

FUNCTIONAL-SEMANTIC AND DERIVATIVE SIGNS OF NOMINATIONS OF COVID AND ITS SYNONYMIC CORRESPONDENTS IN THE LATEST MEDIA DISCOURSE

^aNATALIIA KOSTUSIAK, ^bMARYNA NAVALNA,
^cTETIANA LEVCHENKO, ^dNINA GROZIAN, ^eOKSANA
 PRYIMACHOK, ^fTETIANA PRUDNYKOVA

^a*Lesya Ukrainka Volyn National University, 13, Voli Ave.,
 43025, Lutsk, Ukraine*

^b*National University of Life and Environmental Sciences of
 Ukraine, 15, Heroiv Oborony Str., 03041, Kyiv, Ukraine*
^c*Hryhorii Skovoroda University in Pereiaslav, 30, Sukhomlynsky
 Str., 08401, Pereiaslav, Ukraine*

^{d,f}*Crimean Engineering and Pedagogical University, 8,
 Uchebnyi Lane, 95015, Simferopol, Ukraine*

^e*Lesya Ukrainka Volyn National University, 13, Voli Ave.,
 43025, Lutsk, Ukraine*

email: ^akostusyak.nataliia@vnu.edu.ua, ^bmnavalna@gmail.com,
^ctanyalevchenko2010@ukr.net, ^dnina4kasheva@gmail.com,
^eprymachok.oksana@vnu.edu.ua, ^fanukl@icloud.com

Abstract: The article focuses on borrowed tokens, a significant non-verbal factor in the use of which was a viral disease. On the basis of sentence constructions selected from the latest media journalism, the functional-semantic potential of the international abbreviation COVID-19 is determined, as well as its semantic variants covid, coronavirus, and names of strains which have undergone phonetic and morphological adaptation to the norms of modern Ukrainian literary language. The focus is made on secondary nominations, endowed with a negative color. The role of the analyzed borrowings in the modeling of statements related to decoding is determined, their purpose is to serve as a means of subjective expression of the text is revealed, their intention to actualize the reader's attention and implement evaluative, expressive, media-appellate and other functions. It is noted that the activity of nominations of viral disease and its varieties is one of the important prerequisites for the production of neoderivatives based on them (juxtaposites and suffix and prefixal new formations), which are characterized by a wide range of uses, inter thematic movements, partly graphic variance, which indicates the ongoing process of establishing of these nominations in the Ukrainian language.

Keywords: Adjective, Application, Derivation, Emotionally-expressive coloring, Extralinguistic factors, Mass media, Noun, Vocabulary.

1 Introduction

Transformation of modern society with an emphasis on globalization, changes in various fields and spheres of activity, intensification of international cooperation, current realities of life, etc. serves as an important source of information, which is reflected in the media. Against this background, the Ukrainian journalistic linguistic space shows signs of dynamism, which is characterized by democratization, liberalization of literary standards, partly interspersed with elements of informality, as well as an increase in linguistic borrowings, mostly with the aim to verbalize new subjects and actions, processes or states. On the one hand, the process of neologization, associated with the involvement of foreign language units, contributes to the expansion of the Ukrainian vocabulary, and on the other – causes certain difficulties, among which the prominent place is occupied by the graphic design of these nominations. In addition, the borrowed token, adapting to new operating conditions, often changes, in particular, expands its meaning, reveals signs of inter-thematic and inter-stylistic shifts, becomes a derivational basis for the creation of a number of other words that clearly prove modern newspaper texts. These guidelines and continuity of the process of borrowing penetration into the Ukrainian-speaking space encourages linguists to new research and testifies to the urgency of the problem, because a comprehensive and objective study of foreign tokens allows determining the main factors of their penetration, determining the meaning potential and functional and stylistic role of these units, identifying ways to adapt neo-borrowings to the Ukrainian-speaking space. The study of these aspects serves as an important basis for the development of recommendations on the scope, conditions of use, graphic design, involvement of new foreign words in the derivation processes, and so on.

Different aspects of borrowing are presented in the works of many linguists. In particular, L.M. Archipenko, on the basis of clearly defined qualifications focused on the reasons for the

penetration of foreign language units in the Ukrainian periodicals of the late 20 – early 21 centuries, described in detail the stages and degrees of adaptation of English, for the objectivity of the study used data from an independent linguistic experiment [1]. Emphasis on the development of borrowing was made by Kislyuk [13]. Styshov and Kukhtyk determined the semantic shades of Englishisms, clarified the factors of the process of neosemanticization of these units [21]. Navalna's field of vision includes the peculiarities of the creation [16] and functioning of foreign words in modern Ukrainian periodicals [17, 18]. Suffix derivatives-borrowing was described by J. Bytkivska [6], prefix innovations in the aspect of language dynamics were analyzed by Kostusyak and Mezhev [10]. The depth of penetration into the essence of the issue is marked by works in which the qualification features of highly specialized foreign tokens, in particular criminal [9], socio-economic [10], socio-political [14] topics. In the context of non-standard vocabulary, English borrowings were characterized by O. Biletska [4]. Azhnyuk chose the functional manifestation of Englishisms in several languages as an object of research [2; 3]. Often, in addition to the semantic range, linguists focus on the codification of neo-borrowing [7]. These works of scientists are significant, objective and promising, they accumulate important information about English, but due to the continuous process of penetration of foreign language units do not cover the description of absolutely all nominations of the analyzed variety. Recently, the words covid, coronavirus, and other synonymous equivalents and derivatives formed from them have been actively used to update the lexical structure of the Ukrainian language. In addition to semantic specialization, which is not yet fully represented in lexicographical works, these nominations should be characterized in terms of morphological and word-forming originality, destructiveness and correlation with the developed spelling norms. When presenting the parametric characteristics of the words *covid*, *coronavirus*, and semantically related language units, it is worth paying attention to the cases of interthematic diffusion, which emphasizes the presence of a high degree of adaptation of these borrowings. The objectivity of the analysis will be ensured by the source base, selected from the two most popular periodicals trusted by the Ukrainian consumer of information – the newspapers Den and Ukrainska Pravda for 2020-2021.

2 Materials and Methods

The work is written in line with several scientific paradigms: traditional, structural-semantic (general characteristics of neologisms, analysis of word formation methods and structure of lexical units), functional-semantic and cognitive (analysis of word-formation semantics of new linguistic formations).

The purpose of the article is to comprehensively characterize the tokens covid, coronavirus, and semantically similar nominations on the basis of sentence constructions selected from the latest media journalism. Achieving this goal involves solving the following tasks: to identify similar in content parameters words to denote a viral disease, to identify its secondary nominations; to find out the derivational features of the studied language units, to distinguish cases of inter-thematic shifts; consider these tokens through the prism of current spelling rules.

3 Results and Discussion

The covid-induced pandemic changed the world of the 21st century, challenging it. Quite naturally, the press reacted immediately to this, placing a barrage of various topics on the pages of newspapers every day. Thus, one can say with confidence that the viral disease has become a significant non-verbal factor, which in combination with internal factors served as a prerequisite for the activation of a number of borrowings in the Ukrainian language. The periodicals Den and Ukrainska Pravda use several nominations to denote this infectious disease, including COVID-19 (Covid-19), COVID, covid, coronavirus,

for example: *Ukraine is testing four drugs from COVID-19 - will they help in the treatment of Ukrainians on the verge of the second wave of the epidemic?* (day.kyiv.ua/uk, 17.08.2020); *The world for the third day in a row breaks the record for the number of new cases of COVID-19* (pravda.com.ua, 09.01.2021); *It is worth recalling that Lviv became severely restricted due to the Covid-19 pandemic on March 19...* (day.kyiv.ua/uk, April 17, 2021); *Critical situation with COVID in Ivano-Frankivsk, the mayor asks for more places for patients* (pravda.com.ua, 15.03.2021); *Covid does not back down* (day.kyiv.ua/uk, March 12, 2021); *The Chief Sanitary Doctor is ill with the coronavirus* (pravda.com.ua, March 15, 2021); *(Im)possible drugs for coronavirus (general)* (day.kyiv.ua/uk, 17.08.2020).

The abbreviation COVID-19, formed from the English compound COronaVirus Disease 2019, was approved as the official name of the coronavirus infection, first recorded in China in 2019. In terms of frequency of use, this nomination is not inferior to semantically equivalent tokens - Cyrillic words covid and coronavirus. In the studied editions, all these language units still show instability of writing. In the Den newspaper, the abbreviation given in Latin is usually given with a numerical value of 19, while in the publications of Ukrainska Pravda analyzed in 2020 and over the first half of 2021, one comes across the COVID nomination a little more often (56.4%), less often COVID-19 – 43.6%). In addition to the names written with the preservation of graphic and orthographic features of the source language, the periodical Day uses Cyrillic equivalents. In accordance with the current spelling rules, the following verbal-digital compounds (initial-digital abbreviations) are issued with a hyphen: *During the epidemic of COVID-19 ... additional payment was made to members of the teams that were involved in providing emergency medical care to patients with acute respiratory disease COVID-19* (day.kyiv.ua/uk, 09.07.2020); *Instead, the government introduced an unjustified lockdown in January, which in turn prevented timely (in February) precautionary measures against the spread of the British strain covid-19, which we have to deal with now* (day.kyiv.ua/en, 07.04.2021). We assume that the absence of the analyzed nomination in the newspaper Ukrainska Pravda is due to the editorial policy of the publication, in particular, the informal agreement on the identity of spelling words that do not yet have established spellings and are not recorded in lexicographical works. In addition, the use of capital letters in the verbal-digital name does not meet current spelling requirements, so it is worth writing covid-19.

The words *covid* (covid-19) and *coronavirus*, in our opinion, are the result of the next stage of adaptation, as evidenced by their design in Cyrillic, the ability to change coloring according to the rules of the paradigm of nouns of the second declension of the solid group, the presence of categorical values (identified nouns, like nouns of close semantic range, have only the singular) and masculine. It should be noted that the complex structure of the token coronavirus has been known since the second half of the twentieth century. Its origin is associated with the Latin words corona ("crown") and virus ("poison"). In the Ukrainian language, this nomination came with the connecting morpheme *a-*, although common in this position is considered to be the interfix *o*. Probably, given the specified formant and spelling not with a hyphen, but together we have to say that the coronavirus derivative is the result of the lexical-syntactic way of word formation.

Given the complete semantic identity of use, relatively uniform frequency, and the same connecting features, the tokens COVID, COVID-19, covid, coronavirus are treated as absolute synonyms.

An interesting fact is the use of descriptive lexical and semantic doublets of the words COVID, COVID-19, covid, coronavirus. In the Den newspaper, the role of the functional equivalent of the characterized nominations is played by a peculiar linguistic reaction to a resonant world phenomenon – the adjective-noun compound Chinese virus, which emphasizes the country where the dangerous disease was first recorded, as well as the one-component semantic correlation emotional and expressive load,

which allows the author to highlight the negative attitude to the viral infection, which now threatens the whole world: *We must overcome this Chinese virus* (day.kyiv.ua/uk, 25.08.2020); *On the one hand, the global pandemic united all countries in an attempt to stop this plague, on the other hand, it forced to make the main focus on protection of national interests* (day.kyiv.ua/uk, 25.01.2021). Although the use of the two-component name Chinese virus is rare; it is associated with the implementation of a specific media task – to perform an accompanying evaluation function to influence the mass consumer of information.

The mythomorphic nomination of monster was used as a kind of stylistic resource with a pronounced pragmatic role in the press. The dictionary records the following meanings: "1. A freak, a monster. 2. Figurative meaning: "About a person who is sharply distinguished by his negative traits" [5, p. 689]. Instead, in the source base, this noun expands its semantic boundaries to denote a dangerous disease that threatens human life: *The world was by no means ready for the development of an apocalyptic scenario in which an invisible "monster" engulfs country after country, destroying people's lives in their usual way, life and economy of even the strongest states* (pravda.com.ua, 16.06.2020). In the media, the noun monster together with the adjective invisible participates in modeling the imagery of the text and at the same time serves as a metaphorical means of programming for negative evaluation.

Observations of the body of research material convincingly show that today the language of the media is greatly influenced by oral speech. Proof of this are the statements whose content is related to decoding. Such language units require the recipient to have appropriate background knowledge and mental activity. For example, the token covid is 'attested' in the construction, the prototyp of which was the well-known phraseology of biblical origin to live not by bread alone: *"Not by covid alone". The pulmonologist explains that it is worth knowing about chronic obstructive pulmonary disease (general)* (pravda.com.ua, 19.01.2021). The selected structure, in addition to informative one, performs a number of other functions, including evaluative, expressive, communicative, media-appellate, as well as actualizes the reader's attention. The newly formed periphrastic unit is aimed at enhancing the expressiveness of the text, its communicative appeal, especially when used in the title.

Another functional construct with the word covid is close in functional potential: *Covid in Ukrainian: "positive statistics", or welcome to hell (general)* (pravda.com.ua, 03.12.2020), which primarily aims not only to interpret reality with the help of linguistic means, but also to realize the emotional-evaluative and ironic effect. The decoding of its content is based on the availability of relevant socio-cultural experience in the reader. The analyzed title consists of two parts. The first – covid in Ukrainian – is a transformed compound, through which the author tries to accumulate attention to the covid situation in Ukraine, then in the text of the article pointing to the lack of responsibility of the state leadership for actions to combat viral infection, and demonstrating this against a number of restrictive measures introduced in European countries. The second part – "positive statistics", or welcome to hell – made it possible to briefly and accurately highlight the most important features of the depicted object, convey the conceptual content of the text and at the same time actualize own position. In addition, the combination of positive statistics, on the one hand, and the now well-known statement welcome to hell on the other, not only serve as a means of actualizing, diversifying, and enriching media broadcasting, but also is aimed at creating a kind of evaluative contrast and impact on the reader. It should be noted that the phrase welcome to hell has now become noticeably more active in media speech, significantly distancing itself from the original use and authorship.

Recently, the coronavirus, unfortunately, does not slow down the attack and continues to mutate, producing new varieties and, accordingly, new nominations: *"British" strain of coronavirus has already been found in 86 countries ...* (day.kyiv.ua/uk,

11.02.2021); A “British” strain of coronavirus was found in Zhytomyr Region ... (day.kyiv.ua/uk, 11.08.2021); The “British” strain COVID-19 was found in Belgium (day.kyiv.ua/uk, 11.01.2021). The contextual “unusualness” of the use of the adjective British is evidenced by its design in the media with the help of quotation marks. In addition to the so-called British, there were other strains that received different, often incomprehensible to ordinary citizens names, which now abound in media texts. Therefore, it is quite natural for journalists to explain these words. In particular, Ukrainska Pravda devoted an entire article to the issue, part of which we quote: *The World Health Organization has decided to label COVID-19 strains with letters of the Greek alphabet so as not to discriminate against countries where these species were first discovered. In particular, such a decision is aimed at combating the phenomenon when strains are called “British”, “Indian”, and so on. This stigmatizes countries where the COVID-19 variety was first discovered. The WHO also believes that the new label will be easy to use. In particular, the strain, which has already been nicknamed “British”, will be called “Alpha”, the one found in South Africa – “Beta”, in Brazil – “Gamma”. Two varieties of the “Indian” strain were called “Delta” and “Cape” (pravda.com.ua, 01.06.2021).* The continuation of the process of linguistic adaptation of these neoinominations is evidenced by their multivariate spelling. The position of the Ukrainska Pravda media outlets, which give the names of the strains in capital letters and in quotation marks, is clearer on this issue: “Delta” is considered to be more contagious than version B.1.1.7 “Alpha”, which was first discovered in Kent, and more resistant to vaccines against COVID-19, especially after only one dose (pravda.com.ua, 12.06.2021); In Russia, the strain “Delta Plus” was found (pravda.com.ua, June 29, 2021). In contrast to this media, Den demonstrates a much greater variety of language options. In particular, we are talking about different graphic design (Latin and Cyrillic), writing with the word strain separately and with a hyphen, in quotation marks and without them, with uppercase and lowercase letters. Compare: *The Delta strain can cause a COVID-19 surge in Ukraine in two weeks, – Radutsky (day.kyiv.ua/uk, 05.08.2021); The Ministry of Health named the symptoms characteristic of Delta-strain (day.kyiv.ua/uk, 04.08.2021); In the Chernihiv region, 10 cases of “Delta” strain of COVID-19 were found – the head of the regional state administration (day.kyiv.ua/uk, August 10, 2021); The World Health Organization believes that the Iota strain is less dangerous than another variant of the coronavirus called Delta. Previous research indicates that “Iota” does not cause serious illness (day.kyiv.ua/uk, 11.08.2021); Delta-strain is spreading in Ukraine: 143 confirmed cases (day.kyiv.ua/uk, 05.08.2021); According to the WHO, the “delta plus” strain has already been recorded in 124 territories – 13 more than last week, and in some large countries this strain accounts for three quarters of detected cases of COVID-19: this, in particular, Russia, Australia, Bangladesh, Botswana, Great Britain, China, Denmark, India, Indonesia, Israel, Portugal, Singapore and South Africa. At the same time, the WHO has not yet been able to describe the exact mechanism that allows the “delta” strain to be more contagious (day.kyiv.ua/uk, 21.07.2021); As for other variants of the virus of concern, the “alpha” variant, first recorded in the UK, was registered in 180 territories – six more than last week; first detected in South Africa type “beta”- in 130 territories (growth by seven), and first recorded in Brazil strain “gamma” – in 78 territories (three more) (day.kyiv.ua/en, 21.07.2021).*

This graphical variability indicates the need to develop clear and balanced recommendations aimed at consistent standardization of the analyzed new borrowings. Their development should be associated with similar in semantics and structural features words of foreign origin, the correct spelling of which is justified in the “Ukrainskyi pravopys” [22]. Guiding the current spelling rules, we note that the use of hyphens in complex nominations such as delta-strain, like others given in the Ukrainskyi pravopys common foreign names (alpha rays, beta decay, delta function, etc.) do not contradict spelling rules, as the generic name is in the postposition relative to the species, marked with letters of the Greek alphabet [22, p. 53]. We consider the absence of a hyphen

in compounds like the delta strain to be natural, since here “the definite noun is a species name to the first noun – the generic name” [16, 55]. In addition, according to spelling requirements, tokens such as alpha, beta, delta are common and should be written without quotation marks, as such nominations serve as ordinal purposes and at the same time serve as classification means of distinguishing strains [16, 80].

Active functioning and the transition from Latin to Cyrillic are important, but not the only arguments in favor of the process of adapting names to denote a new viral infection. In addition to the above, it is appropriate to indicate the performance of derivation processes associated with these words. First of all, we are talking about word formation, suffixation and prefixation. The enrichment of the vocabulary of the Ukrainian language is due to a number of juxtapositions, the formation of which is associated with the law of language economy and is aimed at compact and accurate transmission of information. In such complex words, the second component, introducing new information, performs a nominative-clarifying function, so it should be considered as an applied unit. Among such complex tokens, there are names of beings and non-beings, for example: *Klitschko: The Ministry of Health ignores our appeals regarding the admission of covid-patients to departmental hospitals (pravda.com.ua, 30.11.2020); The indicator of COVID-hospitalizations has already been exceeded in 22 regions ... (day.kyiv.ua/uk, 01.04.2021).*

Today, the world's attention is focused on what will prevent infection, the development of severe forms of the disease and contribute to the complete neutralization of the virus. First of all, everyone is called upon to be vaccinated as the only way to achieve a common goal. In this regard, journalistic texts abound in complex words with the second part of the vaccine, which in combination with the first component covid, less often COVID in Latin, simulates a juxtaposition to denote a drug that is injected into the human body to prevent disease or in case of mild infection. For example: *Negotiations on the purchase of covid-vaccine in Ukraine have reached the finish line (pravda.com.ua, January 25, 2021); Zelensky instructed the SBU to check the possible smuggling of covid-vaccine to Ukraine (pravda.com.ua, 06.01.2021); 500,000 doses of COVID vaccine are going to Ukraine, – Stepanov ... (day.kyiv.ua/uk, 11.08.2021).*

The complex nominations for the process associated with the introduction of a recently invented drug are not inferior by the rate of spread. Such lexical potential is shown by the noun vaccination, which, structuring the juxtaposition, together with the component covid (COVID) narrow, clarify the meaning given in lexicographic works, for example: *The fifth stage of COVID-vaccination starts in Ukraine (day.kyiv.ua/uk, 20.07.2021); Lyashko promises to provide covid-vaccination to everyone by the end of the year (pravda.com.ua, March 15, 2021).*

By modeling complex words, media people try to briefly inform about several facts of reality. For example, the token COVID-forum, used in the sentence News of February 8: *statements of Zelensky and Stepanov at the COVID-forum...* (general) (pravda.com.ua, 08.02.2021), serves as a compact means of notification of gatherings of people whose purpose is to discuss the current problem of the spread of coronavirus infection and find productive ways to overcome it.

In some places, we come across complex nominations in which the token covid, combined with other words, leaves the limits of its usual functioning, for example: *From “covid-optimism” to “covid-panic” (general) (day.kyiv.ua/en, 09.09.2020); In general, in Ukraine, only 40% of respondents believe that the pandemic is dangerous for them personally ... Such is “covid-optimism” <...> However, there is every reason to believe that sometime in November, or even in mid-October, such “covid-optimism” may be replaced by “covid-panic” (day.kyiv.ua/en, 09.09.2020).* Getting into new contextual conditions, the analyzed nomination gives the text freshness, expressiveness, “looseness”, contributes to the revival of information.

In some places in media sources, we trace the tendency to use secondary names. In particular, the semantic correlate of the

word certificate manifests relation to periphrastic neologism (this is about a document certifying the vaccination of a person) - the complex word covid-pass, which is used in the title of one of the publications of the newspaper Den as well as its functional equivalents, modeled by compounds "noun + noun" and "adjective + noun", for example: *In France, protests against covid-pass (general) took place again* (day.kyiv.ua/uk, 14.08.2021). *In many cities of France on August 14, there are mass protests against the introduction of so-called "health passports" for access to a number of services and mandatory COVID-vaccination of physicians* (day.kyiv.ua/uk, 14.08.2021); *The so-called "sanitary pass" with a QR-code is required in France to visit cultural and entertainment facilities, as well as places of public catering, use of intercity public transport and hospitalization (except for emergency medical care)* (day.kyiv.ua/uk, 14.08.2021). Such periphrastic models are built on the basis of certain associations and give the text an evaluative color. Given the contextual conditions of use, the nominations highlighted in the sentences structure a functional and stylistic series of synonyms.

Occasionally, the vocabulary of the Ukrainian language is replenished due to complex words, structured nouns – the name of the strain and an abstract noun, the semantics of which are explained in dictionaries (testing – "conducting research using tests" [12, 1447]): *Beta-testing of Covid certificates starts in Ukraine* (pravda.com.ua, 20.06.2021).

In addition to juxtapositions with the words covid (COVID), coronavirus and occasionally the names of strains, adjectives formed in a suffixal way (using the formant n) from nouns formed in Cyrillic began to actively penetrate the Ukrainian media space. Their thematic range is extremely diverse. Undoubtedly, the dominant texts are medical topics, which are about the virus and people who have fallen ill: *Combined with the words disease, infection, For the past 24hrs, June 12, in Ukraine 34,870 people were vaccinated from coronavirus infection ...* (day.kyiv.ua/uk, 13.06.2021); *Over the past 24hrs, there have been diagnosed 643 thousand cases of coronavirus infection in the world, in total – more than 53 million* (pravda.com.ua, 13.11.2020); *During the day on August 9, 781 new confirmed cases of coronavirus disease COVID-19... were recorded in Ukraine* (day.kyiv.ua/uk, 04.02.2021); *Three airtight box insulators were handed over to the Aeromedical Evacuation Department of the Military Medical Center of the Central Region. They are designed to transport "covid" patients ...* (day.kyiv.ua/uk, 22.06.2020); *It is known that the incident took place in Zaporizhia, in the regional infectious diseases hospital, in the intensive care unit, where there were covid patients* (day.kyiv.ua/uk, 04.02.2021). The headline of one of the publications of Den, which informs about the incident related to the presence of the deputy with the coronavirus at the meeting of the regional council, needs a separate comment. In order to actualize the readers' attention, vividly and in an original way verbalize the event, and, at the same time, express a critical attitude to the use of dishonest forms of political activity, the author used the phrase "covid" deputy. In order to express non-specific use, the analyzed adjective is taken in quotation marks: *"Batkivshchyna" brought to the Kyiv regional council a "covid" deputy – "For the future" (general)* (pravda.com.ua, 27.11.2020).

The adjective covid is recorded in combination with contextually similar semantically nouns hospital, bed, which are related to the labeling of medical institutions and their places for patients: *In Vinnytsia, most covid hospitals have 95% of beds occupied* (pravda.com.ua, 15.03.2021); *Vinnytsia on the threshold of the "red" zone: additional covid beds are being deployed in the city* (day.kyiv.ua/uk, 11.09.2020). The adjective covid is used by journalists next to the noun brigade to denote a group of medical workers who treat people with coronavirus: *I [a medical worker] cannot remain indifferent to such things, because many of my colleagues in the covid brigade work in extremely difficult conditions* (day.kyiv.ua/uk, 04.08.2020).

Topics that are actively discussed include describing the symptoms that occur during infection. In such contexts, there are phrases that were not used in the press before the appearance of this virus: At first we were surprised by the loss of taste and smell, then there were "coronavirus legs" and "ringing in the ears". In addition, some symptoms may last for several months. *Probably, the symptoms of the virus can now be added by the "coronavirus tongue", they write in Huffpost* (pravda.com.ua, 18.01.2021).

The number of people infected with the covid is reported daily by the press. Reports of growth and the highest level of disease are often replete with the nouns record, antirecord, peak, verb noun jump, adjectives such as region-leader, combined with the attributive words coronavirus and covid, for example: *A new coronavirus record was recorded in the world* (pravda.com.ua, 13.11.2020); *In Kyiv, another coronavirus anti-record – more than 1,700 patients* (pravda.com.ua, 28.11.2020); *... Kyiv will also be able to pass the "covid peak" quickly* (day.kyiv.ua/uk, 09.04.2021); *Coronavirus jump. Daily reports from the Ministry of Health confirmed this* (day.kyiv.ua/uk, 23.06.2020); *Kharkiv has left the ranks of the leading coronavirus regions, with the largest number of infections currently in Kyiv* (day.kyiv.ua/uk, November 29, 2020). It should be added that the actively used verb noun outbreak, which correlates in meaning with the token jump, creates close semantic contexts only in combination with the nouns covid and coronavirus. Compare: *In China, scientists have studied that the coronavirus outbreak began in a scientific laboratory in Wuhan* (day.kyiv.ua/uk, 16.02.2020); *The outbreak of coronavirus in Wuhan was larger than previously thought – the WHO* (pravda.com.ua, 15.02.2021).

The dangerous virus has made adjustments in various spheres of human life, including life, medicine, economics, politics, etc., resulting in a barrage of diverse information, the speech implementation of which involved the adjectives covid and coronavirus. In order to localize the viral infection and limit its spread, states began to resort to a number of quarantine measures, which became a precondition for the penetration of media texts such as coronavirus restrictions, rules, etc.: *Protests against coronavirus restrictions in the British capital took place against coronavirus rules of isolation in central London* (day.kyiv.ua/en, 25.04.2021).

The tendency of the intensifying the use is shown by the compound covid certificate to indicate the official document certifying human vaccination: *In the European Union, a network of "covid certificates" has started its work* (day.kyiv.ua/uk, 01.06.2021).

The measures proposed by the governments related to compliance with certain requirements, quarantine restrictions, the need to be vaccinated, etc., provoke resistance among the population, which was reflected in the press and accordingly influenced changes in the vocabulary of the Ukrainian language: *Coronavirus riot in Barcelona turned into riots and looting* (pravda.com.ua, 31.10.2020).

In some places, in the context of the coronavirus, the media apply figuratively used military tokens, which contribute to the expressive saturation of texts and at the same time serve as a bright means of inter-thematic shifts. Such a functional load is realized by the metaphorized word front: The Internet is filled with news from the "covid front". *They have been withdrawing money for the second year. In fact, this money will have to be taken from medicines for diabetics* (day.kyiv.ua/uk, 15.04.2020). We sporadically record the state of emergency commonly used in military-military publications: *the Spanish Parliament has extended the "coronavirus" state of emergency for the fifth time (general)* (pravda.com.ua, 21.05.2020). For several years in a row, journalists have not overlooked the events taking place in the east of our country. The irresistible desire of Ukrainians to win the imposed war as soon as possible and the search for optimal ways to peaceful dialogue, even during the intensification of the pandemic, was reflected in many journalistic texts. In the language of the modern press we come across the phrase coronavirus world, in which the attributive

component testifies to the expansion of its semantics: "Coronavirus world" will not happen ... Russia demands that the world change its behavior (day.kyiv.ua/uk, 09.04.2020).

Shifts within thematic zones are realized by adjectives covid and coronavirus, which together with a number of nouns are evident in articles on economic topics. In particular, the use of them in the context of: 1) earmarked funds and related to public funding has become more frequent: *As it is known, the "coronavirus" fund was established in April 2020 during the budget sequestration* (day.kyiv.ua/uk, 02.12.2020); ... *the coronavirus fund and the program "Great Construction" were placed on the altar of the struggle for local elections* (pravda.com.ua, 24.12.2020). This phrase also occurs in publications that inform about the negative processes in the financial sphere, cases of misuse of funds: *the Government has allocated 800 million from the "covid" fund for additional payment to employees of the Ministry of Internal Affairs* (pravda.com.ua, 09.06.2021); *The Ministry of Internal Affairs explains why they need money from the covid fund: the tranche is not the last* (pravda.com.ua, June 10, 2021); 2) *areas of lending: the World Bank will provide Ukraine with the first tranche of the "covid" loan by the end of the year* (day.kyiv.ua/uk, 04.12.2021); 3) *cash payments, financial assistance, etc.: Previously, the issue of non-payment of "covid" money was considered faster...* (day.kyiv.ua/uk, 24.07.2021); *The official of the regional state administration demanded a rollback for the allocation of "covid" funds for the hospital for oxygen* (pravda.com.ua, January 22, 2021); *Due to increased quarantine: the NBU abolished the commission for the payment of covid assistance* (pravda.com.ua, 23.12.2021).

Coronavirus, related quarantine measures, the cost of purchasing the necessary equipment for the treatment of patients affected not only the slowdown in the development of various spheres of activity of Ukrainians, but also the world economy, tourism, politics, and other industries. All this is reflected in the media sources, which abound in the phrase covid (coronavirus) crisis: *the UN called the "covid" crisis in the labor market the worst since the Great Depression* (pravda.com.ua, 26.01.2021); *The coronavirus crisis has hit the tourism industry around the world* (day.kyiv.ua/uk, 16.06.2020). Sometimes, we come across a one-word semantic equivalent of the analyzed adjective-noun nominations - a noun of coronacrisis, the creation of which meets current derivation norms and does not violate established national-language features: *the Ministry of Foreign Affairs of Ukraine has prepared an online map that helps Ukrainians to know the rules of entry to the territory of other countries after the "coronacrisis"* (pravda.com.ua, 22.06.2021).

The adjective coronavirus is also recorded in the context of exposing criminal activity. In particular, Den published an article investigating the actions of some French officials, which was caused by a lack of medical equipment, negligence, and a slow response to the covid pandemic. The title of this publication deserves attention: *In France, the police conduct "coronavirus" searches of ministers* (day.kyiv.ua/uk, 05.10.2020), which illustrates the contextually new conditions for the use of the attributive component coronavirus.

Tendencies of penetration into the journalistic linguistic space are realized by the adjective coronavirus in texts of artistic and cultural orientation. Sporadic, but quite distinctive originality is shown by this attributive component in combination with the noun nativity scene. It is worth noting that the unusualness is characteristic not only of the phrase coronavirus nativity scene, but also of the most artistic Christmas action, which shows the lives of people during a pandemic: *In Lviv, they created a "coronavirus" nativity scene... characters are such actors as medical angels, instead of King Herod – King Crown Herod, as well as a group of antibodies* (day.kyiv.ua/uk, 09.01.2021).

The year 2020 has become difficult for the whole world, including Ukraine. To emphasize the crisis of the situation, which affected almost all important industries, the media use the phrase covid year. In order to highlight the negative value and demonstrate their own attitude to what is said, some other adjective forms are added: *Book of changes: 50 moments of the*

covid year (pravda.com.ua, 17.03.2021); *The horrible, awkward 2020 is very similar to the 1920s. Two main analogies...* (day.kyiv.ua/uk, 05.01.2021).

Along with suffix derivatives, the prefixed language units formed from them show less functional capacity, in the production of which the prepositional borrowed morpheme post participates with the usual meaning of an indication of the following: *The Ministry of Foreign Affairs presented a map of post-coronavirus travelling of Ukrainians abroad* (pravda.com.ua, 22.06.2021); *Leave Bill Gates's muzzle. How the anti-covid movement works in Ukraine (general)* (pravda.com.ua, 19.01.2021). Relatively limited productivity is characteristic of new formations with synonymous prefixes anti and against, which mark the opposite signs to words without the specified formant, Compare: *What are the funds from the special anti-covid fund spent on and what violations did the experts find in the procurement?* (day.kyiv.ua/uk, 04.09.2020).

4 Conclusion

Media journalism in 2020-2021 shows the activation of borrowed tokens, a significant non-verbal factor in the use of which was a viral disease. The international abbreviation COVID-19 entered the language space of the Ukrainian press, as well as its semantic variants covid, coronavirus and strain names in Cyrillic, which underwent not only phonetic but also morphological adaptation to the norms of the Ukrainian language. In contrast to these nominations, which are mostly used with a neutral meaning, their secondary nominations (*plague, invisible monster*) in the press are often endowed with a negative color. In some cases, the analyzed tokens are involved in the modeling of statements related to decoding, which not only actualizes the reader's attention, but also aimed at the implementation of their evaluative, expressive, media-appeal, etc. load.

Functional activity of viral disease nominations and their varieties represent one of the important prerequisites for the production of neoderivatives based on them (juxtaposites, as well as affixal and prefixal new formations), which are characterized by a wide range of uses. Graphic variability of the analyzed borrowings, partly their design with the help of quotation marks, indicates the continuation of the process of establishing of these nominations in the Ukrainian language. In the future, it is important to study dynamic phenomena within other thematic groups of words related to covid infection and attested in articles in the Ukrainian media space.

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