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## Revealing lexical means of expressiveness in mass media discourse

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**Abstract.** The study is relevant due to the dynamic lexical processes taking place in the contemporary Ukrainian media discourse. Among the main reasons for such changes are extra-linguistic factors, in particular the Russian-Ukrainian war (2022-2024), which has become not only a broad topic in the Ukrainian information space, but also a reason for a wide expressive evaluation in texts. The article purpose was to identify and analyse the most frequent new manifestations of lexical expressive means in the language of mass communication during the Russian-Ukrainian war (2022-2024). The research applied the following scientific methods, such as the method of comprehensive analysis, which allowed to analyse lexical units; descriptive analysis, which allowed to differentiate and classify lexemes; the method of component analysis, which was used to differentiate the semantic features of lexical units; the method of contextual semantic analysis, which was used to study vocabulary with a focus on the intra-textual environment; the method of quantitative calculations, which was used to determine the trends in the use of language units in texts and headlines of information platforms. It has been found that among the most frequently used expressions are nominalisations for famous persons, Russian politicians in particular, who are not only called expressive lexemes, but also often have invective characteristics. The words with figurative meanings are distinguished by their expressive colouring, among which verbs forming secondary nominations are the most common. It has been proved that the number of colloquial units that act as expressions has increased in the media texts. The mass media discourse of the period 2022-2024 is characterised by the topic of the Russian-Ukrainian war, which has been replaced by other topics (social, economic, etc.). The results of the study could be used to compile dictionaries on media stylistics, and the corpus of collected material could be used in practical classes in journalism courses

**Keywords:** language of mass communication means; extra-linguistic factors; vocabulary; expressive means; negative evaluation; lexical meaning; stylistic role

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## Introduction

The diversity of contemporary studies of mass media text is due to its extraordinary expressions. The language of mass communication is usually characterised by the appropriate style of message presentation and the specificity of language resources. The development of the mass media language is so intensive and unpredictable that questions constantly arise about the definition of style and genre, the differentiation of language units, the timely presentation and explanation of new lexemes in dictionaries, the observance of the norms of the literary language, the correspondence of the logic of the presentation with emotional and expressive colouring, and species differentiation, etc. Therefore, there is a need for a number of studies on the language of Ukrainian mass media. Among the topical aspects that need to be studied and analysed in detail is the problem of expressiveness of media texts.

In general, expressiveness is considered one of the most complex categories in linguistics. It directly relates to the emotional attitude of the speaker (orally or in writing) to the subject or subjects that are spoken about or presented in the text. Sometimes scientific and business speech in its various manifestations and forms is expressive. The main feature of expressiveness is considered to be various states of human mental behaviour that encourage the diversification of speech.

The category of linguistic expression in modern linguistics is considered a broad concept that includes various semantic and stylistic linguistic components that act as a subjective means of a native speaker's attitude to what is said or to the speaker. It is worth noting that the category of expressiveness is characteristic of all levels of language. At the present stage of development of linguistics, expressiveness remains a controversial concept, in particular, there is still no comprehensive scientific study of emotional and expressive means in mass communication texts. Therefore, there is a need to analyse these means used in the language of media materials, which determines the relevance of the topic.

Ukrainian researcher V. Chabanenko (2002) believes that expressiveness has an enhanced and intensified expressiveness, the linguistic element has both socially and psychologically grounded characteristics that modify perception, focus attention, dynamize thinking, evoke feelings and emotions in the reader. The researcher I. Kholiavko (2020) notes that expressiveness performs the intended pragmatic function as a linguistic category that qualitatively characterises human characteristics in terms of an expressive message and the impact of this message on certain information consumers.

The concept of speech expression is characterised and differentiated by the following features:

1) Expression is what is generated by the emotionality and imagery of speech, and not only what makes speech emotional, imaginative, and characteristic.

2) Expression is an intensification, an emphasis on expressiveness, an increase in the exceptional striking power of an expression, giving it a special psychologically motivated sublimity.

3) Expression is connected not only with emotional and figurative (artistic), but also with other plans of expression, such as volitional, aesthetic, social and evaluative, normative, formal and structural, situational and semantic, and others (Chabanenko, 2002).

Often the mass media language is characterised by a combination of the category of expression and the category of standard. Expressiveness is often characterised as a non-normative linguistic unit. The contrast of meanings of a given statement or the structure of a message is formed in such a way that they generally represent an expressive component. The expressiveness of mass media messages is due to the development of various types of mass communication, especially in the first decades of the 21<sup>st</sup> century.

The word-formation and various stylistic properties of the expressiveness of the Ukrainian literary language have been the subject of numerous scientific studies. A significant contribution to this field was made by V. Chabanenko (2002), who studied in detail various aspects of word-formation processes that form the expressive features of the Ukrainian language. In addition, a detailed analysis of expressive linguistic units was carried out by N. Boyko (2022), who in her work paid attention to syntactic expressions as means of expressing emotional colouring. Particular attention was paid to the expressive means of a literary text, in particular, on the examples of works by M. Matios, which were studied by N. Lukash & S. Pedchenko (2022). Her research helped to understand how the author uses language to convey emotional impact. The study by A. Pozhar (2022) drew attention to the functioning of expressive speech acts in international legal discourse, where the specifics of using expressive units to shape the political and diplomatic context were revealed. The works of V. Yunosova (2023), who classified verbal expressions of motion in the modern Ukrainian language, offering their structural and semantic analysis. In recent years, researchers have focused on expressivity in different languages and translation aspects, as evidenced by O.V. Bondarchuk & O.P. Vorobiova (2021). In addition, in different stylistic dimensions, such as journalistic, scientific and colloquial, studies have been conducted by A. Kishchenko & L. Strii (2023). Equally important is the work of T. Kots (2022), who analysed the use of expressive means in the language of modern Ukrainian media, which emphasises the importance of stylistic research in the context of modern mass communication.

The research purpose was to identify the most frequent manifestations of lexical expressions in the language of mass communication during the Russian-



Ukrainian war (2022-2024); to analyse the primary and secondary meanings of expressions; to describe new lexemes used in the language of Ukrainian media; to determine the stylistic load of linguistic units; to characterise the extralinguistic factors that influence mass media discourse.

During the study, the following methods were applied: as the method of comprehensive analysis, which allowed to analyse lexical units in the lexical and grammatical context; descriptive method, which allowed to differentiate and classify lexemes selected from the language of mass media; the method of component analysis, which was used to differentiate the semantic features of lexical units; the method of contextual semantic analysis was used to study the lexicon with an emphasis on the intra-textual environment; the method of quantitative calculations was used to determine the trends in the use of language units in texts and headlines of information platforms.

### Expressions in mass media texts during the Russian-Ukrainian war

During the full-scale Russian-Ukrainian war (2022-2024), the language of the Ukrainian mass media has been actively using invective vocabulary. Contemporary researchers of media texts note that offensive vocabulary is activated in the language of the mass media under the influence of extralinguistic factors. Invectives create a negative assessment in the language of Ukrainian journalism, focusing attention on outright contempt for the invaders of Ukrainian territories, especially expressions concerning politicians, emphasising that the invaders are particularly ill-mannered, impudent, and vulgar. This creates a corresponding contrast between the Ukrainian military and Ukrainians in general (Taranenko, 2010; Navalna et al., 2024a).

The most offensive words with the highest degree of expressiveness are recorded in reference to the head of the Russian Federation, Volodymyr Putin, who is often referred to as a *pulo*, compare: *In recent days, I have encountered dozens of reactions from people with the general meaning of "Die, Pulo". It is clear that these are emotions. But in fact, there are many people who are convinced that once the dwarf dies, we will heal. I believe that this is a very wrong opinion* (Ukrainian Truth, n.d.).

While the analysed lexeme is very frequent in scientific publications and in the language of mass communication two years ago, the corpus of the collected material shows the use of the expressive almost ten years ago. It is worth noting that the lexeme *pulo* appeared in headline complexes at that time, for example: *Don't panic, because that's what the pulo wants. We will win!* (title) (Ukrainian Truth, n.d.).

From the corpus of the collected material to refer to the Russian leader, it is possible to distinguish the lexeme *Putler*, which contrasts with neutral vocabulary and gives the texts an emotionally expressive colouring, compare: *"Die, Putler. No to War": a scientist left*

*a secret "message" in an article for a Moscow university* (Glavkom, 2023); *The view: The Post Norman Putler* (title). *Even Putin's court sycophants find it difficult to accept the image of him that he offers to the world by constantly rattling his guns. The similarities with his predecessor, the German Fuhrer, are hard to miss* (Kyivpost, n.d.). Researchers note that in the language of contemporary journalistic texts, Russian President Volodymyr Putin is referred to with offensive nominalisations for outright lies, immoral behaviour, and ridiculous statements (Navalna et al., 2024b).

In the language of the Ukrainian mass media, it is possible to come across the lexeme *dwarf*, which assesses the physical characteristics and appearance of a *dwarf*: "1. An unnaturally small person; a midget, a short man, a runt, a dwarf // Of a very short, very small object. 2. *with the meaning*. Of a person who is very insignificant from a certain point of view, miserable person" (Dictionary, IV: 107, n.d.). With the analysed lexeme, the authors use adjectives that form the already established phrases *mad dwarf*, *Kremlin dwarf*, *bunker dwarf*, etc. For example: *This is no longer Putin. Putin is a mad dwarf. And today, ordinary Russians are killing our children and the elderly. They are simply destroying our country. For no reason at all. It is simply unclear why* (Ukrainian Truth, n.d.); *Kremlin dwarf Putin is trying to train possible successors to his regime from among his children and relatives, as well as the children of other Russian officials* (Ukrainian Truth, n.d.); *Bunker dwarf Putin wants to know what hits him* (title). *Serhiy Kolyada on how long-range ATACAMS missiles affect Putin* (Kyivpost, n.d.).

Ukrainian journalists use insulting words to refer to Russian politician Dmytro Medvediev, calling him an *alcoholic* "one who suffers from alcoholism; a drunkard" (Dictionary, I: 34, n.d.). With this lexeme, the authors use adjectives that often form expressions already known to consumers of information, compare: the main alcoholic, the dwarf alcoholic, the main political alcoholic, etc.: *Russia's chief alcoholic Medvediev starts openly complaining about Putin* (5 channel, 2022); *The Kremlin's dwarf alcoholic drinks himself to the apocalypse again* (Newspaper, 2024); *The chief political alcoholic* (title). *Rumours about the alcoholism of former Russian President Dmytro Medvediev are less reliable, but many of the interlocutors answered in the affirmative when asked whether the deputy head of the Security Council drinks* (Correspondent, 2023).

Thus, the expressions used in media texts during the Russian-Ukrainian war are of particular importance, performing the function of emotional influence and mobilising public opinion. These texts often contain words and expressions that have a strong expressive charge and are aimed at arousing patriotic feelings, compassion and solidarity with the Ukrainian military and victims of the conflict. Such means can be both positive and negative, emphasising the heroism of Ukraine's defenders or condemning the actions of the aggressor.

## Expressions-nominations in the media language

Researchers include a number of lexemes that name and insult Russians as expressions of social origin and status, political views (Navalna *et al.*, 2024a). These words include *rusnya*, *orc*, *rashyst*, *katsap*, etc. According to the authors' calculations, the most common expression is *rashyst*, compare: **Rashysts** want to use VT-30E unmanned helicopters to search for kamikaze boats (Defense Express, 2024); **Rashysts** themselves showed that the Armed Forces of Ukraine burned their "Zemledelie", which is a rather rare event (Defense Express, 2024); **Rashysts** wounded a resident of Sumy Region: 52 explosions in one day (Sumy Today, 2024). The lexeme *rashysm* was recorded as a linguistic unit denoting "an ideological direction formed by the behaviour of Russians, the leaders of this country", for example: 80<sup>th</sup> anniversary of the Normandy landings: Biden compared fascism to **rashysm** (Ukraine is Young, n.d.).

Along with the above-mentioned words (*katsap*, *ork*), the authors of Ukrainian mass media texts use the lexeme *zhyvoder* "Same as a cannibal" (Dictionary, II: 526, n.d.); *zhyvoid* "A person who exploits, profits from, or mistreats others" (Dictionary, II: 526, n.d.), compare: **Katsap** means a **cannibal** and **orc** means a cruel beast (title). The derogatory nickname "**katsap**" has been attached to the Moscow people since 1552, when Tsar Ivan the Terrible conquered the powerful Kazan Khanate by war... (Herald. Lutsk, 2022).

A well-known Ukrainian producer and composer Olena Mozgova calls Putinist supporters on her information platform a *suchara*, an expressive for a "very bad person; mean; unpredictable; lying", compare: "A stupid head **Suchara**, wait for something to be cut off". Mozgova about a colleague who supported Putin (Gordon.ua, 2022). This type of lexemes is referred to as sub-standard units that not only speak journalistic texts, but also give them an expressive colouring.

In the mass media discourse, lexemes with figurative meanings are contrasted. Most of the lexemes with secondary nomination are verbs, as this part of speech has a wide semantics (Otin, 2005). Among the corpus of the collected material from the language of Ukrainian mass media, the verb *rest* is recorded as "1. To recover from fatigue (physical or mental) by stopping an action, movement, etc. 2. To lie in the grave" (Dictionary, I: 622, n.d.), and used in the second figurative sense, compare: The Ukrainian Armed Forces showed how Russians "**rest**" in burnt tanks near Vuhledar (Ukrainian Truth, n.d.). In the context of the Russian-Ukrainian war, journalists refer to the state of the deceased not in the grave, but in the tanks and vehicles burnt by the Ukrainian military.

The authors use the verb *dolitatysia* in the same context. "The Dictionary of the Ukrainian Language" in 11 volumes defines the lexeme *dolitaty* as "1. Flying, to reach something, some place" (Dictionary, II: 359, n.d.). In media texts, the verb denotes "the end of any action

or process that ended tragically", compare: "**Dolitalysia**": SU-34 fighter crashed in Ossetia, SU-25 shot down by the AFU (Ukraine is Young, n.d.). The context refers to the reality of the flights of a Russian fighter jet that was shot down by the Armed Forces of Ukraine.

The authors usually put lexemes with figurative meanings in quotation marks, thus indicating that the word has a secondary nomination. The verb *blest* is recorded in the same way. The aforementioned lexicographical work interprets the word *blest* as: "1. To christen someone, saying a prayer, a wish. 2. To give consent to something, to allow someone to do something" (Dictionary, I: 194, n.d.). The second meaning is used in the international context of the Russian-Ukrainian war: Blinken in Kyiv announced billions in aid and "**blest**" the tactics of strikes against Russia (Ukraine is Young, n.d.).

During the war in Ukraine, journalists have not abandoned the topic of enrichment of politicians and public officials through illegal means or by stealing funds from the state budget, at the expense of land, etc. The authors refer to these actions with the verb *enrich*. "The Dictionary of the Ukrainian Language" in 11 volumes defines the lexeme *enrich* as "1. intransitive. To acquire a household, to make a fortune; to get rich. To become rich at the expense of something" (Dictionary, VIII: 679, n.d.), compare: Imitation of legality: how the former head of the Lviv Regional State Administration Turianskyi "**enriched himself**" 11 acres of land on the outskirts of Lviv (Ukraine is Young, n.d.).

In mass media texts, the verb *earn* is encountered in the figurative sense of *earning money*. Although the dictionary defines *earn* as: "1. transitive and rarely intransitive. By working, to acquire the right to receive pay or to be paid for work done" (Dictionary, III: 293, n.d.), but in the language of newspaper texts the lexeme is used in the sense of "to obtain something by dishonest, robbery", compare: "*Sluga*" is suspected: deputy Klochko "**earned**" 11 million by hard work (Ukraine is Young, n.d.). The verb *pilot* is recorded in the dictionary as "to control an aircraft during flight" (Dictionary, VI: 535, n.d.), but in media texts it is used as "to test any unit, mechanism, etc.", compare: More comfortable than in ROLLS ROYCE: Reznikov "**piloted**" the first Challenger tanks in Ukraine (Ukraine is Young, n.d.).

The lexeme *drop a word*, which is defined in the dictionary as *blabbermouth* "1. To inadvertently say something that should not be said; to blurt out. 2. To add a further remark, caveat, or correction to a previous statement; to further explain something" (Dictionary, V: 542, n.d.), which in the media text is used in the figurative sense of "by the way, he said", compare: Reznikov "**dropped a word**": State Audit Service confirms overpricing in food contracts for the Armed Forces of Ukraine (Ukraine is Young, n.d.).

Contrasting with the neutral vocabulary is the verb in the figurative sense of *congratulate*, which is listed in the "Dictionary of the Ukrainian Language" as: *to*

*congratulate* "1. To address someone during a meeting with a greeting, showing friendliness. 2. To express to someone a feeling of joy, satisfaction about an event, success, etc.; to congratulate. 3. To accept or approve something with joy. 4. To receive someone hospitably. To treat, to give a meal. 5. To invite. 6. The same as to enter // To stay at someone's place" (Dictionary, I: 686, n.d.). In mass media texts, it is recorded in the sense of "to inform about restrictions, bans, etc.", for example: *Australia and New Zealand "congratulated" Russia on the anniversary of the invasion with new sanctions* (Ukraine is Young, n.d.).

Based on the analysis, it can be concluded that expressive nominalisations and lexemes with figurative meanings play an important role in the language of the Ukrainian mass media, especially in the context of the Russian-Ukrainian war. The use of such linguistic units enhances the expressive and emotional colouring of texts, influences readers, shaping their attitude to events and participants in the conflict.

### ■ Noun-adjective expressions in media texts

In addition to verbs with a figurative meaning, words of other parts of speech are sometimes recorded. Thus, *re-election* is an action for *re-elect* "To elect to some office or position someone else instead of the one elected earlier; to elect anew to perform certain duties" (Dictionary, VI: 239) is used in media texts in the figurative sense of "fictitious, false election to an office anew", compare: *European Parliament calls for not recognising Putin's "re-election" in Russia* (Ukraine is Young, n.d.).

In a figurative sense, journalists use the noun *invitation* "1. Action by the meaning of invite. 2. A request (verbal or written) to do something, to participate in something. 3. An official card that is an admission to a meeting, concert, etc." (Dictionary, III: 282, n.d.), which in this context is used as "a mandatory report in official structures", compare: *NABU Director Kryvonos ignored the "invitation" of the Verkhovna Rada committee* (Ukraine is Young, n.d.).

Adjective *peaceful* "1. Adj. to peace // Taking place in a peaceful environment, not disturbed by war. / Acting or being used in a peaceful environment, serving the cause of peace. / Related to the conclusion of a peace treaty. 2. Devoid of hostile intentions; pursuing a policy of peace. 3. Tending to harmony, friendly relations; peaceful, conciliatory. 4. Not disturbed, not interrupted by anything; calm, quiet. // Devoid of anxiety, unpleasant experiences" (Dictionary, IV: 713, n.d.) is also used by the authors in the figurative sense of "an unacceptable, primitive version of something, or a situation", compare: *Zelenskyy considers Trump's "peacefull" plan primitive* (Ukraine is Young, n.d.).

The adjective *painful* has a secondary nomination "1. Subject to disease; painful, sickly. 2. Caused by, caused by pain, pains; associated with illness. 3. Sorrowful, sad, melancholy" (Dictionary, I: 218, n.d.), which is used in mass media texts as "topical; complex, etc.", compare:

*Ban on the UOC MP: Stefanchuk promises compromise on "painful" bill* (Ukraine is Young, n.d.).

Among the collected material, it is possible to single out the lexeme *mirrored* in a figurative sense "1. Adj. to mirror. // Made of mirror, equipped with a mirror. 2. Having a smooth, shiny surface" (Dictionary, II: 266, n.d.), which is given in the sense of "parallel; proportional; corresponding", compare: *If Ukraine loses, Poland will lose: Ukrainian carriers have started a "mirrored" blockade of the border* (Ukraine is Young, n.d.).

Occasionally, it is possible to come across participles in a figurative sense, for example: *hidden* "1. Passive voice, past participle of hide. 2. adj. Having no pronounced features; barely noticeable. 3. adj. Not openly or fully manifested; restrained. 4. adj. Keeping secret; secret, secretive. 5. adj. Not yet manifested in anything" (Dictionary, VIII: 83, n.d.), meaning "known; obvious, etc.", compare: *"Hidden" billions of assets of the sanctioned oligarch Novinsky arrested* (Ukraine is Young, n.d.).

Media linguist Y. Kaluzhynska (2021) notes that media texts are dominated by negative evaluation conveyed by lexemes with figurative meanings, in particular, the use of lexemes with secondary nomination with a pejorative evaluation, which is recorded in most mass media texts. The journalists pay special attention to the economic sphere. In addition, the authors condemn the inaction of Ukrainian politicians regarding the economic crisis in the country. Newspaper periodicals sometimes record negative processes taking place in various organisations: budgetary, banking, economic, etc. Researcher T. Prudnykova (2020) emphasises the actualisation of economic topics in the Ukrainian media, in particular, focusing on negative assessment in this area. It is possible to agree with the researchers that for several years there has been a trend towards extensive negative assessment in the mass media, but the focus has shifted from economic issues to the Russian-Ukrainian war and related topics.

### ■ Colloquialisms as a means of expressiveness in journalistic materials

Colloquial lexemes add emotional and expressive colour to mass media texts. This is the case with the colloquial verb *to prank* "to do something naughty" (Dictionary, V: 12, n.d.), compare: *"Pranked": in Crimea, the Armed Forces of Ukraine destroyed C-400 and C-300 air defence systems* (Ukraine is Young, n.d.). As well as the lexeme *racketeering* from racket "criminal activity involving robbery or extortion, sometimes in exchange for safety and protection from other racketeers and criminals". The colloquialism of the analysed lexeme is given by the suffix **-er-**, which denotes the suddenness, speed of a process or action, for example: *New routes and Klychko's rating: how one of Kyiv's largest carriers was "racketeered"* (title). *While battles for the fate of Ukraine continue on the frontline, a fierce struggle for the money of public transport passengers has resumed in the shelled rear* (Ukraine is Young, n.d.).

Colloquialisms include *shalimivets*, *ramshtanivets*, etc. *Shalimivets* is “followers of Shalimov” (Shalimov Oleksandr is a well-known national surgeon, founder of the medical school of the same name. The National Research Centre for Surgery and Transplantation of the National Academy of Medical Sciences of Ukraine is named after him); *ramshtanivets* is a member of the international Ramstein format coalition (the Ukraine Defense Contact Group, also known as the “Ramstein format”, is an international community that has been providing military assistance to Ukraine in repelling the Russian attacks of 2022-2024. More than 50 countries are involved in the community, all NATO nations, most EU countries, and some allies from Africa and Asia), for example: *Saved Lives: “Shalimovtsi” performs successful kidney transplants* (title). *Doctors at the Shalimov Institute of Transplantology have performed successful kidney transplants on two women: Natalia, 18, and Yuliia, 35, who suffered from serious kidney disease* (Ukraine is Young, n.d.); *F-16 are on the way: Zelenskyy calls on “ramshtainivtsi” to provide fighter jets* (Ukraine is Young, n.d.).

Contrasting with neutral vocabulary and adding emotional and expressive colour to mass media texts is substandard vocabulary, in particular the slang *bucks* – dollars, compare: *“Bucks” from the bank: in Kyiv, a 22-year-old employee took out 400 thousand dollars* (Ukraine is Young, n.d.). Journalists often refer to weapons as jargonised units, which is how the lexeme *birdie* is encountered” 1. It is a diminutive of bird. Every bird knows its own nest. 2. Same as bird. A mark on paper in the form of two dashes forming an acute angle facing downwards. Excited and red with tension” (Dictionary, VIII: 380, n.d.) – a MIG-29 fighter jet, compare: *The long-awaited “birdies”: Slovakia will supply Ukraine with MIG-29 fighters* (Ukraine is Young, n.d.).

The lexeme *vegetable* is one of the slangisms: “1. Fruits of garden (rarely wild) plants and herbs used as food; vegetable garden. 2. The fruits of garden (rarely forest) trees and shrubs; fruit, garden produce. 3. The soft fruit of any plant”, which means a *vegetable*, is the name given to people with serious illnesses (such as paralysis)” (Dictionary, V: 612, n.d.). It also refers to a person who has no will and no sense of self in time and space, no emotions and all kinds of sensations such as hunger, cold, wet, dirty, pain; health problems; a non-initiative, indifferent person who has no goals or aspirations. Journalists often refer to Russian citizens as such, for example: *If you don’t want to live like a vegetable, then set a goal* (title). *Vegetables live without a goal, and they are actually fine. Most people live a completely vegetable life, living without goals, like vegetables...* (Psychology, 2023); *“How not to become a nation of vegetables? First of all, you need to realise that there is no free information”, – Oksana Moroz* (ArmyInform, n.d.).

The slang term “*yevrobliakha*” is often used, derived from “euro-” and the Polish *blacha* “in”, slang for

“car number plate”, abbreviated as “*yevrobliakha*” and “*bliakha*”. A typical *yevrobliakha* is an old car aged 5 to 15 years, registered abroad, compare: *Car in a smartphone: customs clearance of “Yevrobliakha” is planned through the “Diia” app* (Ukraine is Young, n.d.).

The well-known researcher of the language of mass communication M. Pylynskyi (1977) emphasised colloquialism as an expressive means in the language of the media, mostly concerning colloquial verbs that have a wide semantics and form a number of colloquial units recorded in academic dictionaries. N. Polishchuk (2021), in a study on the colloquialism of the language of the mass media, notes that oral speech is actively included in journalistic texts. In addition to expressiveness, accessibility, and ease, such lexemes sometimes add familiarity, sarcasm, and vulgarity to journalistic materials and at the same time undermine lexical norms. It is worth agreeing with scholars that the analysed colloquial lexemes undermine literary norms, but at the same time they contrast with commonly used nominations, which is what expresses the mass media text.

#### ■ New expressive lexemes and its variants of meanings in the language of mass media

The emotionally expressive lexemes include new complex formations such as: *sabotage-block*, *putinist-alcoholic*, etc., compare: *The Parliament is sabotaging-blocking the bill on the liquidation of the Moscow church – Kniazhytskyi* (Ukraine is Young, n.d.); *Putinist-alcoholic Medvediev has already started talking about Ukraine’s possible involvement in the attack in the Moscow region* (Business capital, 2024).

New words in the language of the Ukrainian mass media are the names of weapons and various mechanisms with different spellings, for example: *MIM-104 Patriot*, *Gepard*, *drone*, *lancet*, etc., compare: *“Patriots” are needed now in the hands of Ukrainians. Modern fighters are needed in Ukrainian skies. Russian missiles and Iranian “Shahids” must lose, so that ruins never win in life anywhere, – the head of state stressed* (ArmyInform, n.d.); *Germany to provide Ukraine with Patriot, IRIS-T and Gepard – Scholz* (Ukraine is Young, n.d.); *Ukraine has developed drones more powerful than Russian “lancets”* (Ukraine is Young, n.d.). The lexeme *drone* has been used to form a new unit *drone-studies*, compare: *How we created the future death of the occupiers: a drone-studies for young people was held in Kyiv* (Ukraine is Young, n.d.).

Mass media texts are characterised by linguistic economy. During the analysed period, it is possible to distinguish the univertates *ze-government* (the government of Volodymyr Zelenskyy) and *oboronka* (the country’s defence system), for example: *Mobilisation and departure of men abroad: instead of incentives, the ze-government resorted to repression* (Ukraine is Young, n.d.); *Von Der Leyen proposes to integrate Ukraine’s*



**“oboronka”** into the EU defence industry (Ukraine is Young, n.d.).

Emotional and expressive colouring of journalistic texts is provided by occasionalisms. To the already well-known term *bankopad* (currency risks), new words have been added, such as *sushkopad* (about the downing of SU-34), *tushkopad* (about the downing of aircraft), etc, compare: *Ukraine may repeat the 2014 “bankopad”: but the consequences will be much more serious* (Ukraine is Young, n.d.); *After the last “sushkopad”, Russians reduced the activity of aircraft in the skies over Ukraine* (Ukrainian Truth, n.d.); *“Sushkopad” discouraged Russians from flying over Ukraine* (Volynpost, 2024); *“Tavria” spokesman talks about the consequences of the “sushkopad” for the front line* (Ukrainian Truth, n.d.); *Effect of the “sushkopad”: the Armed Forces of Ukraine explained why the enemy uses aviation less* (24tv channel, 2024); *“Sushkopad”, “tushkopad”, the downing of unique A-50s. Since the beginning of the war, the Russians have lost more than 350 aircraft. And 2024 was a real disaster for enemy aircraft. In January, in addition to attack aircraft, the Russians lost a rare A-50 DRLO. An Il-22M command air post also suffered significant damage* (News of Ukraine, 2024).

Prior to the formation of the lexeme *tushkopad*, *TUshkopad* in Ukrainian, journalists used the lexeme *tushka* “diminutive of flesh; the body of a killed animal, fowl, etc. of small size” (Dictionary, X: 331, n.d.), flesh “1. The whitewashed and gutted body of a slaughtered animal. // The dead body of a large animal. 2. The large, fat body of a person” (Dictionary, X: 331, n.d.) or *tushkopad*, but in the sense of “people’s deputies of Ukraine who vote for decisions together with factions they are not members of”, compare: *There are many tushkas in the Verkhovna Rada (deputies who defect from one faction to another)... The so-called “tushkopad” is still ahead of us*, – *Kalietnik* (One platform for communication, 2015).

Media text researcher L. Diadechko (2012) focuses on occasionalisms in advertising materials. Z. Koloiz (2008) describes the techniques of occasional expressiveness, mostly of a derivational nature. The author emphasises that occasionalisms are actively included in the language of the mass media, under the influence of extralinguistic factors, and are widely represented in the social, political and communicative spheres. These new formations seem unusual to the consumer of information, and they are mostly expressive. As a rule, such expressive word forms originally name both objects and actions, and their creation is facilitated by both the law of linguistic economy and the author’s individuality. It is possible to agree with the researchers those occasional formations serve as an expressive occasional technique in media texts, but during the analysed period, the emphasis on the creation of these linguistic units has obviously shifted to nouns denoting persons, in particular, famous politicians, and naming types of weapons and their modifications.

## Conclusions

Thus, the Ukrainian mass media discourse is determined by dynamic processes in the lexicon. In the period of the Russian-Ukrainian war, the expressive function is distinct, which is achieved through the active use of nominalisation to refer to famous people, Russian politicians in particular, who are named not only with expressive lexemes, but also often have invective characteristics.

The words with figurative meanings are distinguished by expressive colouring, among which verbs are the most frequent, forming secondary nominations due to their broad semantics. Nouns and adjectives are less likely to acquire figurative meanings.

In mass media texts, it is possible to record colloquial units that act as expressions. Usually these are well-known lexemes marked as colloquial, newly known words that often have colloquial characteristics, and sub-standard vocabulary that contrasts with written speech. As expressions in mass media texts, it is possible to distinguish complex formations, univerbates and occasionalisms, which, against the background of commonly used words, have an appropriate emotional load. Along with a variety of stylistic variants, expressions sometimes undermine literary norms, which journalists mark with quotation marks in their writings. If in previous periods journalists used quotation marks mainly for secondary nominations and proper names, in the current period they mostly use them to mark linguistic material that goes beyond the defined standards (occasionalisms, univerbates, latinised lexemes, new words, etc.). In this way, the authors protect themselves by emphasising that the quotation marks are used deliberately.

The corpus of the analysed material has shown that most expressions are not recorded in academic dictionaries or do not have variants of new meanings. Such intensity of replenishment of the Ukrainian dictionary indicates dynamic processes in the vocabulary of Ukrainian media. Thus, it can be argued that the information space of Ukraine is testing new lexemes or manifestations of the meanings of already known lexemes for the first time. Lexemes with emotional and expressive colouring often vulgarise the Ukrainian media space, but the accents of sarcasm and familiarity are focused on people who started and continue the war or support military actions with the help of various resources. The media discourse of the period 2022-2024 is generally characterised by the topic of the Russian-Ukrainian war, which has given way to other topics (social, economic, etc.).

The research is likely to be further enhanced by the study of other means of expression in mass media discourse, including grammatical ones.

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## Conflict of Interest

None.

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## Вияви лексичних засобів експресивності в масмедійному дискурсі

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**Анотація.** Актуальність дослідження зумовлена динамічними лексичними процесами, що відбуваються в сучасному українському масмедійному дискурсі. Серед головних причин таких змін – позамовні фактори, зокрема російсько-українська війна (2022-2024 рр.), що стала не тільки широкою темою в українському інформаційному просторі, але й приводом широкої експресивної оцінки в текстах. Метою статті було виокремити та проаналізувати найчастіші нові вияви лексичних експресивних засобів з мови засобів масової комунікації періоду російсько-української війни (2022-2024 рр.). У розвідці використано наукові методи: метод комплексного аналізу, що дав змогу проаналізувати лексичні одиниці; описовий, що дав змогу диференціювати й класифікувати лексеми; метод компонентного аналізу – для диференціації значеннєвих ознак лексичних одиниць; метод контекстуально семантичного аналізу використано для вивчення лексики з акцентом на внутрішньотекстове оточення; метод кількісних підрахунків – для визначення тенденцій уживання мовних одиниць у текстах та заголовках інформаційних платформ. Встановлено, що серед найуживаніших експресем – номінації на позначення відомих осіб, російських політиків зокрема, яких іменують не тільки експресивними лексемами, але й нерідко вони мають інвективні характеристики. Експресивно-забарвленими виявами вирізняються слова з переносними значеннями, серед яких найбільше дієслів, що утворюють вторинні номінації. Доведено, що в масмедійних тестах додалося розмовних одиниць, які виступають у ролі експресем. Для масмедійного дискурсу періоду 2022-2024 років характерна тематика російсько-української війни, якій поступилися інші тематики (соціальна, економічна тощо). Результати дослідження слугуватимуть для укладання словників із медіастилістики, корпус зібраного матеріалу може бути використаний на практичних заняттях із журналістських курсів

**Ключові слова:** мова засобів масової комунікації; позамовні чинники; лексика; експресивні засоби; негативна оцінка; лексичне значення; стилістична роль