

NEW APPEARANCES OF THE LEKSEMA FRONT IN THE LANGUAGE OF MODERN UKRAINIAN MASS MEDIA

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Abstract: The article characterizes the lexeme *front* from the texts of modern Ukrainian means of mass communication, reveals new variants of figurative meanings of the lexical unit, traces the expansion of the scope of operation of lexemes on military topics in media materials of socio-political, medical, educational, cultural, and other topics; the functional and stylistic role of the lexeme *front* in the language of mass media is determined. In the investigation, for the study of the lexeme *front* in the language of Ukrainian mass media of the 21st century, method of observation and descriptive method are used as the main ones. At various stages of research, the method of functional analysis was used to determine the stylistic load of certain lexical units. It was concluded that due to a number of non-linguistic factors of socio-political direction, the modern Ukrainian language has been replenished with new variants and meanings of words. According to our observations, the lexeme *front* functions in different topics in the language of mass media of different forms of ownership. The analyzed lexeme is often used figuratively, which conveys generally the unity of Ukrainians in all types of professional activity during the period of full-scale war. The most widely represented adjectives are humanitarian, medical, economic, culinary, medical, which testifies to the actualization and importance of the corresponding spheres of activity during the war. In general, the expansion of the use of the lexeme *front* in combination with attributive linguistic units testifies to the broadest and largest unification of people of various professions, industries and spheres of activity in the struggle for a common goal - to defeat the enemy.

Keywords: lexeme *front*; non-linguistic factors; stylistic role; scope of use; figurative meaning; variants of meanings.

1 Introduction

The language of modern mass media incorporates almost all changes in the lexical-semantic system, and also attests to the functional and stylistic dynamics of established lexical units correlated with other styles, revealing the stages of mastering new variants of meanings. Ukrainian mass media in the current conditions have become one of the main sources of studying the Ukrainian language, because namely thanks to the study of the peculiarities of the functioning of the vocabulary in the language of journalistic texts it is possible to trace the connection of the language with the development of society in all spheres of life, to analyze its influence on it.

Changes in the structure of the modern Ukrainian language usually take place during a period of significant changes and transformations in the life of the country. They arise over a period of time, affect the language system in general, but do not cause its destruction. Therefore, there is a need to identify, classify, and organize language changes that are caused by new manifestations of speech practice, as well as to investigate the peculiarity of the use of lexical units with variants of meanings and to determine the specificity of language processes that cause their emergence and development. We agree with linguists that "due to a number of non-linguistic factors of socio-political direction, the modern Ukrainian language has been enriched with new lexemes of military actions, processes, and states, which is reflected in the pages of the national press of the second decade of the 21st century" [8, p. 220].

The works of modern researchers N. M. Kostusyak and M. I. Navalna [7], O. A. Styshova [10], L. V. Struhanets [9], and others are devoted to the study of the peculiarities of the language of the mass media, the analysis of dynamic processes

in its structure, and the problem of the interaction of linguistic means of different styles, in particular with journalistic one.

The functioning of military vocabulary in the language of mass media is traced in the research of Yu. V. Bailo [1], Z. O. Dubynets [3], Yu. V. Kaluzhynska [8], I. O. Lytovchenko [6], M. I. Navalna [7, 8], L. V. Turovskaya [12], and others.

Ukrainian researcher L. V. Turovska notes that in the process of development and formation of Ukrainian military terminology, there are periods that relate to specific social and political events and processes. The author singles out groups of military terms: 1) native ("intralinguistic") borrowings: a) folk names or reinterpretations of commonly used words; b) common Slavic names; c) first foreign loanwords; 2) ancient foreign loanwords; 3) borrowing from the 18th-19th centuries; 4) new foreign loanwords [12, p. 83].

Researcher Z. O. Dubynets differentiates the following among a number of military vocabulary: 1) names of persons connected with military affairs; 2) names of weapons, military equipment and regalia; 3) names of armed forces, military units, strategies or tactics of military operations and their consequences [3, p. 169]. The main function of a military term is nominative-definitive, i.e., naming and defining a special concept [1, p. 64].

L. V. Turovska believes that the formation of a military sublanguage is influenced only by extralinguistic factors, among which she names production-technological (socio-economic), social-communicative (aesthetic, intellectual), historical-political factors [12, p. 35]. The research of I. O. Lytovchenko notes that the appearance and development of military terms are influenced by the following extralinguistic factors: the level of development of science and technology in the language environment, socio-political conditions in the linguistic society, the state language (terminological) policy in society, the functional status of the state language, the international status of the national language [6, p. 77-78].

We believe that under the influence of non-linguistic factors (a full-scale war in Ukraine in 2022) the process of using the lexeme *front* has intensified, which requires a figurative description and appropriate classifications.

2 Materials and Method

In the article, to study the lexeme *front* in the language of the Ukrainian mass media, the observation method and the descriptive method were used as the main methods. At various stages of the research, the method of functional analysis was used to determine the stylistic load of lexical units.

Known to native speakers, the lexeme *front* is in constant use in various functional styles of modern literary language. The analyzed lexeme expanded the scope of use both in language practice and in the language of domestic mass media.

3 Results and Discussion

The dictionary of the Ukrainian language in 11 volumes provides several direct meanings of the lexeme *front*, in particular "a place, an area where military actions take place and active troops are located during the war; the opposite is the back" [2, X, p. 645]. Many language units with this meaning are recorded in modern mass media, e.g.: *The situation at the front is tense, but fully controlled* (TSN, October 25, 2022); *A Moscow official who was thrown to the front without preparation died in Ukraine - mass media* (Ukrainian Pravda, October 23, 2022); *The Armed Forces received another vehicle for the front* (TSN, October 20, 2022); *If the winter is relatively warm and the soil is relatively wet, then the battles at the front will turn into large artillery duels* (TSN, October 14, 2022); *Volodymyr Chepovy went to the front as a volunteer of the TRO and died in the first weeks of June. The body was identified only*

yesterday, the political scientist said (Day, June 22, 2022); *British intelligence explained to whom the initiative on the front will pass in the coming months* (European Truth, August 08, 2022); *A humanitarian cargo was transferred from Drohobych to the front* (Day, August 26, 2022); *The Prime Minister of Ukraine Denys Shmygal reported that 900 teachers in Ukraine went to the front* (Day, October 2, 2022); *The Russian occupiers may open another front on the state border of Ukraine and Belarus* (TSN, October 19, 2022); *Transport and military equipment were transferred from Lviv Oblast to the front* (Day, May 24, 2022).

The corpus of the collected material attests to the largest number of examples with this meaning, and all of them relate to military events in the east and south of Ukraine, where the Russian-Ukrainian front is deployed. Mostly, the analyzed lexeme is used among neutral language units with a direct meaning. Such sentences predominate in the informational genres of journalism, which talk about the situation at the front, about its replenishment by the military, about the transfer of aid, etc.

Sometimes in the language of the mass media we come across the lexeme *front* in the mentioned meaning, but in the sentence there are lexemes that are used in a figurative sense and contrast with neutral vocabulary. Thus, the lexeme of *frost* in the Dictionary of the Ukrainian language in 11 volumes is presented with the meaning “slight morning (oven) frosts that occur in spring or autumn” [2, III, p. 220]. In the language of the Ukrainian mass media, the authors use this linguistic unit with an emphasis not on the first, but on the third syllable in the meaning “suspension of certain actions, processes, states, etc. for an indefinite period”. Cf.: *There will be no freezing of the front* (Day, August 28, 2022).

In journalistic materials, the lexeme *front* is recorded in the meaning “in battle order – the side of a military unit, department, facing the enemy, as well as the territory occupied by such a unit [2, X, p. 645], e.g.: *The city became a front line. There are practically no whole buildings there anymore* (TSN, October 25, 2022).

Authors of journalistic texts widely use the analyzed lexeme with the meaning “line of deployment of troops acting against the enemy” [2, X, p. 645]. Mostly, the lexeme *front* is used with the noun *line*, for example: *Russia, creating the so-called “Wagner line”, is preparing for defense deep behind the current front line, in order to probably deter a quick counteroffensive of the Armed Forces, the British Ministry of Defense reports with reference to its intelligence data* (Svoboda, October 23, 2022); *Instead, immediately behind Trifonivka, where the front line now actually passes, columns of black smoke rise into the sky around the clock* (TSN, October 25, 2022); *General Staff: the active front line is 850 km, military activity is recorded on the territory of Belarus* (Day, September 29, 2022).

Sometimes the lexeme *front* is used in a different syntactic structure, but conveys the same meaning as in the previous examples. Cf.: *Russian invaders may open a second front on the state border of Ukraine and Belarus* (TSN, October 19, 2022). Or they convey the appropriate direction, e.g.: *We have positive results in several areas of the front – the president* (Ukrainian Pravda, September 25, 2022).

The phrase *front line* was recorded in news blocks also in figurative use, e.g.: *The front line runs in the soul of each of us, and, therefore, it is quite difficult to put emotions aside* (TSN, September 30, 2022);

According to our observations, journalists use the lexeme *front* in a figurative sense that does not relate to military topics: “a place where several processes and works are performed simultaneously; a section, a field of activity covering different objects at the same time” [2, X, p. 645], e.g.: *The front of repair works is expanding slowly* (City, June 15, 2022), or in the sense of “the transition zone between two masses in the atmosphere with different properties. Sudden changes in the weather – increasing wind, the appearance of clouds, precipitation, cooling

or warming – are usually associated with the passage of cyclones and atmospheric fronts” [2, X, p. 645], e.g.: *According to Candidate of Geographical Sciences, forecaster Igor Kibalchich, on Sunday, the “women’s summer” will continue in most regions of Ukraine. However, a slow-moving cold front will bring light rain in some places to the western and northern regions* (Ukraina Moloda, October 22, 2022). Such meanings are widely used in the Ukrainian language, they are common for language practice and the language of journalism in general.

In the language of the Ukrainian domestic mass media, we record the lexeme *front* with the meaning “the broadest unification of any public forces (political parties, trade unions, and other organizations) in the struggle for common goals” [2, X, p. 645]. We often come across the phrase *own front*, for example: *How does the library in Lviv help the army? Everyone has their own front* (Day, September 3, 2022); *Everyone has their own front* (Poltava, August 21, 2022); *Thank you to everyone who fights on their front: a soldier who protects the country from an aggressor; a businessman supporting the economy; a person who prepares food; a pensioner transferring funds; a child who draws and transfers his creativity to the front; to everyone who joins our Victory! – stressed Vadim Lysyy* (Ukraina Moloda, October 26, 2022).

As evidenced by the corpus of research material, in some places the analyzed lexeme is combined with the units *single*, *second*, *internal*, e.g.: *From the military, who are on the front lines, to diplomats and civil society, this is our united front* (Day, April 21, 2022); *Here I believe that parents cannot be adequate, and it is necessary to clearly follow the advice of psychologists and child specialists, how to talk about the war, what can and cannot be said. The same applies to teachers who work online – this is the second front of supporting children, which is complicated by the lack of communication, the impossibility of being present, the importance of teaching children and adolescents* (Day, October 10, 2022); *The domestic front – de-Russification* (Day, March 01, 2022).

The use of the lexeme *front* by territorial sign has become more frequent, e.g.: *southern front, eastern front, Kherson front, Zaporozhye front, Luhansk front*, etc., cf.: *According to the “deputy head of the administration” of the region Kyril Stremousov, everything remains unchanged on the Kherson front, and all attacks by Ukrainian units* (Ukrinform, July 12, 2022); *At the beginning of September, artillery fire intensified along the entire line of the southern front, but the enemy did not make any serious advance attempts* (BBC, October 22, 2022).

Ukrainian journalists combine also other words with the lexeme *front*, cf.: *Russian propaganda in the world: the front of works for Ukrainian diplomacy and information warfare* (Detectormedia, March 10, 2022); *Every person should now once again remember on which “front” he is fighting and find new meanings through his companies and organizations, making his contribution as much as possible* (Ukrainian Pravda, March 23, 2022). In some places, the authors clearly note which front it is (for example, diplomatic), and in other cases there may be uncertainty or generalization.

Sometimes, we come across the lexeme *front* in a complex word, part of which is used in Latin, e.g.: *Berdychiv rock-front came out in support of the Ukrainian army* (Ukrainian Pravda, July 11, 2022). However, according to the direction of activity, this lexeme can be attributed to the cultural and creative process in support of the Ukrainian military.

Although the lexeme *front* has a figurative meaning, every defined or undefined front is related to a military front, with the aim of helping, supporting and striving for a common desired victory.

In the Dictionary of the Ukrainian language in 11 volumes, a clarification is provided regarding the above meaning: as “a branch of any state, public, cultural, etc. activity” [2, X, p. 645]. Namely by industries and types of activity, we classify the

collected attributive material from the language of the Ukrainian mass media.

Humanitarian front: *humanitarian* “which belongs to the social sciences that study man and his culture” [2, II, p. 193]. Mass media on various platforms widely use the phrase *humanitarian front*, for example: *Khmelnitskyi: humanitarian front. We practically do not use the words “immigrants” or “refugees”, because these are our Ukrainians...* (Day, April 11, 2022); *The humanitarian front is in the crosshairs (“Reinform”, October 14, 2022); Humanitarian front: how international organizations work in the occupation (Svoboda, 02.12.2022); As soon as we realized that a negative humanitarian situation could happen, we opened an unprecedented humanitarian front. This is primarily being done by the Rinat Akhmetov Foundation together with Metinvest, DTEK, and other businesses (Ukraine, October 3, 2022); Humanitarian front: how business and its clients support Ukraine (Day, October 23, 2022); In Kyiv, the support center for displaced persons “I – Mariupol” was opened. It provides assistance to Mariupol residents who found refuge in Kyiv. The Humanitarian Front was founded by Vadym Boychenko (Ukraine Moloda, October 26, 2022), and others. Usually, the texts of the domestic media refer to the support and assistance of individuals, organizations, and foundations not only for the army and military, but also for civilians who suffered from the invaders.*

Social front: *social* “related to the life and relations of people in society; social. // Generated by the conditions of social life, a certain environment, order. // Existing in a certain society. // Carried out in society” [2, IX, p. 476]. The phrase *social front* is recorded much less frequently in the language of journalism, cf.: *Thank you to all workers for their dedication on the social front, Serhiy Borzov noted (Ukrainian Pravda, October 4, 2022).*

Civilian front: *civilian* “1. The one which concerns the legal relations of citizens among themselves and with state bodies and organizations. 2. The one which does not belong to the army, does not concern military affairs; non-military one” [2, XI, p. 208]. Non-military activities during the full-scale war in Ukraine are indicated by the adjective *civilian*, e.g.: *On the civilian front, a young girl Nastya evacuated animals from a shelter in occupied Irpen under bullets (Ukrainian Pravda, March 23, 2022).*

Cultural front: *cultural* “is related to culture” [2, IV, p. 395]; *culture* is “a set of material and spiritual values created by mankind during its history” [2, IV, p. 394]. Representatives of the cultural sphere of life are extremely actively involved in events that popularize Ukraine. Although they work in their field of activity, but the cultural front has become wider and more frequent due to events on the front of a military nature. E.g.: *Cultural front: Museum of History of Ostroh Academy welcomes visitors (Day, May 5, 2022); Now our entire cultural front is winning back the right to speak in a new way in the international context (Ukrainian Pravda, May 16, 2022); Singer Tina Karol has been actively engaged in cultural diplomacy since the beginning of full-scale Russian aggression. Tina Karol spoke about creativity during the war, the way to victory and the struggle on the cultural front during a visit to New York (Day, September 28, 2022); Zaporozhye residents hold the cultural front by painting fragments of weapons (News of Zaporozhye, October 16, 2022). The use of the analyzed word combination was also recorded in the headline complexes of the media, which proves the relevance of such activity in society, e.g.: Cultural front: how Kyivans can buy books for fighters on the front line (heading) (Ukraine moloda, October 12, 2022); Cultural front: who, how and at whose expense will restore the Ukrainian monuments destroyed by the Russian occupiers (Correspondent, November 10, 2022).*

We fix the phrase *cultural front* as its own name, which testifies to the breadth of activities in this type of activity, cf.: *The “Cultural Front” campaign united cultural workers of the Sarnen community (Ukrinform, August 11, 2022).*

Creative front: *creative* “related to creativity” [2, X, p. 53]; *creativity* is “human activity aimed at creating spiritual and material values. // Activity imbued with elements of newness, improvement, enrichment, development” [2, X, p. 54]. The mentioned phrase is close in terms of activity to the previous one, but it mostly refers not only to the performances of famous singers, but also to theatrical and cinematographic activities, cf.: *On the creative front, Alan Badoev shot a series of motivating videos that definitely bring new meanings to our society, Svyatoslav Vakarchuk conducts concerts in the subway, and Natalia Mogilevska rewrote her hit “The Moon” into a prayer dedicated to Ukraine (Ukrainian Pravda, March 23, 2022); Since the first days of the war, we as a creative front have been supporting our boys who went to serve, and volunteer girls who started sewing balaclavas, buffs, etc. Also, the theater resumed creative activity. We show fairy tales for children of immigrants, and for adults – the patriotic program “Everything will be Ukraine”, said Artem Svystun (Voice of Ukraine, June 18, 2022).*

Artistic front: *artistic* “related to art, to the reflection of reality in artistic images” [2, IV, p. 719]; *art* “creative reflection of reality in artistic images, creative artistic activity” [2, IV, p. 719]. The phrase *artistic front* denotes and emphasizes the fact that despite the military actions, despite the danger, representatives of Ukrainian artistic activity are working, cf.: *They are holding the artistic front: Ada Rogovtseva presented the documentary film “Wind from the East” in Drohobych (Vysoky Zamok, September 28, 2022); Even in wartime, under the threat of missile attacks and long air strikes, the artistic front of Ukraine continues its struggle for the place, essence and meaning of Ukrainian identity (Vechirnyi Kyiv, October 20, 2022).*

Musical front: *musical* “related to music” [2, IV, p. 824]; *music* “art that reflects reality in artistic and sound images” [2, IV, p. 823]. Ukrainians also resist the enemy through music, e.g.: *Musical front: how songs became another means of resistance to the enemy (Day, September 11, 2022).*

Literary front: *literary* “related to literature” [2, IV, p. 529]; *literature* “1. The entire set of scientific, artistic, etc. works of this or that nation, period or all of humanity. 2. The type of art that depicts life and creates artistic images with the help of words” [2, IV, p. 529]. Representatives of literary associations, unions, circles also oppose the invaders with their own means - words. Cf.: *Literary front: about the poetry of teachers and students during the war (Vechirnyi Kyiv, October 25, 2022).*

Educational front: *educational* “related to education” [2, V, p. 756]; *education* “1. The totality of knowledge acquired in the process of learning. // Level, degree of knowledge acquired in the process of education; high level of education. 2. Raising the level of knowledge; teaching. // The process of learning knowledge. 3. General level of knowledge (in society, state, etc.). // System of educational activities. // System of establishments and institutions through which these measures are carried out” [2, V, p. 755]. The educational front in Ukraine is powerful, e.g.: *Educators are now more proactive and involved in work than ever, and the educational front is stronger and more powerful than ever (Osvitoria, April 08, 2022); Let's keep the educational front together! (Ukraine Moloda, August 30, 2022); Knowledge is one of the most powerful weapons, and our educational front is unbeatable! (Day, October 21, 2022). In some places, the lexeme *front* is used without an adjective, but the information message refers to the educational sphere, cf.: *Education during the war is another front of the struggle of Ukrainians (Day, October 26, 2022).**

Linguistic front: *linguistic* “related to the language” [2, IV, p. 770]; *language* “1. A person's ability to speak, to express his thoughts. 2. A set of arbitrarily reproduced sound signs generally accepted within a given society for objectively existing phenomena and concepts, as well as generally accepted rules for their combination in the process of expressing thoughts. // A type of this combination in the process of expressing thoughts, which is characterized by certain characteristic features.

3. Speech characteristic of someone; tongue. 4. What is said, someone's words, sayings" [2, IV, p. 768]. The language issue has become more active in the language of modern media. Journalists often appeal to this topic, since language is also a weapon in the fight against the enemy, for example: **Language front**: 9 cases when quotation marks are not necessary, although they are very much requested. This is also important during the war (Day, August 7, 2022).

Intellectual front: *intellectual* "related to the intellect; mental, spiritual" [2, IV, p. 36]; *intelligence* "the mind, the ability of a person to think" [2, IV, p. 35]. Authors of journalistic texts use the phrase "intellectual front" to draw attention to the fact that intelligent individuals should intensify their activities during the war, e.g.: *Obviously, as paradoxical as it sounds, few creative actions are used on the intellectual front to support the army* (Day, 09.25. 2022).

Spiritual front: *spiritual* "1. It is connected with the inner mental life of a person, his moral world. // Connected with a community of ideas, views, aspirations, etc. 2. Related to religion, church, belonging to them; the opposite is secular" [2, II, p. 445]. Due to the full-scale war in Ukraine, not only secular spheres of activity, but also religious institutions are involved in active actions, e.g.: *Spiritual Front of Ukraine - an information and analytical platform on religious, social, security topics during the war* (Day, 10/22/2022).

Psychological front: *psychological* "1. Related to psychology (in 1 meaning). 2. Related to the mental activity of a person. // The one which takes as a basis the knowledge of human psychology, its inner world" [2, VIII, p. 375]; *psychology* "1. The science of regularities, development and forms of mental activity of living beings. // Academic discipline. 2. Mental composition, psyche, features of someone's character. 3. A set of mental processes caused by a certain activity, state, etc." [2, VIII, p. 375]. Psychologists come to the aid of military personnel, displaced persons, and Ukrainians in general, which is why the adjective *psychological* is used, e.g.: *Psychological front. The Academy of the Ukrainian Press together with the National University "Ostroh Academy" are implementing a volunteer project...* (Day, March 25, 2022).

Economic front: *economic* "1. Adjective to the economy. 2. Related to the organization and management of the economy // Connected with the study of economics" [2, II, p. 458]; *economy* "1. A set of social and industrial relations. 2. Economic life, state of the economy (country, district, etc.). // Economic and financial activity. 3. A scientific discipline that studies the financial and material side of any branch of economic activity [2, II, p. 458]. An important component of any sphere of activity is economic, especially this is relevant during wartime. The corpus of the collected material attests to the use of the phrases *economic* and *financial fronts*. For example: *Each segment of the economy is an economic front that is part of the overall system and our great victory is the sum of what is happening on all fronts!* (Ukrainian Pravda, October 26, 2022); *Credit, tax, and regulatory incentives, along with other point aid, made it possible to maintain the economic front. As a result, more than 80% of enterprises have now returned to work, the prime minister said* (Finance, August 24, 2022).

Financial front: financial "related to finance; connected with the organization of finances, money circulation and credit" [2, X, p. 598]; finance "the system of monetary relations in one or another state, as well as the totality of all monetary funds at the disposal of the state" [2, X, p. 598]. Cf: *Today we are in the conditions of a "perfect storm", but the National Bank continues to steadfastly defend the financial front during the war* (Ukrainian Pravda, October 21, 2022).

Culinary front: *culinary* "related to cooking" [2, IV, p. 391]; cooking "1. Art of cooking; concoction. 2. Prepared food" [2, IV, p. 391]. An equally important field of activity during the war is the field of preparing food for those who need it most: military personnel, territorial aid fighters, displaced persons, etc. E.g.: *On the culinary front, Ukrainian chef Yevhen Klopotenko created a*

global creative campaign #MakeBorschtNotWar to call on the community of international chefs, as well as everyone who wants to cook borscht together as a symbolic dish and call for solidarity with Ukraine (Ukrainian Pravda, March 23, 2022); *And how did your "dumpling battalion" end up on the "culinary front"?* (Na varte, October 25, 2022); *Since the beginning of the full-scale invasion of Russia into Ukraine, a real "culinary front" has opened on the territory of the Thumac city territorial community. In populated areas, home-made delicacies are prepared daily for Ukrainian military and territorial defense fighters* (Ukrainian Pravda, March 23, 2022).

Gastronomic front: *gastronomic* "adjective to gastronom and gastronomy" [2, II, p. 40]; *gastronomic* "1. Connoisseur and lover of delicious food. 2. The name of the store where gastronomy is sold" [2, II, p. 40]; *gastronomy* "1. Knowledge and understanding of cooking. 2. Food products" [2, II, p. 40]. The importance of food for people who are fighting or have suffered from enemy attacks is evidenced by the use of the phrase *gastronomic front*, for example: *Food journalist Maria Banko spoke about the gastronomic front, about food as a weapon, about historical retrospect and today's realities. Mrs. Stefa, together with Zenyka Euroremont, held a wonderful fundraising campaign...* (Vysoky Zamok, June 16, 2022).

Energy front: *energy* "1. Adjective for energetics. 2. special adjective to energy 1" [2, II, p. 480]; *energy* "a branch of the national economy, which includes the study and use of natural energy resources for the purpose of production, transformation, distribution, and use of energy" [2, II, p. 40]; *energy* "1. special One of the main properties of matter, the general measure of all forms of its movement. // Ability of any body, substance, etc. to do some work or to be the source of the power that will do the work. 2. rarely. The same as electricity" [2, II, p. 40]. The crisis in the energy sector, caused by the enemies hitting critical infrastructure facilities, certainly intensified the use of the compound energy front, e.g.: *In order to maintain our energy front, Ukrainians do not necessarily have to sit in the dark or refuse to recharge their mobile phones* (ye. ua, October 24, 2022); **Energy front**: *Russia continues terror* (Ukrinform, October 22, 2022); *In various fields, energy companies are making maximum efforts to provide people with electricity. However, in order to hold the energy front, all citizens need to unite* (Ukraina Moloda, October 24, 2022). The functioning of the analyzed compound in the headlines of Ukrainian media texts proves the relevance of the specified problem in society, e.g.: **Energy front**: *Russia continues terror (heading)* (Ukrinform, October 22, 2022).

Volunteer front: *volunteer* "adjective for volunteers" [2, I, p. 730]; *volunteer* "one who joined military service of his own free will" [2, I, p. 480]. Voluntary activity is obvious in a difficult period for Ukraine, cf.: *The volunteer front continues to work actively in the Sarny region* ("Sarny", March 19, 2022). The intelligence source base attests to the use of this phrase in the headlines, cf.: **Volunteer front**: *how Odessa and Kherson freed occupied Kherson (heading)* (RFI, October 19, 2022).

Labor front: *labor* "related to work (in 1 meaning), connected with work" [2, X, p. 295]; *labor* "1. Persistent, diligent work of a person" [2, X, p. 292]. The adjective *labor* is convincing in the fact that all working Ukrainians have united for the future victory, e.g.: *Not a single day passes that the region is not bombarded with mortars, rocket launchers or other barrels, but people hold the labor front and continue to work* (Voice of Ukraine, September 29, 2022).

Agrarian front: *agrarian* "related to land ownership, to land use; land" [2, I, p. 17], e.g.: **Agrarian front**: *grain sleeves were handed over to farmers of Poltava Oblast* (Day, November 10, 2022)

Medical front: *medical* "related to medicine" (in 1 meaning). "1. A collection of sciences about diseases, their treatment and prevention" [2, IV, p. 663]. The medical field is always relevant and important, and during the war, the load on the system is extremely high, the conditions are different, etc. For example:

Pragmatic, focused, somewhat tired and grateful for all kinds of support - this is how Ukrinform correspondents saw the representatives of the medical front of Kharkiv Oblast (Ukrinform, July 12, 2022); Kharkiv medical front: how civilian doctors work under fire (Ukrinform, July 12, 2022); ...Because the medical front is now no less important than the military front. And thousands and thousands of lives can be saved thanks to the professionalism, dedication, and courage of doctors (Ukraina Moloda, June 17, 2022); The tireless medical front: how doctors have been working since the beginning of a full-scale war (STS, October 17, 2022); "The medical front is no less important": doctors accept congratulations on the professional holiday (Day, September 23, 2022).

Epidemic front: *epidemic* "which has the character of an epidemic (in 1 meaning) [2, II, p. 483]; *epidemic*" "1. Mass spread of any infectious disease" [2, II, p. 483]. Occasionally, in the language of mass media, we come across the adjective *epidemic* in combination with the noun *front*, cf. Pavlo Skoropadskyi and his "epidemic" front. *Laws, funds, prevention, and education - how the Ukrainian government overcame pandemics of the 20th century... These documents should draw attention to the epidemic situation in the occupied territories...* (Day, August 07, 2020).

Informational front: *informational* "related to information that contains information" [2, IV, p. 42]; *information* Same as informing. 2. Information about any events, someone's activities, etc.; a message about something" [2, IV, p. 42]. Journalists widely use the adjective *informational*, since the search, processing, and distribution of mass media products are extremely important during the war, e.g.: *the information front became one of the most active battlefields during this great war (Ukrainian news, October 21, 2022); In addition to the military front, Ukraine is also competing for freedom on the information front (Day, May 27, 2022); Information front: How can the media help the rear to work for victory? (Detectormedia, March 14, 2022); Telemist: Information front: how the war changed regional journalism (Ukraina Moloda, October 14, 2022); From the first days of the war, the information front went far beyond radio and television. Boards, graffiti, leaflets are far from an exhaustive list of what works to raise the fighting spirit of the people and fight against the enemy (CHESNO. Museum, October 24, 2022); Where is our information front? The oligarchs are simply trying to take over all Ukrainian journalism (Day, April 20, 2022); We continue to fight the occupier on the information front, providing only verified information and analytics (Day, July 23, 2022).*

Cybernetic front: *cybernetic* "related to cybernetics" [2, IV, p. 158]; *cybernetics* "the science of general regularities of control and communication processes in organized systems (machines, living organisms, social formations, etc.)" [2, IV, p. 42]. The authors of the Ukrainian mass media resort to the use of the compound *cybernetic front*, which is used in the sources as the *cyberfront*, that is required by the linguistic economy of style, e.g.: *For the first time in the history of wars, combat operations have moved into the invisible digital world. Today, the cyber front is one of the important fronts in the war with the Russian aggressor, said Mykhailo Fedorov, Deputy Prime Minister and Minister of Digital Transformation of Ukraine (UNIAN, October 3, 2022).*

Sports front: *sports* "related to sports" [2, IX, p. 576]; *sport* "physical exercises (gymnastics, athletics, sports games, tourism, etc.) aimed at developing and strengthening the body" [2, IX, p. 576]. The actualization of sports activities during the war is evidenced by the conjunction *sports front*, for example: *Bake bread, repair cars, continue to run your business, sew clothes or shoes, teach history or mathematics, sell medicine in a pharmacy, fight for the state on the sports front (TSN, 24.10.2022); Sports front: European and world climbing champion Daniil Boldyrev (DOM, October 17, 2022).*

The analyzed compound in proper names is spreading, cf.: *In July, the 1+1 media group together with the online publication Tribuna.com signed a memorandum of cooperation, within*

which they will focus their efforts on the "Sports Front" project (TSN, July 18, 2022); The "Sports Front" project is a large-scale communication campaign, as well as a series of initiatives, videos, and actions designed to draw the attention of the international sports community to the war in Ukraine (TSN, July 18, 2022); "Sports Front": Digital flash mob #RussianSportKills launched with the aim of boycotting Russian athletes (Sport, October 26, 2022).

Steel front: *steel* "related to steel 1" [2, IX, p. 639]; "1. Hard malleable metal of silver-gray color, which is an alloy of iron (base) with carbon and other impurities, that are introduced for the desired quality change; cry" [2, IX, p. 641]. Occasionally, we come across the figurative use of the attributive compound *steel front*, denoting the charitable activities of a Ukrainian oligarch during the war, who owns a business in the manufacture of steel products, e.g.: *A batch of 800 bulletproof vests was delivered to Avdiivka, manufactured as part of Rinat Akhmetov's steel front, reports the company Metinvest (Correspondent, October 19, 2022).*

The actualization of attributive linguistic units in the language of the Ukrainian mass media is evidenced by the multi-variant use of the adjective with the lexeme *front* in one sentence, cf.: *Another week of war. We are fighting on two fronts: educational and culinary. Thank you to everyone who joins our culinary front (Ukraina Moloda, October 26, 2022); In Kyiv, "Palms of Good" bring victory on the humanitarian front closer. Today, all Ukrainians hold the front - military, economic, cultural. During the full-scale invasion, many people found themselves in a difficult situation: they were left without work, relatives or means of livelihood (Vechirniy Kyiv, October 25, 2022).* In general, such examples record compounds that were the object of our analysis as separate ones.

4 Conclusion

It was concluded that due to a number of non-linguistic factors of socio-political orientation (full-scale war in Ukraine), the modern Ukrainian language has been replenished with new variants and meanings of words.

According to our observations, the lexeme *front* functions in different topics in the language of mass media of different forms of ownership. The analyzed lexeme is often used figuratively, which conveys generally the unity of Ukrainians in all types of professional activity during the period of full-scale war. The most widely represented adjectives are humanitarian, medical, economic, culinary, medical, which testifies to the actualization and importance of the corresponding spheres of activity during the war.

In general, the expansion of the use of the lexeme *front* in combination with attributive linguistic units testifies to the broadest and largest unification of people of various professions, industries and spheres of activity in the struggle for a common goal - to defeat the enemy.

The lexicon of military topics is an understudied layer of lexicology and needs detailed study, in particular, it concerns the issue of replenishment of thematic groups, the word-forming potential of lexemes, etc.

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