

PROCESSES OF NEOLOGIZATION IN MASS MEDIA TEXTS DURING THE PERIOD OF THE RUSSIAN-UKRAINIAN WAR

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Abstract: The article holistically analyzes the neologisms from mass media texts, which are characterized in terms of communicative and pragmatic potential, emotional and evaluative load and role in the expressiveness of the text; it determines methods of creating new derivatives, it studies neosemanticisms, neographisms and grammatically modified prepositional-nominal forms of nouns in the context of language dynamics. It has been found that in the modern media space there is now a migration of colloquial vocabulary to the field of journalism, a convergence of written-literary and oral-spoken forms of communication, the pragmatic potential of which consists in the creation of emotional-evaluative, expressive and humorous-ironic speech situations. It was found that neoderivatives formed by various morphological methods take an active part in the process of neologization. Blending nominations, which mainly contain transliterated Russian words, show high productivity. The ironic and evaluative pragmatic intention is carried out by neo-semanticisms formed in a lexical-semantic way and neographisms related to the aggressor state.

Keywords: derivation; morpheme; parts of speech; vocabulary; slang; occasionalism; neosemanticism; neographism; mass media; Ukrainian language.

1 Introduction

Modern society is characterized by the prevalence of various forms of public communication, of which media communication is a crucial component. As is well-known, the primary purpose of mass media is to transmit news messages. In the competition for the reader's attention, achieving communicative and pragmatic goals, as well as fulfilling the author's intentions, journalists often resort to creating effects of novelty and unexpectedness. This involves modeling new words, using well-known lexemes in unconventional communicative contexts, and incorporating nominations formed and adopted by users of social networks. Communication on these platforms frequently surpasses normative boundaries and is characterized by emotional, evaluative, and expressive language. While demonstrating high creativity and a penchant for irony, authors of publications often endeavor to adapt colloquial elements to meet the standards of written language. Considering this, it can be affirmed that the modern media landscape plays a significant role as an indicator of language dynamics.

Scientists have frequently chosen journalism, particularly Ukrainian journalism, as a corpus of research material for the multifaceted study of modern media neology. Among the issues addressed are specific neologisms from the late 20th and early 21st centuries in Croatian [14], Ukrainian semantic innovations from the early 21st century [12], their functional and pragmatic potential [15], structural and semantic parameters of neonominals formed by non-productive methods [1], prefix innovations [6], expressive functions, and features of neologisms and occasionalisms in Ukrainian newspaper discourse [9], as well as the typology, semantics, and linguistic stylistics of lexical innovations in modern Ukrainian mass media [10]. Equally compelling is the description of youth neologisms and slangisms observed in social networks [11]. Works dedicated to

the study of innovations in various languages provide relevant material. This perspective is supported by S. Sultanbekova, M. Anafinova, A. Seidikenova, A. Bizhkenova, and Z. Tleshova, who proposed a functional-pragmatic analysis of dominant forms of neologisms in English and French, selected from literary and newspaper texts spanning 2010–2022 [13].

The process of neologization is studied in linguistic works that address narrower thematic scopes. In this context, it is pertinent to mention publications characterizing the terms coined for Covid-19 across various languages due to the influence of external factors, particularly the global pandemic [4; 7; 17]. Recent developments in Ukrainian language also focus on emerging feminisms, notably in the media space. Specifically, new terms for women based on profession, type of activity, or specific behavior have been analyzed in terms of their lexical-semantic and derivational features, as well as their cognitive implications [8]. Research examining derivational norms of specific words sheds light on these issues. Notably, K. Horodenska's article describing the morphological and word-formation norms of borrowed adjectives, situated within contemporary trends of Ukrainian word formation, is particularly intriguing [3].

The announced list of scientific achievements reveals a significant level of study of the problem; however, it does not cover all aspects and nominations comprehensively. Currently, amidst the active phase of the Russian-Ukrainian war, journalists strive to provide comprehensive coverage of front-line events and compete for reader attention using various linguistic devices in their publications. This includes not only neoderivatives formed through various morphological methods but also neosemanticisms, neologisms, and certain grammatical modifications. While modern linguistics has examined some innovations from this period [16], their number is constantly increasing, highlighting the ongoing relevance of further research.

The purpose of the article is to comprehensively analyze neologisms from media texts, characterize them in terms of their communicative and pragmatic potential, emotional and evaluative impact, and their role in enhancing textual expressiveness. The study aims to determine methods for creating new derivatives and investigate neo-semanticisms, neologisms, and grammatically modified prepositional-nominal forms of nouns within the context of language dynamics.

2 Materials and Methods

Achieving the goal and objectivity of the conclusions was facilitated by the method of observation, which was used to identify the latest word-forming tendencies inherent in recent derivatives. An integral component of the methodological framework of the study was the descriptive method, which characterized the primary morphemes involved in creating neolexemes and focused attention on non-morphological aspects of word formation. The structural method aimed to identify the specifics of derivational affixes and their role in constructing new words, as well as determining the qualifying features of neonominals formed through lexical-syntactic methods, neosemanticisms, and neologisms. The method of functional analysis enabled the discovery of the functional purposes, communicative-pragmatic aspects, and emotional-evaluative features of innovations during the Russian-Ukrainian war period.

3 Results and Discussion

The neologization of language is an active process that never slows down and gains intensity during periods of economic, political, scientific, technical, and other societal transformations. The full-scale invasion of Russia on February 24, 2022, became a significant external factor that fundamentally changed the lives of Ukrainians and profoundly influenced changes in their

communication. On that day, news of Russian armed aggression dominated the front pages of global newspapers, and since then, it has occupied a substantial portion of Ukrainian media space. Since the onset of the active phase of the war, the language of mass media has seen the introduction of new lexemes, updates and expansions in the semantics of well-known terms, and some words have undergone orthographic revisions. L. Pidkamina outlines the process of neologization as follows: "individual use of a neologism → socialization of a new lexeme (acceptance by society) → lexicalization of the neologism (integration into the language system)" [10, p. 146]. We find the sequence proposed by the researcher fully justified, supported by the analyzed language material. One crucial aspect of studying new terms is establishing principles for their examination. The selected body of empirical data allows us to highlight: 1) word-forming innovations primarily based on established derivational models; 2) neo-semanticisms, where lexemes expand their semantic structure through reinterpretation of reality, often driven by associative relationships and lexical-semantic processes; 3) orthographic innovations (neographisms), where word spellings change under external influences; and 4) grammatically modified prepositional-nominal forms of nouns.

The neologisms presented in the media add fluidity to the texts. Several verbs and nouns formed with suffixes serve this purpose and aim to convey the author's intentions. Although some remain confined to social networks, they have already found their place in the small dictionary of neologisms and neosemanticisms compiled by the information agency "ArmyInform" (<https://armyinform.com.ua>, July 20, 2022). For example, such neoderivatives include the verbs *байрактарити* (*bayraktaryty*), *джевелініти* (*javelinyty*), *стінгерити* (*stingeryty*), *хаймарсити* (*haimarsyty*), which belong to a single word-formation type. They are motivated by nouns – names of weapons, aircraft, etc., items that assist the Ukrainian military in combatting the enemy. They share a common word-formation meaning, marking actions related to the destruction of occupiers. They also share the productive suffix *-y-* as a service formant, and all these innovations belong to the verb class. It is noteworthy that some of these words have expanded beyond their original contexts. For instance, the verb *байрактарити* (*bayraktaryty*) appeared in an advertising message for services offering reduced prices, as seen in: "*Beauty Hunter вже 3 роки!.. Це мало бути грандіозне свято. Але які часи, така й вечірка – нумо байрактарити ціни разом!*" ("*Beauty Hunter for 3 years! It was meant to be a grand celebration. But in these times, such is the party – let's bayraktaryty the prices together!*") (<https://beautyhunter.com.ua>, August 18, 2022). Of course, it's challenging to predict whether verbs like *байрактарити* (*bayraktaryty*), *джевелініти* (*javelinyty*), *стінгерити* (*stingeryty*), *хаймарсити* (*haimarsyty*) will remain in active use among Ukrainians after the war. However, as we can see now some of them even show signs of interthematic shifts.

Among the innovative verbs presented in the dictionary of the "ArmyInform" information agency, let us focus primarily on those that have entered the media scope. Currently, there is a noticeable trend towards the formation and active use of lexemes motivated by anthroponyms. In particular, the surname of the French leader Emmanuel Macron served as the basis for modeling with the help of a suffix *-y-* and the verb *макронити* (*macronyty*) with the meaning 'to pretend to be a concerned person who supposedly cares about the problems of others, says a lot about it, but in reality his/her support is minimal.' It is noteworthy that the analyzed new formation is used both to indicate Emmanuel Macron himself and to designate other persons, compare: "*Президент Франції продовжує «макронити»*" ("*The President of France continues to 'macronyty'*") (headline) (<http://asn.in.ua>, June 15, 2022) and "*Немає ніяких сил спостерігати за тим, як Шольц «макронить» і як важко йому далось це рішення!*" ("*There are no forces to observe how Scholz 'macronyts' and how difficult this decision was for him!*") (<https://podcasts.nv.ua>, January 27, 2023). Together with this derivative, one word-forming type forms the word *шольциту* (*scholztyty*), motivated by the surname of the Chancellor of Germany, Olaf Scholz.

These two verbs give the expression a distinct stylistic coloring, especially if they function side by side: "*Будуть макронити і шольциту...*" ("*They will macronyty and scholztyty...*" (headline)) (<https://siver.com.ua>, June 14, 2022) – the article is about the visit of the leaders of France and Germany to Ukraine and the planned meeting with the President of Ukraine Volodymyr Zelenskyi.

The scope of verbs that have acquired an ironic and mocking coloring was supplemented by the derivative *відкобзонити* (*vidkobzonyty*), motivated by the surname of the Russian singer Y. Kobzon. This word is actively used to report the loss of Russian troops or the liquidation of traitors of Ukraine: "*ЗСУ «відкобзонили» вже майже 106 тисяч окупантів: свіжі втрати ворога станом на 31 грудня!*" ("*The Armed Forces of Ukraine have already 'vidkobzonyly' almost 106,000 occupiers: fresh losses of the enemy as of December 31!*") (headline)) (<https://www.volyn.com.ua>, December 31, 2023); "*«Відкобзонили» Воїна 22 січня боях під Бахмутом!*" ("*'Vidkobzonyly' Volina on January 22 in the battles near Bakhmut!*") (<https://antikor.com.ua>, January 27, 2023). The lexeme *відкобзонити* (*vidkobzonyty*) is formed with the help of official formants from *від-* (*vid-*) and *-и* (*-y-*), which serves as a basis for considering them within the scope of prefix-suffix word formation.

The nominative formation of verbs is connected not only with proper names, but also with common names. Derivatives of this type include the word *могілізувати* (*mohylizuvaty*) with the meaning 'to destroy the male population of Russia, which fell as a result of mobilization actions for the war in Ukraine.' In this neoderivative, two letters were intentionally replaced (compare: *мобілізувати* (*mobilizyaty*) and *могилізувати* (*mohilizyaty*) (to bury in English) with a hint of a connection with the noun *могила* (*mohyla*) (grave in English) and an indication of what awaits the enemy who sets foot on Ukrainian soil: "*ЗСУ могілізували рекордну кількість військових рф за добу!*" ("*The AFU mohylizuvaly a record number of Russian soldiers per day!*") (headline)) (<https://ua.news>, December 12, 2022). The selected word is formed with the help of the productive service formant *-ува-* (*-uva-*), which is attached to the creative base by means of the interfix *-із-* (*-iz-*). In addition to the personal forms, the analyzed verb is used in an impersonal sense, which helps to shift attention from the perpetrators of the action to its result: "*На Луганщині «демлітаризовано» і «могілізовано» це одного кримінального злочинця, засудженого в підмосков'ї за вбивство!*" ("*In Luhansk region, another criminal convicted of murder in the Moscow suburbs was 'demilitarized' and 'mohylizovano'*") (<https://armyinform.com.ua>, October 04, 2022). We would like to comment on the verb *демлітаризовано* (*demilitarized*), which has undergone semantic changes, as evidenced by its design using quotation marks. As you know, the demilitarization of Ukrainians, according to the Russian authorities, became the goal of a full-scale invasion of Ukraine. In the above example, the analyzed lexeme realizes an ironic meaning.

The verbal noun *могілізація* (*mohylizatsiia*), in which the role of a derivational morpheme is performed by the borrowed suffix *-аці(я)* (*-atsi(ia)*), does not violate the established word-formation scheme. The absence of this lexeme in lexicographic works does not stand in the way of its use in modern journalism: "*Захисники України продовжують «могілізацію» РФ та нищать загарбників, які прийшли на нашу землю з війною!*" ("*The defenders of Ukraine continue 'mohylizatsiuiu' of the Russian Federation and destroy the invaders who came to our land with war!*") (<https://www.unian.ua>, January 19, 2023). The analyzed lexeme is used in contexts not only about the occupiers who have already died, but also about Russians who are planned to be involved in military operations in Ukraine, for example: "*Мобілізованих у РФ проводжали на «могілізацію» пісню Мозилевської!*" ("*Those mobilized in the Russian Federation were escorted to the 'mohylizatsiuiu' with the song of Mohilevska!*") (<https://news.obozrevatel.com>, October 06, 2022).

The domain of neologisms is motivated by the derived verb *могілізувати* (*mohylizuvaty*) the passive participle *могілізований* (*mohylizovanyi*), which is formed with the help of a Ukrainian resource – the productive suffix *-н-* (*-n-*), for example: “«**Могілізовані**» росіяни вже на фронті” (“**Mohylizovani** Russians are already on the front” (headline)) (<https://wz.lviv.ua>, September 28, 2022); “На російських кладовищах бракує місць для «**могілізованих**» окупантів, їх «пачками» закопують в Україні” (“In Russian cemeteries, there is a shortage of places for **mohylizovanykh** occupiers, they are buried by the dozen in Ukraine”) (<https://www.5.ua>, October 14, 2022). Incidentally, we note that the specified lexeme can fall from its usual attributive sphere into the noun sphere, performing the role of a subject or controlled member of a sentence. The specified transposition processes indicate the manifestation of one of the varieties of the morphological and syntactic method of word formation – fusion. For example: “В Росії готуються до нових **могілізованих**: у Москві на виставці ритуальних послуг влаштували конкурс з одягання покійників на швидкість” (“In Russia, they are preparing for the new **mohylizovanykh**: in Moscow, at the funeral services exhibition, a competition was held to dress the dead for speed” (headline)) (<https://cripo.com.ua>, November 04, 2023).

Complex nominations belong to the circle of emotionally colored units. The two-root lexeme *свіжозмогілізований* (*freshly mohylizovanyi* (*freshly mobilized and buried in English*)), formed by a lexical-syntactic method (fusion) presented in the press requires a separate comment: “Свіжозмогілізовані чобіки розстрілюють білорусів” (“**Freshly mohylizovani** chmobyky shoot Belarusians”) (headline)) (<https://volga.lutsk.ua>, November 06, 2022). The peculiarity of this word is that its first component *свіжо-* (*freshly*) has a hidden temporal feature, as it indicates a recently performed action and is semantically correlated with the temporal adverb *щойно* (*just now*). It is noteworthy that the second part as a separate word is presented only in the prefix-less form of the imperfect form *могілізований* (*mohylizovanyi*), which was discussed earlier. On the other hand, within the framework of a complex nomination, it has a *свіжозмогілізований* (*freshly mohylizovanyi*) perfective form, in the implementation of which the prefix *з-* (*-z-*) takes part.

The occasional character is revealed by the verb *залкоголізований* (*zalkoholizovanyi*) presented in the Ukrainian-language media space, which not only indicates the tendency of non-literary elements to penetrate into the field of journalism with the aim of enlivening the text, bringing it closer to the reader, attracting his/her attention, but also violates the established pattern of word formation of this part-language class: “У сусідньому м. Бресті 2 залкоголізованих рашистських чобіків застрелили з пістолета місцевого білоруса” (“In the neighboring town Brest, 2 **zalkoholizovanykh** chmobyky shot local Belarusian with the pistol”) (<https://volga.lutsk.ua>, November 06, 2022). As you know, in the Ukrainian language, a derivational pair to a derived participle is traditionally formed by a constructive verb, for example: *опрацюва-н-ий* ← *опрацюва-ти* (*opratsiuv-a-n-yi* ← *opratsiuv -aty*), *знешкодж-ен-ий* ← *знешкод-ити* (*zneshkodzh-en-yi* ← *zneshkodyt-y*), *викона-н-ий* ← *викона-ти* (*vykona-n-yi* ← *vykona-ty*). However, the analyzed neolexeme goes beyond this regularity: its formation is not related to a structurally and semantically related verb, since it does not exist in the Ukrainian language, so we have to talk about the prefix-suffix way of creating this word. In the proposed context, the adjective *залкоголізований* (*zalkoholizovanyi*), in addition to discrediting the Russian occupiers and pointing to their passion for alcoholic beverages, reveals a significant expressive potential, which is enhanced by the secondary designation of the aggressors – *рашистські чобіки* (*rushists chmobyky*).

One of the models for the creation of derived words is the reduction of the elements of creative bases and the addition of specific post-root service formants. Many nominations of this type serve as a means of expressing humor, which helps Ukrainians to survive the terrible wartime, to resist Russian

propaganda, and to preserve their morale. Realizing that the enemy cannot be underestimated, the Ukrainian people at the same time resort to simulating tokens that serve as a means of humiliating the occupiers and making fun of them. As you know, the carrier of the main word-forming meaning is the creative base, and the accompanying feature is implemented by the service formant. Guided by this, we will analyze some nominations that went beyond the literary and written norms inherent in journalism, but clearly convey the negative attitude of Ukrainians towards the Russian aggressors. Among such innovations are *фашики* (*fashyky*), in which, on the border of the morpheme seam, we can trace the reduction of the base (from fascist) and the addition of the suffix *-ук-* (*-yk-*), which in the Ukrainian language has a high degree of compatibility with bases of different meanings. Its functional purpose is to model the word-forming type ‘names of persons’. For example: “«Російські **фашики** поїдуть додому в мішечку»: морпіхи ЗСУ розбили підрозділ окупантів” (“**Russian fashyky** will go home in a sack: Marines of the Armed Forces of Ukraine defeated the occupying unit” (headline)) (<https://www.5.ua>, April 18, 2022). In this sentence, the sarcastic and mocking tone of the entire statement is reinforced by the stylistically marked noun *мішечку* (*sack*). We would like to mention that recently the Russians have been actively using the terms *фашики* (*fashyky*) and *фашисти* (*fascists*) in their communication to refer to Ukrainians, implementing a manipulative strategy and justifying the war, which was allegedly started because of the rampant Nazism and fascism in Ukraine. In particular, in the formulation of the goal of a full-scale invasion, in addition to the previously mentioned *демільтаризація* (*demilitarization*), there was also the word with the prefix *де-* (*de-*) – *денацифікація* (*denazification*).

The scope of substantive nouns with the suffix *-ук* (*-yk*) was supplemented by the expressive noun *рашик* (*rashyk*), which arose from the derogatory name of Russia – *раша* (*rasha*): “Після перебування тут **рашиків** (так називають місцеві жителі окупантів) скрізь руїни, міни, нарміт землянки та оборонні споруди” (“After the stay of the **rashyky** (that’s how they are called by the local residents), there are ruins, mines, dugouts and defensive structures everywhere”) (<https://www.nove.in.ua>, December 14, 2022). Synonymous with this word is a derivative with the productive suffix *-ист* (*-yst*) *рашист* (*rashyst*), motivated similarly to the previously analyzed slangism also by the noun *раша* (*rasha*): “**Рашисту** допитували жінку чотири рази” (“**Rashysts** interrogated the woman four times...”) (<https://www.nove.in.ua>, December 14, 2022). A similar model of creation is inherent in the recently activated word “*лукашисти*” (“*lukashysts*”), which initially nominated representatives of Belarusian law enforcement agencies – supporters of the self-proclaimed president Oleksandr Lukashenko, and now has expanded its lexical range, functioning to denote the military that supports Russia in its aggressive policy against Ukraine or applies punishment to those, who approves of the Ukrainian people: “Жителі Самарів переконані, їхні родичі та близькі із Білорусі зі зброєю на українські землі не підуть, зробити це можуть хіба **лукашисти**” (“The residents of Samara are convinced that their relatives and friends from Belarus will not go to Ukrainian lands with weapons, only **lukashysts** can do it”) (<https://ourlife.org.ua>, January 28, 2023). Although the anthroponym *Lukashenko* is at the basis of the creation of the derivative *лукашист* (*lukashyst*), the word also realizes another hidden meaning, denoting people by nationality – we are talking about Belarusians. Incidentally, we note that in the process of derivation, the creative base was truncated (*lukash-*).

The slangism *мобік* (*mobik*), formed with the help of the suffix *-ік* (*-ik*) from the substantive adjective *мобілізований* (*mobilizovanyi*), has a mocking-ironic tone, the base of which has undergone truncation (*mob-*). In the mass media, this noun rarely functions in the singular, it is mostly used in the plural and placed in quotation marks, for example: “Зараз росіяни використовують Білорусь як полігон для навчання своїх **«мобіків»**” (“Currently, the Russians are using Belarus as a

training ground for their *'mobikiv'*") (<https://www.unian.ua>, December 16, 2022).

The sphere of negatively colored derivatives includes the synonymous counterpart of the nomination *мобік* (*mobik*) – the lexeme *чмобік* (*chmobik*), which in its meaning contains an emotional and evaluative component and shows signs of dual motivation. On the one hand, it is appropriate to associate the analyzed nomination with the phrase partially mobilized, the occurrence of which coincides with the so-called *частково мобілізований* (*chastkovo mobilizovanyi*) of Russians. By the way, the analytically presented semantic correlate of the slangism *чмобік* (*chmobik*) is also often used in contexts with the aim of giving them humor, and in some places it is used as an element of a language game: “«*Частково мобілізовани*» росіяни прибувають на фронт *частково одягненими* – *Наталія Гуменюк*” (“*‘Chastkovo mobilizovani’ Russians arrive at the front chastkovo (partially) dressed – Natalia Humeniuk*”) (headline) (<https://armyinform.com.ua>, October 18, 2022) – the repetition of the word is *частково* (*partly*) aimed at expressing the characteristics of what was said and strengthening the impression of it. The noun *чмобік* (*chmobik*) should be interpreted as a complex abbreviated word formed by the abbreviation-suffix method. The structure of this abbreviation is mixed, it consists of an initial fragment – the sound of *ч* (*ch*) (the initial consonant of an adverb *частково* (*chastkovo*)), a fragmentary asemantic component *моб-* (*mob-*) and the suffix *-ік* (*-ik*) as a morpheme transliterated from the Russian language. In the Ukrainian language, derivatives of this type usually contain the suffix *-ук* (*-uk*) in their structure, the morpheme *-ік* (*-ik*) is rarely represented, some foreign language units have it, compare: *передовик* (*peredovyk* (*frontline worker*), (*medyk* (*medic*)), *фізик* (*fizyk* (*physicist*), *історик* (*istoryk* (*historian*), but *хімік* (*khimik* (*chemist*)), *механік* (*mekhanik* (*mechanic*)). In the media texts of the neolexeme *чмобіки* (*chmobiky*) is written with and without quotation marks. The second option indicates its increasing popularity in the Ukrainian-speaking space, for example: “«*Чмобіки*» масово телефонують в Україну: цікавляться, як здатися в полон” (“*‘Chmobiky’ are calling Ukraine non-stop: they are interested in how to surrender to captivity*”) (headline) (<https://konkurent.ua>, October 16, 2022); “*Їх знову обманули: тюменські чмобіки почали бунтувати проти неадекватного командування*” (“*They were deceived again: the Tiumen chmobiky began to rebel against the inadequate command*”) (headline) (<https://24tv.ua>, December 08, 2022). On the other hand, the lexeme *чмобік* (*chmobik*) can be considered as a derived word of the initial-suffix variety. The initial fragment is associated with the initial sounds of the phrase *частково мобілізовані особи* (*chastkovo mobilizovani osoby* (partially mobilized persons in English)). We explain the actualization of the slangism *чмобік* (*chmobik*) in media communication by the fact that it refers to the well-known vulgarism *чмо* (*chmo* (*schmuck/moron* in English)), interpreted in the dictionary as “1. A person who represents nothing... 2. A mean, unreliable person” [5, p. 327]. Sometimes media people use a language game technique related to this slangism – capslockization, which consists in capitalizing part of the analyzed word, for example: “*На Харківщині поблизу Куп'янська бійці 92-ї бригади полонили першого ЧМОБІКА*” (“*In the Kharkiv region near Kupiansk, fighters of the 92nd brigade captured the first CHMOBika*”) (<https://censor.net>, September 27, 2022). In this way, an attempt was made to specially emphasize the correlation of the selected part with the vulgarism of the language. The specified technique serves as an emotional and expressive means of condensation of imagery, intertextuality, and also vividly realizes the author's intention, the linguistic design of which leaves the limits of normativity.

The scope of neo-nominals with the *чмобік* (*chmobik*) component is supplemented by lexemes formed by the method of word formation with the first part expressed by an evaluative noun, for example: “*На росії горе-чмобіки конфліктують з офіцерами росармії та б'ють їх*” (“*In Russia, hore-chmobiky have conflicts with officers of the Rosarmy and beat them*”) (headline) (<https://armyinform.com.ua>, November 13, 2022). In the new formations, the meaning of which is specified by a

geographical name transliterated from the Russian language, there is an increase in the negative coloring and the expression of parody: “*москвічі-чмобіки почали масово здаватися в полон*” (“*moskvichi-chmobiky began to surrender to captivity*”) (headline) (<https://dyvys.info>, November 07, 2022).

According to the creative base and method of creation, close to the neolexeme *чмобік* (*chmobik*) is a derivative of *чмоня* (*chmonia*), used to denote a clumsily and absurdly dressed Russian prisoner of war, who became the hero of Internet memes: “«*Чмоня*» повернувся додому: полонений окупант, що прославився, потрапив до списку на обмін” (“*‘Chmonia’ returned home: the captured occupier, who became famous, got on the list for exchange*”) (<https://focus.ua>, June 29, 2022).

Recently, the neologism *чмобілізація* (*chmobilizatsiia*) motivated by the phrase *часткова мобілізація* (*chastkova mobilizatsiia*), has entered the media sphere. It is formed from the initial sound of the first word and a whole (not reduced) word: “«*Чмобілізацією*» назвав мобілізацію в Росії міністр оборони України Олексій Резніков. «Оскільки її назвали «частковою» мобілізацією, логічно скоротити його до «чмобілізація»», – пояснив міністр” (“*The mobilization in Russia was called ‘Chmobilizatsiia’ by the Minister of Defense of Ukraine Oleksii Reznikov. ‘Since it was called a ‘chastkova’ mobilizatsiia it is logical to shorten it to ‘chmobilizatsiia.’ the minister explained*”) (<https://vagomo.com>, October 01, 2022). Neonominals with a common component *чмо-* (*chmo-*) make it possible to talk about a word-forming paradigm formed in a relatively short time.

Among recent neoderivatives, a prominent place belongs to juxtaposites, which often go beyond the norms of the modern Ukrainian language and serve as a means of modeling a complex image. In the role of one of the parts of occasional neolexemes, there are transliterated Russian words. Of course, such graphic design violates the canons of Ukrainian orthography, but it makes it possible to more vividly convey the author's message, disdain for what was said, at the same time making it the semantic center of the message: “*Увага всього світу нині прикута до подій в Україні, до звірств, які тут чинять росіяни-«асвабідітелі»*” (“*The attention of the whole world is currently focused on the events in Ukraine, on the atrocities committed here by the Russians-‘asvabadiieli’ (libertarians in English written in Ukrainian with Russian pronunciation)*”) (<https://zpu.kr.ua>, June 16, 2022). A separate group of complex nominations consists of words that are characterized by graphic hybridization – writing in Latin and Cyrillic. The Latin-written component is mostly applied: “*Велике новорічне HIMARS-шоу, яке влаштували Збройні сили України мобілізованим рашистам у Макіївці, вже третій день не дає спокійно спати нашим сусідам на болотах*” (“*The big New Year’s HIMARS-show, which the Armed Forces of Ukraine arranged for the mobilized Russians in Makiivka, has been keeping our neighbors in the swamps awake for the third day*”) (<https://gazeta.ua>, January 03, 2023); “*Сьогодні Україна відзначає День державності та День Хрещення Київської Русі. Сьогодні ж по наших містах було випущено два десятки ракет. Ru-істерика?*” (“*Today, Ukraine celebrates the Day of Statehood and the Baptism of Kyivan Rus. Today, two dozen rockets were fired at our cities. Ru-tantrum?*”) (<https://aspi.com.ua>, July 28, 2022). Recently, juxtaposites have entered the media space, in which the letter Z plays the role of an application, established as an identification sign of the Russian military forces, as a trend in Russian social networks and as a symbol of the war in Ukraine: “*Кремль доручив регіонам влаштовувати акції на підтримку Z-армії РФ та Путіна*” (“*The Kremlin instructed the regions to organize actions in support of the Z-army of the Russian Federation and Putin*”) (headline) (<https://www.pravda.com.ua>, March 15, 2022). According to the same scheme, a complex nomination with the letter Z and a transliterated Russian part is built, which serves as a means of creating the effect of parody, mockery, for example: “*Z-асвабідітелі рузькага миру продовжують вбивати мирних громадян України, незважаючи на їх мову спілкування. Для них люди ніхто*” (“*Z-asvabadiieli of Russian*

peace continue to kill peaceful citizens of Ukraine, regardless of their language of communication. People are nobody to them") (<https://spilno.org>, March 23, 2022).

In the media texts of the war period, blending nominations were activated, in the structuring of which there are several lexemes written together – mainly transliterated Russian words. They serve as an element of the language game, created to name complex concepts with an indication of their content integrity and to give patterns some expressiveness: “Сьогодні, 9 листопада відзначається День української писемності. Це той етап самоусвідомлення, який викоринює міф про «адіннарод» та «мижебратья» з російським окупантом. Мова – це ідентифікація, потужна та ефективна зброя у протистоянні з ворогом” (“Today, November 9, is the Day of Ukrainian Writing and Language. This is the stage of self-awareness that uproots the myth of ‘adinnarod’ (onenation in English) and ‘myzhebratiia’ (wearebrothers in English) with the Russian occupier. Language is identification, a powerful and effective weapon in confrontation with the enemy”) (<https://www.056.ua>, October 09, 2022); “В Ізюмі на кладовищі знайдено понад безіменні 500 могил, деякі з них братські. Є поховання з дитячим віком 6–9 років. Більшість з них безіменні, на дерев’яних хрестах лише цифри. Деякі могили братські. Отакі «мижебратья»” (“In Izium, more than 500 nameless graves were found in the cemetery, some of them fraternal. There are burials with children aged 6–9 years. Most of them are nameless, with only numbers on the wooden crosses. Some of them are mass graves. These are ‘myzhebratiia’”) (<https://glavcom.ua>, September 19, 2022). Nominations such as *адіннарод* (*adinnarod*) (onenation in English), *мижебратья* (*myzhebratiia*) (wearebrothers in English), etc. formed in a lexical-syntactic way from Russian manipulative narratives, with the help of which supporters of Putin’s regime try to justify Russian aggression in Ukraine and insidiously pretend that they seek mutual understanding and peace.

Quite often you can hear how the Russians are showing off their most modern weapons, various inventions that supposedly have no analogues in the world, but in fact it turns out that all this is far from perfect. The Ukrainian media picked up the Russian narrative and not only use it as a transliterated blending with the meaning ‘something made up’, but also create derived units from it. For example, *аналоговнет* (*analogovniēt*) (there are no analogues in English) served as the basis for the derivative *аналоговнетний* (*analogovniētnyi*), structurally complicated by the productive suffix *-н-* (*-n-*), for example: *Рідкісний зразок чергової «аналоговнет» зброї окупантів було знищено на Луганщині* (“A rare example of another ‘analogovniēt’ weapon of the occupiers was destroyed in Luhansk region”) (<https://defence-ua.com>, September 02, 2023); “ЗСУ збили «аналоговнетний» БПЛА Zala” (“The Armed Forces shot down the ‘analogovniētnyi’ UAV Zala”) (headline) (<https://glavnoe.in.ua>, July 24, 2022); “Аналоговнетний російський військовий робот виявився іграшкою з AliExpress” (“Analogovniētnyi Russian military robot turned out to be a toy from AliExpress”) (headline) (<https://24tv.ua>, August 17, 2022).

The lexeme *затрудні* (*zatrydni*) (in 3 days in English) belongs to the expressive language tools formed by fusion, which gives the expression an ironic and sarcastic sound: “Як відомо, першочерговою метою «спецоперації» бункерного діда ерефії було взяти Київ «затрудні» та замінити українську владу на своїх маріонеток” (“As you know, the primary goal of the ‘special operation’ of the bunker grandpa Ereftia was to take Kyiv ‘zatrydni’ and replace the Ukrainian government with his puppets”) (<https://mykyivregion.com.ua>, June 08, 2022).

In addition to derivatives formed as a result of merging several words without their structural change, media people use negative blending, within the boundaries of which certain modifications have taken place. Motivated by the lexemes *бомж* (*botzh*) (homeless in English) and *моджахед* (*mujahid*), the blending of the *бомж**моджахед* (*botmjahid*) shows such signs, which expresses a demeaning social assessment of the Russian invaders. It was

formed as a result of superimposing the noun *бомж* (*botzh*) on the first part of the word *моджахед* (*mujahid*) (*муї*): “Узрупвання орків навколо ЧАЕС постійно поповнювалося з території Білорусі, частини та з’єднання відходили в зону на перекомплектування і проводили там кілька днів, звіти знімалися нові браві *бомж**моджахеди*, і так по колу” (“The group of orks around the Chernobyl nuclear power plant was constantly replenished from the territory of Belarus, units went to the resupply zone and spent several days there, new brave *botmjahid* were there”) (<https://site.ua>, April 01, 2022).

A number of derivatives of blending origin are supplemented by nominations formed with the help of overlap that occurred within proper names, in particular geographical concepts. For example, from the initial part of the lexeme *Зміїний* (*Zmiinyi*) (the name of the island), which is superimposed on the first part of the word *Чорнобаївка* (*Chornobaivka*) (a village in the Kherson region), the neo-nomenclature *Змієбаївка* (*Zmiēbaivka*) was formed, which indicates the repeated defeat of the enemy. The analyzed derivative denotes both the process of destroying the enemy and serves as a humorous secondary nomination for Zmiinyi Island, compare: “«*Змієбаївка*» триватиме, поки окупанти не розблокують порти України” (“‘Zmiēbaivka’ will continue until the occupiers unblock the ports of Ukraine”) (headline) (<https://defence-ua.com>, May 13, 2022) and “Кажуть, дух острова «*Змієбаївка*» дістався тимчасово окупованого Бердянська” (“They say the spirit of the island ‘Zmiēbaivka’ reached the temporarily occupied Berdiansk...”) (<https://www.slovoidilo.ua>, August 14, 2022).

Recently, the language of Ukrainian journalism has been filled with a lot of neo-semanticisms. Such derivatives include the words *мопед* (*moped*) and *балалайка* (*balalaika*), which are synonymous due to the acquired secondary meaning, denoting unmanned kamikaze drones attacking Ukraine. For example: “Сьогодніранці Київ та інші міста України атакували дрони іранського виробництва – *Shahed*, які за свій гідкий звук на підльоті до цілей вже отримали назву «*мопеди*»” (“This morning, Kyiv and other cities of Ukraine attacked Iranian-made *Shahed* drones, which for their disgusting sound on approach the targets have already received the name ‘mopeds’”) (<https://dev.ua>, October 17, 2022); “Чий «мопед»? Іран заперечує постачання зброї Росії, але у світі не віряють” (“Whose ‘moped’? Iran denies supplying weapons to Russia, but the world does not believe”) (<https://focus.ua>, October 28, 2022); “Летюча *балалайка* або повітряний *мопед*: що одесити і фахівці розповідають про іранські БПЛА *Shahed-136*” (“Flying *balalaika* or aerial *moped*: what do Odessans and experts say about Iranian *Shahed-136* UAVs”) (headline) (<https://www.5.ua>, September 28, 2022); “Зараз ми маємо доступ до найсучасніших технологій світу. Порівнювати наше обладнання з цими літаючими «*балалайками*» не можна. Завдання цих *балалайок* – знищувати життя людей” (“Now we have access to the most advanced technologies in the world. You can’t compare our equipment with these flying ‘balalaikas’. The task of these *balalaikas* is to destroy people’s lives”) (<https://www.5.ua>, October 20, 2022). The reinterpretation of the original meaning of the *moped* nomination took place on the basis of sound characteristics: such flying objects, due to the presence of piston engines, emit very loud sounds during flight, reminiscent of a *moped*. They were called *balalaikas* because of their triangular shape, similar to this musical instrument. In the Ukrainian lexicography, the word *moped* is presented only with the meaning “pedal motorcycle; a light low-power motorcycle that also has a pedal drive” [2, p. 690]. The nomination *balalaika* has one meaning – “a Russian folk musical three-stringed instrument with a triangle-shaped soundboard” [2, p. 57].

The relation to the lexical-semantic derivation is revealed by the verbal marker of Russia – the lexeme *болото* (*swamp*), which is often used in the local plural form, hinting at the much later founding of Moscow compared to Kyiv: “На московських болотах істерика” (“Hysterics in the Moscow swamps”) (headline) (<https://bastion.tv>, April 07, 2022); “Плач на болотах. Негативний наступ другої армії світу” (“Crying in

the *marshes*. Negative attack of the second army of the world” (<https://www.unian.ua>, September 11, 2022). In the second sentence, in addition to the analyzed prepositional-nominal form, the emotional impact is enhanced by the secondary designation of the armed forces of Russia – the *друга армія світу* (second army of the world), as well as the adjective *негативний* (negative) used in unusual contextual conditions. The escape of the Russian invaders from the occupied territories is now called a negative offensive: “А російська армія, яка, за словами кремльського Фюрера «навіть ще не почала», робить «негативний наступ»” (“And the Russian army, which, according to the Kremlin Führer, ‘hasn’t even started yet,’ is making a ‘negative offensive’”) (<https://www.unian.ua>, September 11, 2022).

In the texts of the studied mass media content of the war period, the noun *утилізація* (utilization), which denotes the destruction of enemies, acquired an expansion of the meaning structure: “В Україні триває *утилізація* та демілітаризація російських окупантів. Лише за минулу ніч Збройні сили ліквідували 720 загарбників” (“In Ukraine, the utilization and demilitarization of the Russian occupiers continues. In the past year alone, our Armed Forces utilized 720 invaders”) (<https://expres.online>, January 04, 2023). The dictionary interprets the lexeme *utilization* only as “1. Using something for recycling. // Use of any waste or leftovers as raw materials, ready-to-cook products, fuel, fertilizer, etc. 2. In information processing systems, it is a procedure for viewing EOM and removing unnecessary data from it” [2, p. 1519].

The metaphorical epithets serve as a means of creating a negative image nomination of the top commanding staff of the Russian army and emphasizing their incompetence. The specified functional potential is realized by the metaphorically used adjective *червонокнижний* (redbook), interpreted in the dictionary only as “referring to the Red Book (about endangered species of plants and animals)” [2, p. 1597]. The use of analyzed neo-semanticism lends irony to the statement: “Російські генерали – *червонокнижні* *дебіли*, або чим нам вигідний Герасимов як командувач” (“Russian generals are *redbook* morons, or how is Gerasimov useful to us as a commander”) (<https://novynarnia.com>, January 27, 2023). The colloquial lexeme *дебіли* (moron) enhances the effect of looseness of speech and vulgarizes the context.

The neographisms are presented in the texts of Ukrainian newspaper journalism during the period of the active phase of the war, which implement two opposite trends. Proper names, in particular geographical concepts, the name and surname of the head of the occupying state, are usually written with a lowercase letter in order to give a negative tone to what was said, to express contempt: “Тепер програма має допомогти Україні здобути перемогу над *московією* на чолі з *володимиром путіном*” (“Now the program should help Ukraine to win over *moscow* led by *volodymyr putin*”) (<https://bastion.tv>, April 07, 2022); “У *московській* області *рф* новопризовані солдати влаштували справжні розбірки з офіцерами росармії через «імітацію» підготовки до війни” (“In the *moscow* region of the *russian federation*, newly recruited soldiers staged real conflicts with officers of the Russian Army due to the ‘simulation’ of preparations for war”) (<https://armyinform.com.ua>, November 13, 2022). Instead, general names related to Ukraine, its defenders who courageously defend their land, are drawn up as their own nominations: “Захищаючи Україну, загинув Герой з Тернополя Сергій Заблоцький” (“*Hero* from Ternopil Serhii Zablotskyi died defending Ukraine”) (<https://te.20minut.ua>, January 28, 2023). The word “*Victory*”, which is desired by the Ukrainian people, is written with a capital letter: “У нашої соборності – наша *Перемога!*” (“In our unity – our *Victory!*”) (headline) (<https://minre.gov.ua>, January 22, 2023); “Попереду – наша *Перемога!*” (“Ahead – our *Victory!*”) (headline) (<https://33kanal.com>, December 31, 2023).

A parodic effect is also acquired by some grammatical modifications, which include the prepositional-nominal form *на*

росії (on *russia*), actively used in the texts of Ukrainian journalism, which penetrated instead of the normative one *в росії* (in *russia*): “*На росії* матір та дружина заубилого окупанта судяться за його майно” (“*On russia*, the mother and wife of the deceased occupier are suing each other for his property”) (<https://www.5.ua>, February 09, 2023). It became a reaction to the consistent use of the compound in the Russian mass media *на Україні* (on *Ukraine*) instead of *в Україні* (in *Ukraine*). The form *on Ukraine* is usually used by pro-Russian propagandists in the context of non-recognition of Ukraine as an independent state.

4 Conclusion

So, in the modern media space, there is a migration of colloquial vocabulary to the field of journalism, convergence of written-literary and oral-speech forms of communication, the pragmatic potential of which consists in creating emotional, expressive and humorous-ironic speech situations. Neo-derivatives formed in various morphological ways, as well as neo-semanticisms, neographisms and some prepositional-nominal forms, that have undergone grammatical modifications, take an active part in the process of neologization. The innovations of the period of the Russian-Ukrainian war not only represent dynamism in the lexical and word-forming systems, serve as a means of expressing and embodying modern language trends, but also convey evaluative values, in particular, the attitude of Ukrainians to the aggressors. In the media space, there is a noticeable trend towards the activation of lexemes motivated by anthroponyms. The role of means of modeling a complex image is performed by juxtapositions, which are characterized by graphic hybridization – writing in Latin and Cyrillic. High productivity is shown by blending nominations, which mainly contain transliterated Russian words, and negatively evaluated blendings, the components of which have undergone modifications. Neo-semanticisms fulfill the ironic and evaluative pragmatic intention. The words that have acquired a graphic update are aimed at implementing the same function. It is about writing with a lowercase letter proper names associated with the aggressor state and representatives of its power structures. The field of neographisms was filled with common names associated with Ukraine and its defenders, which are written with a capital letter.

The methodological basis proposed in the article is promising for the study of the process of neologization in the artistic discourse of the period of the Russian-Ukrainian war.

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