EVALUATIVE LEXIS IN CONTEMPORARY PUBLICISTIC DISCOURSE: LEXICOLOGICAL AND PSYCHOLINGUISTIC PROJECTION

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Abstract: The article analyzed the evaluative markers used in the Ukrainian media discourse of the last decade according to their meaning, stylistic and psycholinguistic features. The influence of extra-linguistic factors on the dynamics of the analysed evaluative lexis was identified. The semantic specificity of evaluative lexical means, which were classified into semantic groups, was outlined. It was proved that evaluative lexis in mass-media discourse is primarily associated with the form of speech influence – manipulation, which presupposes changes in the person's psychological features, group norms, and public opinion. Evaluative lexical means were characterized in relation to social-political and social-economic factors, which we associate with the actualization of the existing lexical means and appearance of new ones, mainly of negative evaluative connotation to name particular people, political groups, the reflection of different events, phenomena, processes of reality. The linguistic means that strengthen the cheerful emotional evaluative colour of modern mass-media texts were analysed separately. The extra-linguistic factors that led to the appearance of positive evaluative lexical means were emphasized. Communicative pragmatic specialization of the utterances with negative or positive evaluative lexical means was revealed. Context modifications of linguistic units with evaluative connotation and their manipulative influence on the participants of the communication process were studied. Derivative evaluative lexical means from the point of view of word combinations and sentences were characterized. Most of the analysed secondary nominations predict negative evaluation, produce negative emotions, contribute to text comprehension, informativeness with the help of verbal formulas, and graphic character reduction due to specific spelling.

Keywords: evaluative lexical markers, lexical means of positive evaluation, lexical means of negative evaluation, semantic groups, noun, verb, adjective, journalistic discourse, political discourse.

1 Introduction

The linguistic category of evaluation and the related concepts of evaluativeness, emotionality, expressiveness have been the subject-matter of Ukrainian and foreign research for many years. The analysed issue has been studied in detail in the fundamental works in theory of artistic work [3, 8]. In tradition and modern interpretation it is presented in lexicological, semantic, lexicographic aspects, from the point of view of cognitive linguistics, pragmatic linguistics, communication linguistics, psycholinguistics [1, 6, 12, 18, 25, 35]. It was studied on case studies of idiolects of certain writers [5, 37]; folklore texts [10, 37]; dialectal speech [13, 24]; journalistic texts [16, 26]; film discourse [20]; political discourse in general and conceptual styles of certain politicians in particular [15, 30]. There is also interesting research in which linguistic problems are analysed in relation to psycholinguistic, socio-linguistic, social communication issues [19, 22, 26].

Our research is devoted to the integral analysis of evaluative lexis in newspaper discourse along with outlining its manipulative influence on the consciousness of the addressee. It is based on classical and modern studies [5-9, 11, 14, 23, 36].

In modern linguistics there exist different opinions concerning the nature of evaluation, the concepts of emotionality, expressiveness and evaluativeness are ambiguously interpreted, their linguistic status is identified in different ways, etc. Different interpretations and contradictions in the approaches of different scholars are due to the complex nature and specificity of these terms. Despite the diverse analysis of the category of evaluation and related terms, evaluative lexical markers and their manipulative influence on the consciousness of the participants of communication process still have not been sufficiently characterised and need integral analysis. The topicality of our research is related to the necessity of deep systematic study of lexical means of positive and negative evaluation as the means of recipient consciousness manipulation in mass-media discourse. In our work the generalized semantic classification of

actualized and new lexical means with evaluative semantics on the case study of modern Ukrainian press has been presented, their context modifications have been defined and manipulative influence on the participants of communication process have been established; the interrelation between linguistic and extra-linguistic factors that cause the appearance of lexical means with positive and negative evaluation have been identified; the influence of extra-linguistic factors on its dynamics has been found out; it has been proved that the analysed evaluative lexis as the powerful means of manipulation corrects behavioral and psychological conditions, the addressee consciousness, forms the required comprehension, awareness of certain processes, phenomena, states and evokes positive or negative emotions.

The purpose of the research is to carry out integral analysis of lexical means with positive and negative evaluation and identify their manipulative influence on the consciousness of the addressee in modern Ukrainian newspaper discourse. The tasks of the research are as follows: to find out the main theoretical aspects of evaluation research in linguistic works; to study evaluative lexis in relation to manipulative influence on the participants of communication process; to classify lexical means with positive and negative evaluation into semantic groups taking into account linguistic factors that cause actualization of the existing and appearance of new words; to characterize derivative words with evaluative semantics in relation to basic word combinations and sentences; to find out communication pragmatic potential of lexical means with evaluative connotation, etc.

2 Materials and Methods

Analysis of evaluative lexis in relation to the means of addressee's consciousness manipulation which we understand as purposeful psychological influence that presupposes change in psychological characteristics of the person, public opinion, attitudes, etc. through the influence of social-psychological factors, requires utilizing a set of general scientific, psychological and linguistic methods. Therefore, to analyse negatively and positively marked vocabulary as the means of manipulation in modern newspaper periodicals we have used the following methods: lingual material observation; descriptive methods with the techniques of systematic holistic research into evaluative lexis; component analysis method – to analyse semantic specificity of evaluative lexis with its consistent distribution by semantic groups; contextual analysis – to reveal extra-linguistic factors in relation to which evaluative markers were analysed in detail, to outline contextual modification of linguistic units of evaluative connotation as the means of manipulation influence on participants of communication process; psycholinguistic analysis – to identify emotional reaction of people to a certain object or phenomenon; methodology: comprehensive analysis – to describe the analysed lexis according to its meaning and stylistic peculiarities; transformational analysis – to reveal derivative or non-derivative formal means to express the category of evaluation.

The source of empirical material was the most popular central and regional newspaper periodicals with the biggest circulation (with few exceptions) of the last decade. The analysed papers meet the requirements of traditional readers of printed papers as well as online-readers, they contain the required amount of linguistic material systemic analysis of which allowed us to achieve the purpose of the research, to solve the tasks, to make balanced and objective conclusions. If needed occasionally we used examples from the sites of TV programs.

3 Results and Discussion

In linguistic research the category of evaluation is treated as positive, negative or neutral qualification of the subject of thought, the speakers' utterances, their attitudes to various situations. This category penetrates nature, society, the person's

subjective world, their language, thinking etc. and it is analysed in relation to all these [18].

The "emotional evaluation" seme, which is qualified as semantic invariant at the abstract level, is represented in two variants at the concrete level: "positive, or reclamation emotional evaluation" and "negative, or pejorative emotional evaluation" [5, p. 137]. A key role in identifying the evaluative content is played by the text. According to N. Boiko, it "belongs to the important means of particular axiological semes actualization" [5, p. 163]. The text itself and the situation of communication reflected in it help identify emotional-evaluative connotations of the word and establish contextual modification of evaluative lexis, caused by communicative-pragmatic guidelines of the utterance.

Evaluation may be subjective and express collective public opinion. Evaluative words usually express subjective evaluation of the speaker about a certain object, rendered information or the addressee of the message. They are mostly called emotional-evaluative lexical means with a clear positive or negative manifestation and used to express approval or disapproval, criticism, sympathy or antipathy and other emotions and assessments of the person. It is the manifestation of emotions in a given situation of communication that presupposes evaluation. Therefore, we follow the opinion of N. Huivaniuk that "emotional words are always evaluative" [13]. Moreover, evaluation may have zero manifestation and express evaluative-neutral attitude of the native speaker to the object assessed.

To name evaluative words different terms are used: "evaluative lexis" [16], "emotional-evaluative lexis" [13], "expressive lexis" [5], "emotional-expressive lexis" [8], "evaluative lexical markers" [15] etc., which are mainly used as synonyms. These terms outline a wide range of lexical means to express positive or negative evaluation.

In our opinion, evaluative lexis include the words evaluativeness of which – negative or positive – is embedded directly in their semantics or expressed by derivational markers or due to the context. The appearance of emotional-evaluative lexis is normally preceded by an extraordinary situation, unusual properties or qualities of the subject, phenomenon etc., that lead to positive or negative evaluation, which depends on the temper of the recipient, their emotional-psychic features, moral-ethical, religious and other ideas. The person's emotional reaction on a certain subject or phenomenon of reality is one of the concrete manifestations of their attitude to the whole world. A positive emotion – manifestation of joy, happiness, approval, delight etc. always leads to positive evaluation and, on the contrary, a negative emotion – irritation, disrespect, disapproval, annoyance, etc. leads to negative evaluation. According to Yu. Kaluzhynska, "recently in Ukrainian mass-media the function of creating a certain emotional-psychological state has become the most common, which until recently has been on peripheral positions. …A newspaper as the main form of communication should, on the one hand, give some certain minimum of pure information and specific facts to the readers. On the other hand, it should influence them, impact them emotionally, not only appeal to their mind, but touch their soul, persuade people in something, encourage them to some actions" [16, p. 7-8].

Political, social, economic, religious and other problems of modern society penetrate media-journalism. Perception of reality, relevant objects, features, actions, processes etc. is carried out in relation to journalistic discourse that is mainly aimed at ideological influence on the addressee, formation of their social-political consciousness.

The language of mass-media dynamic in its essence instantly reflects changes in public consciousness, influences it purposefully, forms the perception required, understanding of certain facts, phenomena, features, actions, processes, states of reality. Offering certain information authors usually keep in mind specificity of its perception and comprehension, as well as consequences of influence on the addressee. Speech influence is treated as a directed communicative action guided by the targeted intention of speech communication carried out by the speaker consciously or unconsciously and aims at correction of behavioural and psychological states, addressee's consciousness, their evaluation of a certain phenomenon [29, p. 355].

Among various forms of speech influence suggestion and manipulation are the most common [34]. The object of our research is the evaluative lexis in modern Ukrainian newspaper discourse. It is primarily related to manipulation as the form of speech influence. Manipulation is understood as psychological influence aimed at hidden encouragement of others to perform actions defined by the manipulator [11, p. 53], which presupposes change of psychological characteristics of the person, group norms, public opinion through the influence of psychological, social-psychological factors. Manipulation is realized with the help of special presentation of information, is connected to its distortion (from open lie to the shift of the concept in the meaning field), which gives the opportunity to correct the level of psychological influence, form the required perception of reality, with its hiding, with the change of the means to present information and the time of its presentation; with subthreshold information presentation that takes into account peculiarities of its subconscious perception; overloading of the addressee with pieces of information selected under relevant criteria [34].

Psychological influence mechanisms are inseparable from language. Lexical means with evaluative semantics used in media discourse being a powerful means of addressee's consciousness manipulation forms the required perception and comprehension of certain phenomena, processes, states of reality leading to positive or negative emotions.

Research into evaluative lexical means in relation to extra-lingual factors among which social-political one is dominant is still rather relevant. Political crisis in the country, annexation of the Crimea by the Russian Federation, war in the east of Ukraine, dirty political campaign before presidential and parliamentary elections and some other extra-lingual factors led to the activation of previously used and appearance of new lexical means with clear negative colouring.

The majority of evaluative lexical means used in the Ukrainian newspaper periodicals of the last decade have negative connotation and only a small part have positive evaluative semantics. These are mainly nominations for persons, objects, features, processes, states, actions, etc. that are directly related to political, economic, military and other spheres of social life, among which we singled put actualized words and new ones.

The actualized lexical means mainly include nominations of foreign origin for persons due to functions performed, inclination to some action etc. with clear negative meaning: *curator / куратор* "a person in charge of supervising some job" [4, p. 331] [Here and further on, to clarify the semantics of words of foreign origin, we refer only to The Dictionary of foreign words, compiled by an outstanding Ukrainian linguist S. Bybyk and G. Sjuta, since all dictionaries of words of foreign origin are almost identical due to the content of language material], *provocateur / провокатор* "1. A secret agent that gets into some illegal organization for treacherous purposes. 2. A person, who provokes something" [4, p. 445]; *imitator / імітатор* "a person that skillfully imitates somebody, something" [4, p. 244]; *card-sharp / шулер* "figurative: deceiver, gambler" [4, p. 618]; *saboteur / диверсант* "a person that carries out sabotage; breaks, sets fire to, blows up military, industrial and other facilities…" [4, p. 177]; *deserter / дезертир* "1. A serviceman who left the place of service without permission or didn't show up for service, avoids it. 2. Fig. disparaging. The one who neglects their public or official duties, evades work" [4, p. 162]; *marauder / мародер* "a soldier who robs the killed and wounded after the battle or civilians during the war" [4, p. 356]. For example: *Kremlin curator of the DNR looks way worse* (S, 05.12.2018); *The saboteur from the Russian Federation who killed an "Alfa" officer… was liquidated* (S, 10.12.2015); *The deserter who took an arsenal of weapons from the army will be sentenced to five years imprisonment* (S,

17.02.2017); *The guerilla-marauder who was trained by Russian special forces was detained in the Donbass* (S, 14.02.2016); *The USS detained the provocateur who had to instill panic over martial law* (UP, 05.12.2018).

This semantic group is enriched by the lexical means with positive connotation, such as *volunteer / волонтер, volunteer / доброволець, defender / захисник* etc. according to the dictionary of words of foreign origin the lexeme *volunteer / волонтер* means "1. The volunteer of military service. 2. The one who voluntarily participates in some activity (a new one, difficult, dangerous for life)" [4, p. 113]. In modern Ukrainian newspapers it is mainly used to name a civil person, the one who voluntarily attends the matters urgent for society, namely, in its second meaning. In modern media texts the lexeme *volunteer / доброволець* is used to name a person, who voluntarily joined the army; and the lexeme *defender* is mainly used to name a person "who defends, protects somebody, something from attack, assassination, blow, hostile, dangerous, etc. actions" (DUL 1970–1980, III: 378) (Here and further on to clarify semantics of specific vocabulary we used the mentioned above dictionary, in which the meaning of the analysed words have been characterized in detail and which remains the only complete multi-volume explanatory dictionary of the Ukrainian language.). For example: *Yurii Mysiahin reports about this volunteer (волонтер) from Dnipro on his Facebook page* (S, 09.01.2019); *The former volunteer (доброволець) from Liubeshiv district defend Ukraine again* (V, 26.02.2019); *...they opened fire onto positions of Ukrainian defenders of Mariupol' three times* (S, 18.01.2015).

To name people who participate in the war in the east of Ukraine on the side of enemy forces or encroach on the integrity of the state a set of synonyms is used: *guerilla / бойовик* "a member of any combat group, detachment, etc." (DUL, 1970–1980, I: 213); *mercenary / найманець* "a mercenary army soldier or officer" (DUL, 1970–1980, V: 96); *separatist / сепаратист* "the one who seeks separation, isolation, a supporter of the political movement of minorities, directed at the separation from the state as a whole and creation of a sovereign state" [4, p. 489], etc. For example: *In the Donetsk region a former guerilla was detained...* (D, 16.11.2018); *The Information and Safety Service of Moldova found 56 mercenaries who were fighting on the side of pro-Russian separatists at Donbass* (D, 21.07.2018).

This set of synonyms is enriched by stylistically marked words: *scumbag / відморозок, separ (shortened of separatist) / сепар, special (shortened of specialist) / спец* etc., which are not recorded in thesauri and belong to jargons. For example: *Oleksandr Kovaliov, a separ by views and head of the city organization "No one but Us" in Kyiv* (S, 27.07.2016); *Specials from the Russian Federation will "clean up" Donbass from those who are against Kremlin strategy* (UP, 22.10.2015).

An important layer of vocabulary comprises innovations which got into media journalism mainly from colloquial speech. They name people due to: a) their nationality: *banderloh (it is related to the name of Stepan Bandera, a Ukrainian public and political figure) / бандерлог, novoros (shortened of new Russian) / новорос, ukr (shortened of Ukrainian) / укр,* etc., for example: *Only a small part of the current citizens of Israel find out who is right: "vatnyks and colorados or ukrs and zhydobanderivtsi"* (DT, 07.11.2015); *USS revealed another portion of evidence that Donetsk is shelled by "novorosy"* (E, 16.02.2015); *... during one battle guerillas ordered "ukrs" to surrender* (D, 05.05.2016); b) by territory division: *DNRivets (a person from the DNR), LNRivets (a person from the LNR),* etc., for example: *…a so-called DNRivets destroys the spiritual symbol* (D, 18.10.2014); *"LNRivtsi" encouraged Austrians to support "the DNR" and "the LNR" in their fight against "Ukrainian junta"* (S, 21.06.2016); c) by belonging or commitment to the so-called the DNR or the LNR: *deneery (people from the DNR) / денеери, elenery (people from the LNR) / еленери,* etc., for example: *… in two or three years... all those "deneery" and fans of "the mother Russia" will vanish because there will be no money left* (S, 20.04.2016); *…those "deenery" and "elenery" would make*

up whatever (D, 10.10.2015); d) by belonging or commitment to a certain political force or political (religious) figure: *liashkivets (a supporter of Oleh Liashko, a politician) / ляшківець, kremlebot (a supporter of the Kremlin policies) / кремлебот, poroshenkivets / порошенківець or porokhobot (supporters of Petro Poroshenko, former President of Ukraine) / порохобот, putinets (a supporter of Vladimir Putin, president of Russia) / путінець, tymoshenkivets (a supporter of Yulia Tymoshenko, a politician) / тимошенківець, filarativets (a supporter of Filaret, former abbot of the Ukrainian church) / філаретівець,* etc., for example: *Kremlebots and porokhobots, zradofily (those who expect betrayal) and vsepropaltsi (those who think that everything is lost and there is no hope left), adepts of Third Maidan and witnesses of Putin's Third term* (D, 05.11.2015); e) by the functions performed: *atovets (a person who fights in the war in the east of Ukraine on the side off Ukraine) / атовець, knopkodav (a person who pushes the button to vote at the meetings in the Verkhovna Rada (the Supreme Council) for other deputees) / кнопкодав,* etc., for example: *In Lviv one more atovets, Dmytro Vlasov, was buried* (VZ, 30.01.2019); *Konpokodavs in the Verkhovna Rada: will the innovation offered by Parubii, stop deputes who break the rules?* (E, 25.02.2019); f) by specific behavior or appearance: *vatnyk (a derogatory name for people who believe in all fakes about Ukraine spread by Russia) / ватник, vyshyvatnyk (a derogatory name for people who put on embroidered shirts to show off their patriotism) / вишиватник, titushka / тітушка, tushka (a derogatory name for people who initiate or participates in scandals and public disorders, originates from the surname Titushko – a man who was blamed for organizing public disorders at the times of Maidan) / тушка,* etc., for example: *"…about the lack of "support" form Putin and possibilities of the dialogue with "vatnyks""* (D, 05.06.2015); *In Vinnytsia region "titushka" ate the ballot out of fear* (S, 26.10.2015); g) by inclination to some actions: *zamakhivets (a person who is inclined to commit assassination or other crime) / замахівець, laikoman / лайкоман, laikun / лайкун, laikar (all the three names are used to describe a person who excessively puts "likes" under posts of other people in social media) / лайкар,* etc., for example: *A forty-five-year old zamakhivets was caught red-handed* ("STB: Vikna", 10.01.2013); *Scared laikomans were trying to turn everything into a joke* ("Channel 24: Kremlin News", 13.07.16). The majority of the analysed lexical means have negative evaluative connotation.

The word *cyborg / кіборг* has a clear positive semantics. Until recently it has been used to mean "an artificial organism which combines physical and intellectual abilities of a human being and technical means if automation" [4, p. 287]. Now this word has acquired a new meaning. It was first used by social networks users and then by traditional media and politicians to name Ukrainian soldiers – defenders of the Donetsk airport, for example: *...nine cyborgs, who bravely defended the Donetsk airport, handed over their awards* (VZ, 04.02.2019).

Lexical means like *banderlohs, ukrops,* etc. (they are used by guerillas and their supporters о name Ukrainian soldiers) – on the one hand, and *colorados, rashysty,* etc. (these words are used to name supporters of the self-proclaimed republics in eastern Ukraine and supporters of the idea of "Russkii mir (Russian world)") – on the other hand, qualify as "hate speech" [21], negative-emotional potential of which is embedded directly in their semantics (About hate speech in modern Ukrainian mass media see: [22, p. 150-161]). These and other stylistically marked nominations being outside the norms of literary use replenish slang vocabulary and serve as a powerful means of speech manipulation of a separate individual and mass consciousness in general, create favourable background for positive perception of "us" and negative perception of "them", for example: *He called citizen of Odessa "banderlohs" and promised that Russian troops will not come to Odessa* (D, 02.06.2014); *...shelling did not get to the places where there are "ukrops", but hit locals, civilians* (UP, 06.12.2014); *...terms "vatnyks" and "colorados" were made up by CIA analysts* (E, 13.09.2015); *We fought the fascists – we will fight rashysts* (E, 09.05.2017).

Neologisms with mainly negative-evaluative connotation used in colloquial speech have become rather common in mass-media discourse, they are used to name specific politicians: *Bienia / Бєня* – I. Kolomoisky, *Hepa / Гепа* – H. Kernes, *Dopa / Допа* – M. Dobkin, *Mikho / Міхо* – M. Saakashvili, *niash-miash / няш-мяш* – N. Poklonska, *big Pu / великий Пу* – V. Putin, *Yul'ka / Юлька* – Yu. Tymoshenko, *Yanuchesku / Януческу* – V. Yanukovych; to name leaders and criminal authorities of the self-proclaimed republics of DNR and LNR: *Motorola / Моторола* – A. Pavlov, *Tashkent / Ташкент* – O. Tymofeiev; some territories and countries: *heiropa (a derogatory name for Europe which hints at European tolerance to LGBT community) / гейропа, luhandonia (a combination of swearing language and the name of Luhansk region) / лугандонія,* etc., for example: *...Bienia sensed the approach of early parliamentary elections...* (VZ, 21.12.2016); *… the authorities didn't even try to find a strong candidate against Hepa* (VZ, 25.10.2015); *...Mikho told that "Georgians are the first nation for which the Soviet Union died once and forever"* (VZ, 11.06.2018); *...Ukrainian Churches ... teach mercy but not worshiping of the "big Pu"* (D, 29.03.2018); *The Way from Yanukovych to Yanuchesku is the name of the article* (UP, 12.12.2013); *Terrorist Motorola was afraid of "elder brothers"* (V, 22.10.2016); *despite all effort of the libertine "heiropa", they failed to persuade members of Parliament to vote for insidious "gender"* (VZ, 04.11.2015); *part of Luhansk region is the temporary occupied territory, but not "luhandonia"* (DT, 23.09.2014).

In Ukrainian newspaper discourse actualized and new words of negative-evaluative semantics are widely used. They instantly react to turbulent course of social events, processes, phenomena, reflect negative changes in the life of the country to the fullest extent: *annexation, war, humconvoy (humanitarian convoy), donbassization, terrorism, attack,* etc., for example: *After illegal annexation of the Crimea the balance of power in the Black Sea is completely destroyed* (UP, 23.02.2019); *The war caught us up at home* (V, 24.03.2016); *Russia sent another humconvoy (humanitarian convoy) to Donbass* (V, 16.03.2017); *"Donbassization" functions as a pre-school form before total Russification* (D, 18.03.2011); *On the sidelines of the PACE Herashchenko read aloud the list of names of 25 Russians convicted in Ukraine for terrorism* (S, 24.01.2019); *…it is necessary not only to start war, but to win it, and to win the war, especially in short-term perspective is impossible* (RS, 08.02.2022); *Lithuania announced about visible preparation of Russia to attack in the direction of Kyiv* (UP, 20.02.2022); *Russia can start to attack Ukraine any moment* (RS, 20.02.2022).

On the other hand, words that strengthen positive emotional-evaluative colouring of mass-media texts are much less frequent: *bezviz* (visa-free), *Euromaidan, tomos, digitalization,* etc. Their appearance was preceded by positive changes in our country, namely, democratization of society, change of ideology, orientation at European values, creation of an autocephalous local church of Ukraine, active use of digital technologies in any sphere of life. *Euromaidan* is related to national-patriotic protests in Ukraine, which started on November 21 2013, above all against corruption, arbitrariness of law enforcement agencies and special forces, and also to support European vector of external policy of Ukraine. *Bezviz* (visa-free regime between Ukraine and the European Union) is the status which allows citizens of Ukraine to freely cross interstate borders of the European Union countries without prior application to the embassy permission, beginning from June 11, 2017. The word *tomos,* which until recently was known only to the narrow circle of specialists in religion, became "the symbol of creation of an autocephalous local church of Ukraine and further distance from the ideological influence of Moscow", noted the compilers of Dictionary of modern Ukrainian language and slang "Myslovo" on their site ("Number one" weekly, 13.01.2019). For example: *Non-readiness for bezviz: how to react on violation of our citizens' rights at the customs* (UP, 17.02.2019); *Euromaidan forbade Victor Yanukovych to sign the Agreement on Ukraine's accession to the Customs Union* (VZ, 12.02.2019); *Citizens of Rivne were the first to see Tomos* (V, 16.01.2019).

The word *digitalization* which means changes in all spheres of social life, related to use of digital technologies, Dictionary of Modern Ukrainian language and Slang "Myslovo" chose as the word of 2019, for example: *Digitalization of Volyn: "ATB" implements innovative services* (V, 13.12. 2019).

We consider excessive use of the analysed evaluative lexical means with negative and positive semantics to be a powerful means of deliberate manipulation of the addressee of communicative process, which creates the necessary preconditions to perceive specific persons, certain political parties and groups, and also to understand events, phenomena, processes of reality in the perspective required by individual political forces.

In the fight for power and influence on the electorate there is usually conscious suggestion of thoughts about the correctness of one position and the falsity of another. In the process of speech communication the same means may be used both to define the truth and to distort it. Distortion of information from political, economic, religious and other spheres of social life in the perspective acceptable for some political leaders or whole political groups outlines the mechanisms to manipulate consciousness of a separate person who is directly or indirectly involved in the communication act, or public opinion in general. Some achievements of the authorities are treated by their opponents as something not very important, which distracts from more urgent problems of social-political and social-economic character, but instead emphasize drawbacks of the authorities, their failures, etc. Such and similar presentation of information from both sides function as the means of suggestion – the hidden influence which presupposes perception of such information without critical evaluation through suggestion, pushing to the right opinion, etc. [2, p. 3]. Such information is used by certain political leaders, certain political groups to influence separate persons and society in general.

Social-political system of the country is mainly characterized by negative-evaluative lexical means, part of which is borrowed from medical terminology. In mass-media discourse they are used in figurative meanings and are widely used to name certain processes and states of reality: *abortion ward, agony, impotence, schizophrenia*, etc., for example: *We don't have any normal state. We have kind of "abortion ward", in which everything innovative, bright, creative, honest is killed in the embryo* (HP, January, 2019); *The agony of propagandists: the Russian channel was caught at telling the lie about free-visa regime between Ukraine and the EU* (E, 07.06.2017); *Foreign policy impotence and self-eating* (UP, 09.08.2013); *"Political schizophrenia": Sobchak assumes that Kyiv acts in Putin's interests* (D, 16.03.2018).

Using names of diseases, specially transferred to the social-political background, highlights drawbacks of the country's political life, confirms weakness of the authorities, their ineffectiveness in sorting out a range of important issues, illogical actions and deeds of some persons, etc., evokes negative emotions and strengthens language means of conscious manipulation of communication process participants.

The change of people's usual life-style during 2020-2021 because of Coronavirus pandemic (COVID-2019), economic and psychological difficulties that arose due to implementation of quarantine restrictions caused drastic changes in mass consciousness and contributed to the actualized of the tokens: *coronavirus, covid, covid-sick person,* etc., for example: *In Lviv region the number of infected with coronavirus reached forty six thousand* (VZ, 30.11.2020); *In Volyn region there is outbreak of coronavirus in high school* (V, 16.10.2020); *After the weekend less than ten thousand new cases of coronavirus were found in Ukraine* (UP, 30.11.2020); *Rasumkov comes back to work after COVID-19* (VZ, 30.11.2020). In public discussion in 2021 due to mass vaccination from coronavirus the word *vaccine* and its derivatives, mainly *vaccination, vaccinational,* etc. prevailed, for example: *1000 hryvnias for vaccination is permitted to be spent on football matches* (V, 22.02.2022); *Five leaders of anti-rating in people's vaccination are still western regions of Ukraine*

(VZ, 14.02.2022); *From the beginning of vaccination campaign in Ukraine 15 675 594 persons have been vaccinated* (D, 20.02.2022); *From the beginning of the campaign big vaccination centre was opened in International Exhibition Centre* (D, 14.01.2022).

Other derivatives or related to vaccination words are as follows: *anti-vaccinator (antivaccer, antivax)* – a person who is against vaccination; *revaccination* – second dose vaccine to support immunity; *booster dose (booster)* – an additional dose of vaccine for revaccination, etc., for example: *...anti-vaccinator knew about the benefits of vaccine but said the opposite wishing to do harm to people* (D, 25.10.2021); *About ten thousand people got booster dose against COVID-19 in Kyiv today* (D, 13.01.2022).

Nominations from the sphere of theatre, circus, etc. complement the perception of political reality and give clear pejorative colouring to the utterances: *actor, amateur, arena, comedian, clown, clownery, farce, circus*, etc., for example: *A professional comedian is running and now hired amateurs take the stage, who will bring the election campaign to absurdity* (VZ, 06.02.2019); *Ukraine Defender Day is not a political arena* (V, 13.10.2015); *Head of the Ministry of Internal Affairs called SAP demands and the court decision to be "clownery and farce"* (DT, 14.09.2018); *The circus left, clowns stayed: People's deputy form BPP "took revenge" on Zelenskii live* (E, 16.01.2019).

The set of evaluative lexical means with negative semantics is mainly enriched by stylistically marked verbs-jargons to name actions, processes, states typical for Ukrainian society. This group includes verbs like *grab / віджати* "take something away", *tap out / злити* "sell something", "pass on certain information to somebody", etc., for example: *Russia tries to grab the Azov Sea from Ukraine* (E, 11.07.2018); *The film "Cyborgs" was illegally "taped out" onto the Internet* (V, 21.02.2018).

There are also neologisms semantically close to the token *grab / віджати*, like *skrymyty / скримити, skrymzyty / скримзити (derived from "krym" – Crimea)*, which mean "secure a grip on, hog", "take away", "first present, then take away". Their appearance is related to the reaction of European community to Crimea annexation by the Russian Federation, for example: *The reason of the neologism appearance is obvious. What has Russia done with the Crimea? That's what they have done – skrymyly* (VZ, 09.04.2017).

Difficult social-economic state, corruption at all levels of state vertical, sharp rise in prices, low salaries, high bills and tariffs, ineffective reforms in the spheres of health care, education, science, social sphere, etc. caused, on the one hand, activation of words of foreign origin with negative semantics (*devaluation, default, inflation, corruption, machination*), on the other hand – appearance of neologisms of occasional pattern (*bankopad (collapse of banks) / банкопад, embezzler / казнокрад, taryfomor (high tariffs equate to genocide) / тарифомор, taryfotsyd (high tariffs equate to genocide) / тарифоцид*, etc.), for example: *Hidden issue of hryvnia led to the accumulation of imbalances, which eventually led to inflation and devaluation* (VZ, 19.08.2018); *... without cooperation with IMF Ukraine would be in danger of default* (V, 20.10.2018); *...corruption hinders Ukrainians from achieving economic and social progress* (DT, 22.02.2019); *After all, the same machinations happen every year* (VZ, 20.11.2018); *Ukraine faces incredible bankopad (collapse of banks)* (VZ, 07.10.2014); *The fraction of the Petro Poroshenko Block demands the punishment of Yanukovych's criminals as well as new embezzlements* (UP, 02.11.2015); *The mane of the article is Taryfomor (high tariffs equate to genocide)* (D, 14.03.2015); *Yatseniuk instructed dreamers from his team to justify April's taryfotsyd (high tariffs equate to genocide)* (E, 15.04.2015). Evaluative individual author's neologisms used in media discourse do not only attract readers' attention to the information itself, but are also thought-provoking.

In media journalism that reflects the complicated social-economic situation in the country negative-evaluative verbs in their figurative meanings are actualized, which are normally marked in explanatory dictionaries as *colloquial* or *informal*: *get busted* "inf. to fail"; *swindle* "inf. By cunning, deceit, etc. inflict damage on someone"; *gobble up, devour* "inf. not to allow to exist, to act, to function"; *eat up* "fig. not to allow to exist, to act, to function", etc., for example: *There is so much counterfeit money in Ukraine, how not to get busted with hryvnias from the area of conflict* (E, 24.01.2015); *But it is not a fact that the savings will not be "spared" to other "bread" articles, on which you can secretly swindle* (VZ, 26.09.2018); *The authorities resemble tyrannosaurs devouring each other* (UP, 02.11.2015); *If you don't live as one big family, almost half of your income is eaten up by the bills* (VZ, 10.07.2014).

In the analysed contexts a set of verbs to characterize the sphere of finance has been singled out in their figurative meanings, which are not recorded in explanatory dictionaries yet: *fly up, jump, floats, wind (up), collapse*, etc. Excessive use of negative-evaluative words of procedural semantics in mass-media contributes to general predication of utterances giving them clear pejorative framing, causes general negative perception of social-economic reality related to it and is a manifestation of hidden manipulation with addressee's consciousness, for example: *In Ukraine dollar exchange rate flies up* (S, 29.12.2016); Shlapak explained why *dollar exchange rate jumps* (UP, 23.09.2014); *Hryvnia exchange rate "floats"* (D, 30.03.2016); *Such actions will allow to "wind up" gas price even more* (VZ, 25.06.2018); *First, it was almost a thousand dollars but then ruble started collapsing* (VZ, 24.02.2015).

Moreover, negative-evaluative words to name foreign, mainly American, currency, actions, related to the movement of funds get from colloquial speech typical of certain social groups into mass-media discourse, like: *duckets, bucks, kickback, green, lemon* (word game: million – lemon), *cash*, etc. The appearance of these negative-evaluative words is related to criminalization of economic, political and other spheres of Ukrainian society, for example: *World Cup is not over yet, but duckets have already started floating* (S, 10.07.2018); *In Odessa region a 16-year-old boy bought "Zhyhuli" for souvenir "bucks"* (V, 15.11.2017); *Martynenko is an owner of an offshore company which got kickbacks from the "Enerhoatom"* (E, 11.01.2019); *...people who have access to cash can steal it* (VZ, 02.11.2018).

In recent years, researchers accent on significant neologization of modern Ukrainian media and political discourse [17, 28] and tendency to language economy related to it, which causes "selection of language means most suitable for communication" [33].

Abbreviation is a manifestation of such neologisms creation: *ATO* – anti-terrorism operation, *JFO* – joint force operation, *UVC* – Ukrainian Volunteer Corps, *CDDR* – certain districts of Donetsk region, *NACBU* – National Anti-Corruption Bureau of Ukraine, *SACPO* – Specialized Anti-Corruption Prosecutor's Office, *NAPC* – National Agency for the Prevention of Corruption, etc., *NAQAHE* – National Agency for Quality Assurance in Higher Education, for example: *Serhii Shkarlet, Head of the Ministry of Education, sues to NAQAHE, which found plagiarism in his research* (УП, 06.10.2020); *Under the mantle of Pontius Pilate: what games do NAPC and SACPO play before election* – the title of the article (УП, 18.02.2019); *Three Ukrainian soldiers got wounded in the area of JFO* (DT, 26.02.2019).

There happens an active replacement of phrases by equivalent in content but more capacious in form one-word neologisms: *euroblah* – European tin (number plate); *zhlobodiscourse* – discourse of slob ("zhlob"); *zminovladdya* – change of power; *Ukrpit* – Ukrainian pit; *carcasscommunity* – carcass community (about deputies of Verkhovna Rada who betrayed their fraction and joined another one); *eggthrowing* – throwing eggs, etc., for example: *Owners of euroblahs have only a month and a half for preferential customs clearance of cars* (E, 11.01.2019); *Dvovladdia (dual power), bahatovladdia (multi-power),*

zminovladdia (change of power) – all this kaleidoscopic series with short flashes of something nation-creative was grueling and quite unproductive (LU, № 50, 2016); *The project "Ukrpit" has been fully functioning since October 2011* (D, 02.03.2012); *Zhlobodiscourse: from vatnik to barbos – the title of the article* (osvita.mediasapiens.ua, 18.03.15); Quaitative composition of *carcasscommunity* ("TVI : Politclub", 20.06.2012).

In addition, in media-texts there can be found examples that illustrate transformation of sentences into words: *Krymnash (Crimeaisours)* – Crimea is ours; *ikhtamnet (theyarenothere)* – They are not there (President of the Russian Federation Vladimir Putin's statement about the absence of the Russian military on the territory of Ukraine); *kakayaraznitsa* (what'sthedifference) – What's the difference (statement by President Zelensky about renaming streets and solving other problems), etc., for example: "*Krymnash (Crimeaisours)*": *Pieskov admitted what the price of the peninsula annexation is for Russia* (B, 27.02.2019); *And at the first stage Moscow tried to prove that "ikhtamnet (theyarenothere)"* (VZ, 25.04.2018); *This is ideal for the aggressor as those for whom it is kakayaraznitsa (what'sthedifference) will easily accept humiliation and defeat* (VZ, 06.01.2020). The majority of the analysed secondary nominations in media discourse undoubtedly focus on predicting negative evaluation, producing negative emotions. They express the idea of the reported, visualize text perception, contribute to its informativeness on the background of word formulas shortenings due to reduction of graphic signs and time of oral statements or because of specific spelling, giving emotional-expressive colouring to the utterance and increasing the degree of social tension.

4 Conclusion

Detailed analysis of the research into the issues of our study, selection and systematization of comprehensive empirical data allowed us to draw a conclusion that nominations with negative evaluative colouring prevail among evaluative lexical means. These names were analysed in relation to social-political, social-economic and other extra-linguistic factors which we associate with the actualization of the existing lexical means and appearance of new ones, mainly of negative connotation to name specific persons, political groups, reflections of different events, phenomena, processes of reality, etc.

Evaluative lexis organically enters mass-media space, gives dynamics, relevance, meaningfulness, emotional-expressive colouring to it, contributes to public resonance, increases degree of social tension and serves as a powerful means of manipulating the consciousness of the communication process addressee, forming perception, comprehension of certain phenomena, states, processes of reality, etc., required for the speaker. The prospects of further research may consist in the updated system analysis of actualized and new evaluative lexis on the case study of the wide range of mass-media material (newspaper and magazine periodicals, TV sites, advertising publications, etc.) with the further description of the analysed units frequency.

We came to the conclusion that evaluative lexis used in media discourse as a powerful means of manipulative influence corrects behavioral and psychological conditions, consciousness of the addressee, forms the required comprehension, awareness of certain processes, phenomena and states and evokes positive and negative emotions.

List of conventional abbreviations of the references

VZ – the "Vysoky Zamok (High Castle)" newspaper.
V – the "Volyn" newspaper.
HP – the "Hromadianska Pozytsiia (Civil Position)" newspaper.
D – the "Day" newspaper.
DT – the "Dzerkalo Tyzhnia" newspaper.
E –the "Ekspress" newspaper.
LU – the "Literaturna Ukraina" newspaper.
S – the "Siohodni (Today)" newspaper.
UP – the "Ukrainska Pravda" newspaper.
RS – radio Svoboda (*Freedom*)

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