракетний удар по багатопверхівці у Дніпрі (заголовок)” (“This bastard will bear responsibility”: Zelensky reacted to the rocket attack on a high-rise building in Dnipro (headline)”) (https://gazeta.ua, July 28, 2023); “Президент України Володимир Зеленський пообіцяв зробити все, щоб притягнути «цю сволоту» до повного покарання за агресію й терор проти наших людей” (“The President of Ukraine Volodymyr Zelensky promised to do everything to bring “this bastard” to full punishment for aggression and terror against our people”) (https://gazeta.ua, July 29, 2023); “Та *сволота* спеціально їздила по городах танком, щоб люди нічого не садили” (“That bastard specially drove around the gardens in a tank so that people wouldn't plant anything”) (https://gazeta.ua, April 3, 2023); “«Вночі *путінська сволота* атакувала місто. Ворог знову застосував ракети С-300 проти мирного Запоріжжя», – йдеться у повідомленні” (“At night, Putin's bastards attacked the city. The enemy again used S-300 missiles against peaceful Zaporizhzhia,” the report says”) (https://gazeta.ua, February 27, 2023). As evidenced by the presented constructions, the insulting lexeme *сволота* (bastard) can function together with subordinate adjectival forms, which not only specify its meaning, but also give the statement a negative and reduced tonality.

In the language of the press, we find a lot of secondary nominations for the designation of enemies. The authors of the publications use such language units in order to accurately, emotionally and expressively describe the Russian military and related actions, phenomena, facts of objective reality and at the same time convey a negative, ironic-contemptuous attitude towards it. The noun *покидьки* (*scum*), used with a figurative meaning, is directed to the implementation of the specified intentions: “2. figurative., despised Morally corrupt people, declassified, criminal elements of society; waste, disgrace, ceiling” [1, p. 1025]: “Війна в Україні – чудова можливість для Росії позбутися так званих «покидьків суспільства»” (“The war in Ukraine is a great opportunity for Russia to get rid of the so-called “scum of society””) (<https://umoloda.kyiv.ua>, September 28, 2022). The semantic proximity is revealed by the noun *гадина* (*bitter creature*) in combination with the stylistically marked adjective *рашистська* (*rashist*): “«Кремль готується до остаточного ривка. Його провал означатиме, що рашистській гадині зламали хребет» (заголовок)” (“The Kremlin is preparing for the final push. Its failure will mean that the spine of the Rashist bitter creature has been broken” (headline))” (<https://gazeta.ua>, July 19, 2022). Expressiveness, imagery and emotionality are enhanced by the idiom *зламати хребет* (*to break the spine*) presented in the media title – it is much brighter and more expressive than its neutral correlates such as win, overcome.

Among those activated in newspaper articles, there is the vulgarity *здохнути* (*to die*), which, reflecting the mood of Ukrainians, has moved from colloquial everyday communication to a journalistic style. It is used in constructions addressed to the Russian president: “«Путін, щоб ти здох» – Сердючка на концерті в Маямі «романтично» звернулася до президента РФ (заголовок)” (“Putin, may you die” – Serdyuchka “romantically” addressed the president of the Russian Federation at a concert in Miami (headline))” (<https://gazeta.ua>, September 7, 2023); “«Опубликовала фото Путина з підписом «щоб ти здох, п*дло» – як у Криму протестують проти Росії (заголовок)” (“She published a photo of Putin with the caption “so that you die, motherfucker” – how Crimea is protesting against Russia (headline))” (<https://gazeta.ua>, April 26, 2023); “«Україна в ЄС і НАТО, а Путін здох»: піхотинці у Слов'янську розказали Порошенку про головне бажання (заголовок)” (“Ukraine is in the EU and NATO, and Putin is dead”: infantrymen in Sloviansk told Poroshenko about their main wish (headline))” (<https://gazeta.ua>, October 15, 2022).

In the Ukrainian mass media, we trace the use of slang vocabulary, which, although it is outside the limits of the standards typical for the press, nevertheless performs important communicative and pragmatic tasks. Such a functional potential is inherent in the noun *дурня* (*stupid thing*), which, together with the adjective dependent on it, realizes evaluability and expression and encodes the intellectual features of the official, which contrast with the norms accepted in society, for example: “Заступник голови ради безпеки рф дмитрій медведев виплеснув свою чергову алкогольносиндрому дурню” (“Deputy Chairman of the Security Council of the Russian Federation Dmitry Medvedev blurted out his next alcohol syndrome stupid thing”) (<https://umoloda.kyiv.ua>, March 27, 2024).

In the mass media space, slang units are used to describe behavioral stereotypes of Russians. The stringing of nominations of the specified variety and other pejoratively marked words, which differ in terms of their linguistic affiliation, gives the text a tone of oral communication, vulgarizes it, and expresses irony. Such lexemes are represented in the statements of the military: “Росія – це гонник, який домахується до школяра в підворотті. Якщо зацідити йому по зубах, він зупиниться. Ми зацідили, але зуби поки що не посипалися. Треба бити це” (“Russia is a knacker who approaches a schoolboy in the backyard. If you poke him in the teeth, he will stop. We have soaked, but the teeth have not yet fallen. It is necessary to beat more”) (<https://gazeta.ua>, November 2, 2023). According to the thematic range, the slangism *нажертися* (*to get full*) tends to

this group, the structural volume of which has increased along with the interpretation outlined in the dictionary, which indicates its functional uniqueness. Let us compare: *нажертися* – “1. Get full... 2. Get drunk” [4, p. 204] and “Схоже, що росіяни ніколи не нажеруться. А притому далі погрожуватимуть світові ядерною і хімічною зброєю” (“It seems that the Russians will never be full. At the same time, they will continue to threaten the world with nuclear and chemical weapons”) (June 30, 2022). Contempt for the occupiers is expressed by the noun *жмур* (*stiff*), which more colorfully than its stylistically neutral equivalent *покійник* (*decedent*), implements the actor’s intention: “«Українські бійці в Авдіївці залишили тисячі кацапських жмурів та знищеної російської техніки» – Жорін (заголовок). «Результати, що ми показали – у вигляді тисяч і тисяч кацапських жмурів та знищеної російської техніки – все це лише завдяки абсолютно героїчним вчинкам бійців нашої Третньої штурмової та інших підрозділів на цьому напрямку», – сказав він (Максим Жорін)” (“Ukrainian fighters in Avdiivka left thousands of Katsap stiffs and destroyed Russian equipment” – Zhorin (headline). “The results that we have shown – in the form of thousands and thousands of Katsap stiffs and destroyed Russian equipment – all this is only thanks to the absolutely heroic actions of the soldiers of our Third Assault Division and other units in this direction,” he (Maxim Zhorin) said”) (<https://gazeta.ua>, February 20, 2024).

The stories of Ukrainian defenders presented in the articles sometimes contain obscene vocabulary, which has a quantitatively limited expression and peculiar writing: often, instead of some letters, other graphic signs are used: “Росіянам потрібен увесь світ, щоб мати де це наср*ти” (“Russians need the whole world to have somewhere else to give a shit”) (<https://gazeta.ua>, November 2, 2023). The specified verb contaminates the direct and figurative meaning, which is evidenced by the behavior of the Russian invaders in the homes of the civilian population, in state institutions and institutions located in the temporarily occupied territories.

Some colloquial lexemes are used in relation to Ukrainians, in particular their reluctance to defend the Motherland. In the researched contexts with the meaning “to avoid service in the Armed Forces” the slang verbs *відліняти*, *відкосити* (*to defer*) are used. The unusualness of these nominations being in a journalistic style is highlighted by their design in quotation marks, for example: “І якби тоді «відліняв», добровільно не записався до війська, я б собі цього ніколи не пробачив” (“And if I had “deferred” back then, not voluntarily signed up for the army, I would never forgive myself for this”) (<https://umoloda.kyiv.ua>, November 29, 2023); “Український співак і військовий Віталій Козловський заявив, що Ігор Кондратюк до 60 років зробив все, щоб «відкосити» від мобілізації” (“Ukrainian singer and military man Vitaly Kozlovskyi said that Ihor Kondratyuk did everything until he was 60 years old to “steer away” from mobilization”) (<https://gazeta.ua>, March 6, 2024). In publications related to the topic, we come across modern slangisms that have entered the Ukrainian lexical space from the English language: “Щоб чоловік відкосив від армії: Ребрик захейтили через третю вагітність. Вона відповіла (заголовок). Втретє вагітна телеведуча 42-річна Лілія Ребрик потрапила під хвилю хейту” (“For a husband to defer from the army: The ladder was hated because of the third pregnancy. She replied (title). For the third time, 42-year-old Lilia Rebrik, a pregnant TV presenter, came under a wave of hate”) (<https://gazeta.ua>, October 16, 2023). The verb *захейтили* has an inherent high degree of linguistic adaptation: in addition to being written in Cyrillic, it attests to a relationship to derivational processes, as well as grammatical characteristics, which are expressed by the suffix *-л-* and the ending *-и* attached to the past forms of the plural. Language acquisition also reveals the Anglicism *хейт* (“hate”), which is declined according to the example of nouns of the second declension of the hard group. The same morphological characteristics are inherent in the cognate lexeme for *хейтер* (*hater*): “Лілія порадила хейтерам «сприймати світ не через вигоду, а через серце»” (“Lilia advised haters to “perceive the

world not through profit, but through the heart” (<https://gazeta.ua>, October 16, 2023).

The slangism *хайн* (hype), used in publications about the intrigues between political parties, which continues even during the active phase of the Russian-Ukrainian war, underwent adaptation to the Ukrainian language: “Петро Порошенко, п’ятий президент України, закликає припинити політичні ігри і **хайн**, і спільними зусиллями об’єднатися для досягнення перемоги України” (“Petro Poroshenko, the fifth president of Ukraine, calls for an end to political games and hype, and joint efforts to unite to achieve the victory of Ukraine”) (<https://umoloda.kyiv.ua>, November 7, 2023). The specified noun serves as the creative basis for the adjective *хайновий* (hyped), which was used in the context of a public discussion of the situation with blocking the borders between Ukraine and Poland: “Але він (Андрій Садовий) додав, що як голова міста, яке є «найбільшим гуманітарним хабом» під час війни, не може і не буде розпочинати «чергову **хайнову** суперечку»” (“But he (Andriy Sadovy) added that as the head of the city, which is the “largest humanitarian hub” during the war, he cannot and will not start “another hype dispute”) (<https://gazeta.ua>, February 14, 2024).

Expressing indignation about negative phenomena in the state, dishonest actions of Ukrainian politicians, embezzlement of funds by them during the war, the authors use the lexeme *дуна* (ass). The dependent attributive component *корупційна* (corrupt) enhances appreciation, gives the story looseness and ensures a non-standard implementation of the communicative and informational function, for example: “А який може бути дух під владною ковдрою, де вільно почувасться **корупційна дуна**?” (“And what can be the spirit under the powerful blanket, where the corrupt ass feels free?”) (<https://umoloda.kyiv.ua>, February 22, 2023). In the “Large Interpretive Dictionary of the Modern Ukrainian Language”, the selected linguistic unit is interpreted as a Western Ukrainian variant of the word *сідниці* (buttock) [1, p. 331]. This noun is also presented in the “Dictionary of Modern Ukrainian Slang” [4, p. 118], which gives grounds for including it to the group of slang nominations. In the publication, which contains the analyzed word, another spatial lexeme with a pejorative-stylistic and ironic color is used – *розслабон* (chillout): “По-друге, з якого міста почнемо аналізувати наш **розслабон**? Може, зі столиці? Що, немає загроз? А що тут відбувається регулярно під завивання сирен тривоги?” (“Secondly, from which city will we start analyzing our chillout? Maybe from the capital? What, no threats? And what happens here regularly under the wail of alarm sirens?”) (<https://umoloda.kyiv.ua>, February 22, 2023). The fragment structured by rhetorical and interrogative constructions makes it possible to assert that the selected slangism functions with the opposite meaning compared to the one fixed by the lexicographic work. This indicates the irregularity of the expression of the specified language unit: “1. What helps to relax... 2. Rest” [4, p. 267]. Sometimes, the quotes presented in the publications contain a fixed connection *до дуни* (whatevs), which, compared to the stylistically neutral counterpart *байдуже* (indifferently), conveys a person’s lack of interest in something in a much more colorful way. Using the specified anti-etiquette idiom, Ihor Kondratyuk commented on the attitude of Ukrainian singers who currently live in Russia to military operations and everything related to Ukrainian state: “«Це може казати про те, що їм все **до дуни**. Україна, вбиті українці, знищені міста. Боюсь, що їм і росіяни **до дуни**. Їм взагалі всі **до дуни**. Їхні діти їм **до дуни**, їхні мами. Все що є на світі», – наголосив Кондратюк” (“This may indicate that everything is whatevs for them. Ukraine, killed Ukrainians, destroyed cities. I’m afraid that the Russians are also whatevs for them. They really don’t care about everyone. Their children are whatevs for them, their mothers. Everything in the world,” Kondratyuk emphasized”) (<https://gazeta.ua>, June 14, 2023). Close in terms of semantics is the vulgarism *нофіє*, in the structure of which sometimes a non-literal graphic sign is written instead of one of the letters. We come across this lexeme in quotes from artists, politicians, military personnel, etc.: “«А ви знаєте, скільки “заслужених”, “народних” і “героїв”

України зараз мешкає в Криму? І їм абсолютно **нофіє** який там прапор на міськраді” (“Do you know how many “honored”, “people’s” and “heroes” of Ukraine currently live in Crimea? And they absolutely do not care what kind of flag is there at the City Council”) (<https://gazeta.ua>, June 14, 2022); “Минає деякий час на передовій, і приходять така нездорова штука, коли тобі стає трохи **нофіє**” (“Some time passes on the front line, and such an unhealthy thing comes when you feel a little indifferently”) (<https://gazeta.ua>, May 05, 2023).

The full-scale invasion of the Russian occupation forces changed the attitude of Ukrainian people not only towards traitors and enemies who take a direct part in hostilities, but also towards everything Russian in general, the mention of which causes indignation, hatred and other negative emotions in Ukrainians. In this context, the slang term *крінж* (cringe) occurs: “«Вибачення перед кацапами – це **крінж**», – прокоментував Telegram-канал OLDboi” (“Apologizing to katsaps is cringe,” commented Telegram channel OLDboi”) (<https://gazeta.ua>, September 26, 2023). In the above statement, in addition to the highlighted lexeme, the colloquial word *кацан* (katsap) is used to denote Russians. Both language units give the sentence a reduced tonality and have a bright pragmatic color, evoking the same emotions in the reader.

A positive tone is revealed by the fashionable slangism *двіж* (hustle) in the oral communication of young people, which functions in texts about active military actions and in condensed manner explains the counteroffensive operation of the Ukrainian forces, which are confidently defeating the enemy, for example: “«Нам важко, але ми просуваємося» – Залужний показав «**двіж**» ЗСУ на фронті (заголовок)” (“It is difficult for us, but we are advancing” – Zaluzhny showed the “hustle” of the Armed Forces of Ukraine on front (headline)”) (<https://gazeta.ua>, September 9, 2022). The equivalents of this lexeme *двіжуха*, *двіжняк* (commotion), although less frequent, are also presented in publications about the confrontation between Ukrainian and Russian troops or, in general, about the full-scale invasion of the enemy: “«Але, звісно, “**двіжуха**” буде – це всім зрозуміло. Коли погода дозволить воювати повноцінно, то і з нашого, і з їхнього боку якісь дії будуть», – наголосив Назаренко” (“But, of course, there will be “commotion” – that’s clear to everyone. When the weather allows full-scale fighting, there will be some actions from our side and from their side,” Nazarenko emphasized”) (<https://gazeta.ua>, February 5, 2023); “У нас, українців, ційно починається який **двіжняк** – одразу з’являються цитати Шевченка. Так було під час усіх революцій, так є сьогодні” (“We, Ukrainians, are just starting a commotion - quotes from Shevchenko immediately appear. It was like that during all the revolutions, and it is like that today”) (<https://gazeta.ua>, March 15, 2022). The continuation of the process of language adaptation is evidenced by the different design of monosyllabic words - with the letters *-i-* and *-u-* after the labial /b/. Close in terms of meaning is the slangism *заруба* (slugfest), which in combination with the adjective *жорстока* (cruel) expresses and narrates the text, makes it brighter: “А в тому, що на нашій планеті в XXI столітті спалахнула це одна **жорстока заруба** з тисячами людських жертв, винні і світові лідери” (“And the fact that another cruel slugfest broke out on our planet in the 21st century with thousands of human victims is also the fault of world leaders”) (<https://umoloda.kyiv.ua>, October 18, 2023). A similar functional potential is revealed by the colloquial verb *навалювати* (to kick ass), which emphasizes the courage of the Ukrainian defenders and their successes on the battlefield, and also, in combination with the secondary nomination of the Russian army, provides information with an emotional and expressive color: “Ми позбулися комплексу меншовартості й **навалюємо** “другій армії світу” (“We got rid of the inferiority complex and pile up the “second army of the world” – writer Martyn Yakub (headline)”) (<https://gazeta.ua>, March 27, 2022).

Against the background of stylistically neutral, standard and stereotypical means of information transmission, the slangism

затролити (to troll) stands out as the semantic equivalent of the words *глузувати*, *насміхатися* (to mock) which are used in the Ukrainian press: “«Ми позбулися комплексу меншовартості й наваляємо «другій армії світу»»” (“In particular, the Russian Federation harshly trolled the representative of Albania, saying that Russia loads the UN Security Council with its propaganda statements, none of which turn out to be true true” (https://gazeta.ua, May 21, 2023). The presence of the prefix *за-*, which acts as a means of expressing the perfect form, and the suffix *-в*, specialized for the creation of past tense and masculine verbs, indicates the subordination of the analyzed Anglicism to the grammatical laws of the Ukrainian language.

The compiled index of factual material makes it possible to state that in the media editions “Gazeta po-Ukrainsky” and “Ukraina Moloda” slang units, invective vocabulary and other types of nominations with an offensive and evaluative meaning are presented to a limited extent. Comparing the two researched sources, we note that in “Ukraina moloda” the words that implement the inter-stylistic transposition colloquial-domestic style → journalistic style occur fragmentarily, there are significantly fewer of them than in “Gazeta po-Ukrainsky”, which is explained by the internal politics of the publication.

4 Conclusion

Consequently, the language design of mass media content about military operations in Ukraine and issues related to the content of the issue has undergone noticeable changes. The number of nominations showing a relationship to thematic transposition has increased. Functioning in non-special contexts, lexemes of the medical and sports spheres usually show the durability of the trend, which proves the presence of interpretations of their figurative meanings in modern lexicography. Language units with new semantic nuances, not yet recorded in dictionaries, contribute to the strengthening of expression and negative connotation. Such nominations give texts an emotional and evaluative color, originality of language expression, non-standard implementation of the author’s communicative and intention. The names of professions in the railway industry, lexemes from the field of theatrical art, etc., sometimes enter the media space. Contrasting with thematically fixed language units and a stylistically neutral background, they make it possible to design news content imaginatively and expressively. One of the important features of modern media discourse is the stylistic migration of nominations that implement the nuance of oral communication. It is about colloquial words, slangisms, including those borrowed from the English language, vulgarisms with an offensive and evaluative meaning, anti-etiquette idioms, etc., which, although they are outside the limits of the standards typical for the press, nevertheless give the expression a negative-reduced tone, aptly, emotionally and expressively characterize the president of Russia, occupiers, traitors. Pejoratively marked obscene vocabulary has a peculiar spelling, such words often use a non-letter graphic sign instead of one of the letters. Colloquial and spatial elements, the functioning of which corresponds to the preferences of modern society, convey a negative expression, an ironic-contemptuous attitude to the described and play an important pragmatic role. Quantitatively limited are colloquial lexemes with a positive evaluative tone, which ensure non-patterned implementation of the communicative and informational function. The analyzed factual material proves that in the media editions “Gazeta po-Ukrainsky” and “Ukraina Moloda” nominations that implement inter-style transposition are presented to a limited extent, which is explained by the internal politics of the publications.

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