UNOFFICIAL NOMINATIONS OF MODERN POLITICAL DISCOURSE IN THE MEDIA: INTERCULTURAL ASPECT

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Abstract: The article analyzes unofficial nominations in contemporary Ukrainian and foreign (American, German, French, etc.) political discourse. It is noted that unofficial proprietary units in political communication are characterized by such features as individuality, expressiveness, evaluability, and informativeness. It was determined that the so-called "second" names of political figures have an impact on the effectiveness of communication with citizens, the creation of one's own image and individual style of communication. The unofficial anthroponyms of this group of bearers show original features at the motivational, lexical-semantic, word-forming, and pragmatic levels. The motivational factor and the nature of the creation of nicknames revealed in unofficial communication and public rhetoric of country leaders and political figures, broadcast through the media, were investigated. The impact of nicknames on the formation of the image of a person and a place in the political process is traced. Unofficial names are characterized in detail according to the seven most common motivational groups: 1) nicknames from one's own official surnames and names; 2) nominations indicating the external features of the bearer; 3) naming according to the internal features of denotations (character, habit, behavior, preferences); 4) nicknames motivated by an incident or event in the politician's life; 5) unofficial anthroponyms based on similarity to other famous people or characters; 6) nominations indicating occupation or activity; 7) nicknames that appeared as a result of political activities of the nominees. It was found that most often unofficial names of politicians are given when they hold the highest government positions, because attention to them is special at this time. Surnames are not always given only in view of the characteristic that belongs to the named person. It happens that an unconventional proper name "sticks" to an official because of rumors rather than official facts. It has been studied that, according to the connotative color, nicknames are less often funny and ironic, usually they are offensive and sarcastic, express invective semantics. The pragmatic basis for the emergence of unofficial names is usually extralingual information related to the personal characteristics of the nominee, his lifestyle, tactics of communicative behavior, achievements or defeats in the political sphere. It is noted that the unofficial anthroponymic system of modern political discourse accumulates information about linguistic, humorous, and ethno-cultural specifics. Considering the fact that multilingual nicknames are involved in the analysis, the research is based on an intercultural aspect.

Keywords: informal communication; political discourse; nickname; media; civil servants; public rhetoric; political anecdote.

1 Introduction

Modern political discourse is a complex system that has absorbed a number of components, among which application elements occupy an important place. The success of political communication primarily depends on the ability to effectively apply all verbal and non-verbal components, as well as the ability to combine them into the final product - a mental model of the message. The information spectrum of political discourse is formed by semantic implicatures, among which unofficial nominations play an important role, that is, nicknames that expand the usual two-component system of naming a person, represented by an official surname and a proper name. Actualization of linguistic and stylistic, and mental-cultural potential of nickname nomens is an inseparable component of the information field and political image of a famous person. After all, precisely the so-called "second" names constitute the real characteristics of a person, reveal those bright properties that were of special importance for the environment of the object of the name. Unofficial proprietary units in political communication are characterized by such features as individuality, expressiveness, evaluability, and informativeness. Nicknames are capable of compressing the external and internal features of the denotation, the sphere of interest, the uniqueness of political activity, interesting events or incidents related to the object of naming, etc., implicitly establishing an associative connection with the phenomena of the surrounding reality.
Unofficial anthroponyms are often used by politicians themselves, inventing them for opponents in order to diminish their figure (as, for example, Donald Trump often does). The 43rd president of the USA, George Bush, had the same habit, - he repeatedly bestowed nicknames on journalists, colleagues, and White House employees. On the other hand, nicknames are given jokingly in order to give fame to a little-known political figure, because a nickname often serves as an indicator of the image of a political personality. Most nicknames have a derogatory connotation, and only occasionally there are complimentary or so-called "affectionate" names. Recently, there is spread of the use of unofficial nominations of political figures, heads of states, governments, heads of international organizations, and other well-known politicians with invective semantics, negative connotations, mocking irony, and sometimes sarcastic mockery, emotional and expressive coloring, which is caused by the metaphorical nature of this type of names in media languages. Sporadically, we come across anthroponyms with a positive connotation or names with a caressing color, which, despite the diminutive nature of lexemes-motivators, still acquire a negative color in certain contexts.

The unofficial anthroponymic system of modern political discourse accumulates information about linguistic, humorous, and ethnocultural specifics, which necessitates a comprehensive study of this type of propriatives. Also, a detailed analysis of the so-called "second" names of political figures reveals their influence on the effectiveness of communication with citizens, the creation of one's own image and individual style of communication. Surnames of this group of bearers show original features on the motivational, lexical-semantic, word-forming, and pragmatic levels. The historical context of the emergence of this or that unique name, their anecdotal character, is also interesting. Today, these language units of unofficial political communication require deeper coverage from the point of view of their classification varieties, motivational groups, lexical-connotative content, word-formation specificity, terminological status, pragmatic context, psychological factor, etc. In this connection, there is a need to study the linguistic nature of the specified type of onymes due to the emotional and evaluative preferences of society.

The tradition of giving politicians so-called "second" names is not new for the media. Nicknames given to political figures by journalists or society often influence the professional image of a politician and determine his life reputation. Ridiculous and abusive name-calling changes the perception of a politician in society more than positive ones, because thanks primarily to social networks, they spread mega-fast, become viral, transforming into various forms of content. Various nicknames, broadcast through communication channels, significantly influence the formation of public opinion. The more often it happens, the harder it is to get rid of them. It has been observed that in order to create offensive name-calling, the media most often change the official surname of a politician, or indicate directly or veiledly his occupation outside the political sphere. As one can see, the nicknames of politicians are extremely interesting content for various scientific searches.

2 Method

During the last decades, the research of unofficial anthroponymicon has intensified. The surname in various aspects became the object of scientific studies by O. Antonyuk, G. Arkushyn, O. Verbovetska, M. Duychak, M. Lesyuk, M. Nalyvaiko, R. Ostash, V. Pavlyuk, N. Fedotova, P. Chuchka, N. Shulska. The following lexicographic works have been published: "Surnames of the Lower Dnipro Region", "Dictionary of Nicknames of the Residents of the Interriver of the Styr and Horyn", "Dictionary of Nicknames of North-Western Ukraine". Today, in connection with the war, research has appeared in the scientific field dedicated to the study of a new anthroponymic category in the language of mass media - call names of Ukrainian military personnel [9].

Sociocultural and sociopragmatic aspects of nicknames were studied by A. Belova, O. Nikolenko, Z. Nikulina, L. Selimskyi, and L. O. Sergeeva. In particular, A. Belova and O. Nikolenko state that "objective, extralingual factors (changes in lifestyle, social structure of society, patterns of behavior) cause the appearance of new personal names in the language" [2, p. 55]. The authors first introduced the term "surnamephilia", considering unofficial anthroponyms to be a product of interpersonal relationships. The cognitive-pragmatic aspect of creating nicknames was traced by N. Fedotova [8]. The researcher considered the nickname as an integral text-creating factor, presented the structural types of the modern nickname system, the peculiarities of the creative base of concise texts of nicknames, their connotation, drew attention to the leading motives of unofficial anthropomorphization, the verbalization of the image of a person in a street name as a socio-psychological interpretation of his essence.

Political anthroponymy as an important component of the national onomasticon was sporadically in the field of view of scientists. In quantitative terms, there are more studies devoted to the study of foreign political discourse compared to studies of domestic politics. In particular, O. Fomenko, conducting a linguistic analysis of the political discourse of the USA in the 90s of the 20th century, raised the issue of unofficial names of American political leaders [9]. N. Pechko studies the peculiarities of the implicit semantics of political discourse anthroponyms, comparing the connotative meaning of the official proper names of politicians and their unofficial designations [14]. O. Yehorova emphasizes the linguistic and social nature of political nicknames, simultaneously using the concepts of "surnames (sobriquet)" and "nickname" as synonyms, noting the additivity (secondary nature) of these proper language units and the importance of social evaluation and social information, since these anthroponyms arise and function only in society [26]. As for domestic experience, Yu. Saplin's research on the sociolinguistic functions of Ukrainian unofficial political nominations is significant [18]. No less valuable in this direction of scientific research is the publication of S. Formanova on the invective semantics of nicknames of Ukrainian politicians, in which the researcher proves that the unofficial anthroponymicon of the political sphere serves as a source of mockery, and expresses a negative assessment [10]. One by one, we come across intelligence that characterizes the unofficial names of one politician, mostly somehow famous and odious. I. Podgurska investigates the motivation of private units to designate V. Putin's nicknames in modern English-language political discourse, in particular, the author emphasizes the nicknames that the aggressor politician received after the full-scale invasion of Ukraine on February 24, 2022 [15]. Nicknames of politicians as a specific category of the unofficial naming system are singled out by T. Solovyova, who analyzes the typology and pragmatics of precedent phenomena in the Ukrainian-language political discourse of 2014–2019 [22].

Sociological studies of the unofficial noun of Ukrainian politics are presented individually. For example, the LOOQME team, having monitored the media, found out which of the Ukrainian politicians were most often called names by users of social networks and the audience of traditional mass media in the period from May 1, 2020 to May 1, 2021 [11].

However, until now there are no scientific studies dedicated to the comprehensive analysis of the nicknames of Ukrainian and foreign politicians regarding their motivational characteristics, connotative content, word-forming features, lexical-semantic base, stylistic potential, and pragmatic context. Our research represents a study of unofficial nominations of Ukrainian and foreign politicians in a cross-cultural context, and also shows the specifics of the functioning of nicknames in the media: the circumstances of their creation and motivational characteristics.

The purpose and task of the research is to analyze unofficial nominations in contemporary Ukrainian and other country' (American, German, French, etc.) political discourse, to investigate the motivational factor and the nature of the creation

of nicknames revealed in the rhetoric of country leaders and political figures and broadcast media, as well as to trace the influence of nicknames on the formation of the image of a person and a place in the political process, characterize informal names in detail, highlighting the most common motivational groups; to establish the connotative content of anthroponyms in the unofficial communication of politicians.

3 Results and Discussion

Non-traditional political names occupy a prominent place among unofficial proper names. Although such nominations are rarely used in the media discourse, it is known that the language of the mass media is a kind of reflection of modern society, therefore, the nicknames of politicians play not only the function of identifying a person, but also make it possible to obtain information about the attitude of the people to the authorities, the personal relationships of government officials, even to outline the general picture of the country's development, its diplomatic specifics. Considering the functions performed by unofficial political nominations, it is worth talking about the features of journalistic style and newspaper broadcasting in the forms of unofficial political nominations, which include the reproduction of the social "scale of values". Linguistic creativity in the field of unofficial nominations is correlated with such features of journalism as "intertextuality", "language game", "irony". Sometimes the creativity of broadcasting correlates with the low cultural awareness of the Ukrainian political elite. In addition to the cognitive structuring of the political space in the mass media, its evaluation, unofficial political nominations support such a mechanism of media functioning, which involves not only and not so much the reflection of the surrounding reality, but its interpretation, commentary, creation of an appropriate atmosphere, stereotypes of the perception of politics and the political sphere [23].

The analysis of unofficial names of political discourse requires a clear distinction which anthroponyms should be included and which terms should be called. The "Dictionary of the Ukrainian Language" gives the following interpretation: "A nickname is a designation that is sometimes given to a person (in addition to the real surname and first name) and indicates some feature of his character, appearance, activity, habits" [5, VIII, p. 108]. A complete terminological description of the term *nickname* is presented by P. Chuchka: "A nickname is a type of anthroponym, an unofficial personal designation, with which the environment individuates or characterizes a person" [3, p. 494]. A much deeper definition of the term is proposed by M. Duychak: "A nickname is a kind of anthroponym, an additional name that is sometimes given to a person (in addition to the real surname and first name). Nicknames are always motivated. A surname, belonging to the class of proper names, performs a nominative-identification-differentiation function" [6, p. 256]. Linguists today interpret the nickname as a source of national traditions [18, p. 67]. P. Chuchka defines a nickname as an individual sign [3, p. 153]. N. Fedotova characterized the text of the nickname as a "macrosign": "The linguistic creative process of creating a nickname consists in encoding the signs of a motivational text in a single sign-symbol that represents the characteristic features of a person's image, which means that it can be called the term «macrosign»" [8, p. 159].

Unofficial nominations of the political sphere contain a significant share of implicit information in the form of semantic implicatures, since their appearance is determined by the political and social context, which is structured by certain precedent phenomena and background knowledge. Among the anthroponymic base of political nouns, onomatopoeic units of different connotative content function: from neutral, politically motivated to pejorative with disparaging and offensive content.

Despite the fact that nicknames are mostly one- or two-character units, their motivational and interpretative characteristics are extremely broad, they are highly informative and strongly expressive (there are very few neutral nicknames). These factors allow modern nickname experts to consider street names as condensed texts. In our opinion, the complete definition of a

nickname implies that it is unofficial one- or multiple-character designation of a person or several persons, which is given by the denominator to emphasize a special characteristic feature that distinguishes, identifies the denotate among others. Nicknames are necessarily connotative units, they mainly contain a negative emotional component [19].

Among the individual unofficial anthroponyms of politicians, the following motivational varieties are common: anthroponymic nicknames, names based on external features and internal features of denotations. Other motivational groups are represented by a smaller number of representatives: nicknames based on territorial belonging, internal features, type of occupation, profession, unusual case or event in the life of the bearer, specificity of political activity, etc.

Of course, the motivational spectrum of informal nickname creation is not defined only by such motivational groups - nicknames function according to the names of relationships in the team, social status, age specificity, and other naming motives, but they are single, so we do not single them out separately. In most cases, all individual nicknames have a negative connotation, there are very few positive designations, because, as the researchers note, "the predominance of negatively marked units is connected with the asymmetric nature of the rating scale, where the norm is mostly a positive rating, while the speakers' attention is focused on deviations from the norm" [12, p. 275].

For media discourse, the general psycholinguistic regularity of "continuous search for the most acceptable form, which best meets the needs of a clear identification of the carrier, emotionally significant, semantically motivated and appropriate to the traditions and peculiar fashion of both the community and the time" [25] remains relevant. Considering the people's interest in a new phenomenon, journalists try to collect, research, and compose material that has spread in society. There are whole rankings of nicknames of Ukrainian politicians. Correspondents often post the results of such research on the Internet. For example, the "LOOQME" team, having monitored the anthroponymicon of political figures in the period from May 1, 2020 to May 1, 2021, found out that the distribution of "name-calling" of famous politicians is as follows: Volodymyr Zelenskyi, Petro Poroshenko, Rynat Akhmetov, Arseniy Yatsenyuk, Denys Shmyhal, Anatoliy Shariy, Ihor Kolomoiskyi, Viktor Medvedchuk were most often nicknamed. As the research shows, the current President was the most nicknamed. After a full-scale invasion, this list would obviously include Valery Zaluzhnyi, the commander-in-chief of the Armed Forces of Ukraine, who is also actively given so-called "second names" today. The following nicknames are leading the number of mentions of politicians in traditional media: *Зеля* (Zelya) (Volodymyr Zelenskyi) - 2.8 thousand; *Беля* (Belya) (Ihor Kolomoiskyi) – 1.9 thousand; *Бубочка* (Bubochka) (Volodymyr Zelenskyi) – 869; *Шоколад* (Chocolate) and other derivatives (Petro Poroshenko) – 430; *Мертвечук* (Mertvechuk) (Victor Medvedchuk) – 178. As for social networks, during the researched period, the current President was mentioned by nickname twice more than other politicians combined. Most often, unofficial anthroponyms were given to V. Zelenskyi on Facebook, YouTube, and Twitter [11].

Ukrainian mass media actively use nicknames when mentioning politicians on the "Pravda Ukrainy" portal; fewer such names are recorded on "Novosti Spektr" and "Bezcenzor". It is interesting that little-known media resources most often use nicknames to identify politicians. Obviously, peripheral mass media usually allow more emotionality and, accordingly, more expressiveness in publications than authoritative publications. It was observed that regional media, as well as those in the top 100, used unofficial nominations of politicians the least.

We have repeatedly recorded examples when the journalists themselves are involved in the appearance of the politician's nickname. Sometimes there are even anecdotal situations related to this. For example, in one of the publications *Арахамія зізнався, яке "прізвисько" носить Зеленський у його*

телефоні: "Підписав двома словами" ("Arakhamia admitted what "nickname" Zelensky bears in his phone: "Signed with two words") ("Znai.ua", November 14, 2019), we come across an original case: journalists independently filmed the unofficial name of *Зе Вова* (Ze Vova), which identifies the President of Ukraine on the phone of David Arakhamia. It happened during the consideration of the law on land reform, when V. Zelenskyi called Arakhamia, and the head of the "Servant of the People" party at the time passed the phone to the chairman of the Verkhovna Rada. Just at that moment, photojournalists recorded how the President is denoted in D. Arahamia's phone.

Imelda Marcos, a political figure of the Philippines, was also nicknamed by journalists as the "***Steel Butterfly***" – this nickname was given to her by the media for her beauty and ability to keep a cool head even in the most unexpected political situations.

Let us ote that in the language of the media, there is a tendency towards original formations from proper names, which usually have a negative connotation, as in fragments from journalistic publications several years ago: "***Огризковий компроміс:*** *Віктор Ющенко вніс до Верховної Ради подання про призначення Володимира Огризка міністром закордонних справ*" ("Ogryzkoviy compromise: Viktor Yushchenko submitted to the Verkhovna Rada a proposal to appoint Volodymyr Ogryzko as Minister of Foreign Affairs"); *"Тарасюкіада" нарешті закінчилася"! „**Ющ** косить під Гітлера*" ("Tarasyukiada" is finally over"! "Yushch imitates Hitler")! "***Ющ** і ВСІ-ВСІ-ВСІ»! «Фашистські **Тягнибоки**"* ("Yusch and ALL-ALL-ALL"! "Fascist Tyagnybokyies"); *"Крім купи проблем і дефолту **Азаровщина** нічого нам не принесе"; "**Тимоха** і новий уряд"; "Дочекалися щасливого життя! **Яник** за кермом"* ("Azarovshchyna will bring us nothing but a lot of problems and default"; "Timokha and the new government"; "We waited for a happy life! Yanik is driving"!) [25].

The creation of political nicknames is a spontaneous, non-stop process, because some can last for a very short time and disappear forever, while others change under the influence of circumstances, and others live next to the bearer throughout his life and even after death. We observe that politicians themselves repeatedly participate in the emergence of nicknames. Thanks to the media, it became known that Chinese President Xi Jinping, due to the war in Ukraine and the devastating failure of the Russian dictator, even modernized the nickname of V. Putin, which the Chinese leadership came up with earlier (***Puppy***), adding to it additional semantic shades of ***Puppy without teeth***.

Sometimes politicians themselves reveal to recipients either their nicknames or someone else's nicknames. In media communication, there is a well-known case when MP Oleg Lyashko talked about the nickname of his opponent Arseniy Yatsenyuk on the air of the "Shuster Live" program, shifting the accusation of exposing the nickname to another political figure, Yulia Tymoshenko: "Do you know what Arseniy Petrovich's nickname is? I will tell you. I think he knows too. "***Senia - money ahead***". And, by the way, it was Yulia who told the faction about this nickname".

Occasionally, in the media, we come across situations when politicians themselves comment on their nicknames, as happened, for example, with Oleksandr Turchynov, who stated that he was not offended by his nickname ***Bloody Pastor***, arguing that it was better than the one Ukrainians gave to V. Putin. Sometimes political figures justify their names, especially in the case of their negative semantics. For example, deputy Adam Martyniuk admitted that he was called ***Saddam Ivanovich*** based on association with his own name with the addition of a characteristic component, because he was too cruel and meticulous about what had to be done and implemented.

Sometimes unexpected anecdotal situations are connected with the process of creating a nickname, when the politician himself participates in the emergence of an unofficial name. This is what happened to the head of the White House, Joe Biden, who

looked into the window of the restaurant and got the nickname. The reason was that the children who were inside the restaurant immediately began to take pictures with the politician, then a local portal published photos and videos on the Internet. However, some commentators have condemned Biden's act, comparing children's selfies with him to scenes from horror movies. This became the reason for the appearance of a new nickname, **Terrible Joe**.

We also record unique stories related to the nicknames of politicians. For example, the image name **Angie** was given at one time to German Chancellor Angela Merkel during her election campaign – it was borrowing the same name from the rock ballad of the British group "Rolling Stones". When the musicians found out about it, they immediately forbade the chancellor's strategists to use their song.

Among the unofficial political onomasticon, we come across situational nicknames that one politician was endowed with during a certain period of his activity. In particular, the aforementioned Angela Markel was nicknamed the **Chancellor of the Climate** during her political career (for her political protection activities), **Chancellor of Education** (she set a goal to halve the number of people without professional qualifications), **Teflon Chancellor** (metaphorical nomination), **Chancellor of Refugees** (she advocated a culture of hospitality to refugees). However, such examples are rare in political discourse.

Analyzing the unofficial anthroponymic noun of Ukrainian and foreign politicians, we distinguish motivational groups (hereinafter - MG), taking into account the fact that each nickname unit is always motivated, any nickname cannot be asemantic, because if it is preserved, then the tendency to its semantic filling, at least of an approximate or generalized nature is also preserved. Motives for unofficial nomination are determined by social, geographical, situational, physical, and other factors [12, p. 275]. M. Tyminsky notes: "When analyzing nicknames, it is necessary to take into account the temporal relevance of the motivator - the reality today, the stability, changeability of those features that became motivators during the life of a person" [17, p. 67–68]. Unde the notion of the motivational group of "political" nicknames, we mean a set of identical motivational features that serve to unite anthroponymic units. According to nominative motifs, unofficial anthroponyms are classified into two varieties - nicknames with direct and indirect (metaphorical) nomination. In the secondary (indirect) nomination of politicians, the emotional meaning of the name is mostly taken into account, which speakers successfully use to create irony, mockery [21, p. 75]. Individual nicknames of political figures are clearly connotative units. Researchers believe that "the connotation of nicknames is achieved by various means: the internal form of the word, metaphoricality, semantic and stylistic features of word-forming parts, expressiveness of the sound envelope of the anthroponym" [21, p. 74].

MG "Unofficial nominations derived from the official surnames and first names of the bearers"

Official anthroponyms represent an important factor in the process of creating a nickname. At the same time, we very often observe a double motivation: in addition to changing the official surname, the derivative unofficial name has a characteristic component. Such names are most often formed by rederivation and truncation, association, suffixation from official names and other phonetic-structural modifications. Derivative surnames of persons arise spontaneously, they are convenient for everyday use by speakers. Ya. Chernenky states: "The mechanism of formation is that a suffix or prefix is unconsciously dropped from the surname or, on the contrary, these parts are added. But always the root of the surname becomes the basis of the innovation of the nickname" [4, p. 107]. The specified type of names is extremely productive in the anthroponymic base of modern political discourse. Nicknames derived from surnames perform only a nominative-identification function, i.e., they single out the referent in a socio-collective and have a weak emotional degree (almost do not characterize anything), although

the connotation is still expressed sporadically in some names. The surnames of this category are original from the phonetic-word-forming and lexical-semantic side. Among the unofficial naming of politicians, names were found, the creative basis for which were truncated (sometimes rederivative) surname bases. Such unofficial names are usually created for the purpose of easier and faster pronunciation, for example: **Ze**, **Zelya** < Volodymyr Zelenskyi, **Akhmetka** < Rynat Akhmetov, **Katya** < Mykola Katerynchuk; **Dudusj** < Andrzej Duda.

Personal names formed by associative convergence with commonly used lexemes occur in the creative database of unofficial names. For nicknames in these cases, an already existing word is used, and the sound composition of the surname or name gives impetus to associations, serves as a basis for finding a suitable nickname. The anthroponymic derivatives that appeared associatively were recorded: **Zeleny** < Volodymyr Zelenskyi, **Kater, Krasavcheg** < Mykola Katerynchuk.

Among the surname-derivative names, unofficial names of politicians formed by truncation and suffixation, linguistic puns, sound games, which reveal usually occasional formations with a distinct invective content, are attested: **Potroshenko, Poroh, Poroshok** < Petro Poroshenko; **Yaytsenyuk**, **Yaytssenyukh** (яйце [yatse] (Укр.) – egg) < Arseniy Yatsenyuk; **Shmyhalyuk** < Denys Shmyhal; **Shmariy, Petushariy** < Anatoliy Shariy, **Kolomoysha** < Ihor Kolomoiskyi; **Mertvechuk** < Viktor Medvedchuk; **Yushch, Yushcha, Yushcher** < Viktor Yushchenko; **Timokha** < Yulia Tymoshenko; **Yanek** < Viktor Yanukovych, **Azirov** < Mykola Azarov; **Vakar** < Svyatoslav Vakarchuk; **Tygibky** < Serhii Tygibko; **Donald Drumpf** < Donald Trump.

As for name-derivative formations, a special flavor is evidenced by the ironic diminutive and affectionate names that mockingly call Donald Trump in diplomatic rhetoric because of his playful behavior and pretended non-seriousness: **Donnybaby, Donnyboy, Donnybrook**. The colloquial form of Yulia Tymoshenko's official name, **Yulia**, became an integral component of the political Ukrainian anthroponymicon, because not only colleagues from the party, but also voters called this politician that way. In the media, we also come across Oleksandr Turchynov's nickname **Shurik**, which was also formed from his own name. For Arseniy Yatsenyuk, the unofficial name **Senya** was used by analogy with the colloquial form of his name. From the media, we also learn about the childhood nickname of Queen Elizabeth II, **Lilibet**, which arose due to the child's pronunciation of her own name. This name "stuck" to the queen for the rest of her life, because it is known that Elizabeth II even signed letters to those closest to her with this childhood nickname.

Among the derivational base of this motivational group, there are nicknames that testify to abbreviations, anagrams, which give the name a distinct diminutive and caressing tone. The nicknames of Vladimir Putin were formed according to such models: **VVP** (from the surname, first name and patronymic of the politician); **Mister Pooh; Piton** (by analogy with the English token *Python*, which evokes a certain associative series in the imagination of communicators).

MG "Unofficial nominations indicating the appearance of the bearers"

In the nicknames of politicians characterizing their appearance, the nominative motif is mostly a relevant feature. If the person has specific features of appearance or body structure, or style of clothing, etc. differs from other members of the team, then he accordingly receives a nickname that helps to distinguish him. Therefore, the function of nicknames based on the physical characteristics of the bearer is both characteristic and differential. Researchers are convinced that nicknames characterizing a person based on the appearance and physical features are the most interesting: "This page is the most accessible for observation and catches the eye involuntarily. Sometimes one apt word is enough to paint a person's portrait" [12, p. 9]. Viktor Yushchenko received the insulting nickname **Shrek** because of the appearance of his face, on which dioxin

left a trace. Politician Andrii Shkil has as many as two unofficial names for this motivational type: ***Curly*** - due to the curly structure of his hair and ***Anchovy*** - motivated by the nominee's tall height and thinness. Due to the specificity of wearing a braid on her head, Yulia Tymoshenko earned the nickname ***Lady with a braid***. Arseniy Yatsenyuk is popularly nicknamed ***Rabbit*** because of the features of his large front teeth. Lilia Hryhorovych was nicknamed the ***Tower*** because of her high hairstyle.

The nicknames of foreign political figures, which have their own specificity of creation, also indicate certain external signs. Such names are usually two- or three-component: in addition to indicating the external features of the bearer, they also contain a mention of the name and surname (more often) or some official anthroponym (less often), for example: ***Little Adam Schiff*** - the nickname of the democratic politician Adam Schiff, ***Little Bob Corker*** is the name of Tennessee state senator Bob Corker; ***Little Marco*** is the unofficial anthroponym of Democrat Marco Rubio. Donald Trump coined such sarcastic nicknames with a negative connotation for his political opponents. As one can see, the component of each name is the diminutive "little" in a metaphorical context, which in Trump's eyes clearly belittles the role of his political visavi – ex-candidates for the presidency, delineating them as "secondary players". According to external signs, the name ***Sloppy Steve*** appeared, which identifies Steve Bannon, who did not like to shave and do his hair. Trump awarded his former adviser with this nickname.

MG "Unofficial nominations based on the internal characteristics of politicians (character, habit, behavior, preferences)"

Among the evaluatively marked vocabulary as a creative base of unofficial anthroponyms of political figures, lexemes-characteristics of the internal features of the bearers are used: according to character traits, mental state, habits, preferences, behavior, moral or intellectual qualities of individuals. In media materials, journalists often use such names, specialized according to gender differentiation or individual features. The mental characteristics of a politician are marked by differentiation and versatility, since the properties and evaluation of a person are revealed from moral, intellectual, and emotional points of view. Most of the recorded names have a negative meaning and are realized by the opposition "good – bad".

Such unofficial nominations are often preceded by certain political situations. For example, Donald Trump's nicknames ***Mr Brexit***, ***The Indecider*** arose from his indecisiveness during the riots.

The role of the creative base of anthroponyms of this MG is mainly performed by neutral agents, and only in some cases it is possible to trace the connotation: positive (rarely) or negative (more often): ***Racer*** – the nickname of Yevgeny Chervonenko for his love of motor sports; ***Professor Dole's head***, ***Buttoned***, ***Robot*** are Anatoly Kinakh's "second" names due to his phlegmatic nature and pathological lack of emotions; ***Konotop Witch*** is Natalia Vitrenko's nickname, which characterizes her temperament.

Some nicknames of politicians have a positive connotation, such as ***Bubochka*** - originated among supporters of Volodymyr Zelenskyi; ***Good Yura*** - this is how Yuriy Miroshnichenko was nicknamed for his peaceful disposition, which he demonstrates in the parliament. The nickname of the German politician Frank-Walter Schneinmeier ***Graue Effizienz*** (German: "gray efficiency") has a positive connotation, which he received from his colleagues at a young age for his high productivity and perseverance.

Interesting in terms of word formation is the unofficial caricature name of Olaf Scholz ***Scholtsomat***, formed by contamination of the words *Scholz* and *automat*. The German weekly "Die Zeit" gave the politician such a humorous nickname. Due to lack of emotionality, introversion and lack of sense of humor during speeches, the political figure was equated with a mechanical

device. Oleksandr Turchynov was nicknamed the neutral name ***Pastor*** because of his Baptist faith.

The commander-in-chief of the Armed Forces of Ukraine, Valery Zaluzhnyi, received the nickname ***Iron General*** from the beginning of the war due to his special courage. It first appeared on the pages of the American publication "Politico" in the publication "Ukraine's 'iron general' is a hero, but he's no star", then this title was picked up by the Ukrainian media, publishing journalistic materials with the headlines: "***Iron General***": *Who this is Valery Zaluzhny and what is known about him"* ("RBK-Ukraine", September 27, 2022); "*We hit them with a slingshot: The Ukrainian "Iron General" demonstrates his character*" ("Zhar", 11/26/2022).

Unofficial anthroponyms are extremely colorfully presented in foreign political discourse, in particular, in public rhetoric. They successfully excavate the portrait characteristics of a political leader or figure. The lexical-semantic palette of Donald Trump's nicknames is probably the most original. He was nicknamed ***Conspiracy Theorist-in-Chief*** for his unique passion for promoting various conspiracy theories, and ***President Snowflake*** - for his cold reaction to criticism on social networks. Other unofficial names indicate, for example, infantile character traits and aggressive behavior of the politician**: *Sociopathic 70-Year-Old Toddler***, ***The Terroristic Man-Toddler***. Trump's way of insulting his opponents is known to the world community. The media compiled a rating of such nicknames, as evidenced by a journalistic publication: "*CNN compiled a rating of offensive nicknames that Trump invents for his political "enemies""* ("Mind.ua", April 3, 2018). The North Korean leader and presidential candidates received the most such name-callings from Trump. Instead, due to the manner of insulting his visavi, the US president received such negative names as ***Trumpletoes***, ***Tricky Trump***.

We observe a similar functional motivation and pragmatic basis in cases with other unofficial anthroponymic factorization of political discourse. In the American Internet media, we come across the following nicknames for Ronald Reagan: ***The Great Communicator*** (emphasis here is made on special communication skills), ***The Teflon President*** (the semantic implication of this name is determined by the fact that in the eyes of Americans the politician appears "pure", "unsullied"). Barack Obama's "second" name ***No Drama Obama*** is spelled as expressing a cautious, measured, and calm demeanor of a person. Joe Biden's nickname ***Sleepy Joe*** has a pejorative tone, motivated by the politician's slowness, his inability to react quickly.

In this motivational group, there are nicknames that have changed their semantic implication over time. This is what happened with the false name of German Chancellor Angela Merkel. Her nickname ***Mutti*** or ***Mommy*** at the beginning of its appearance was perceived by society as offensive, but in the future it was supported by voters, so the name acquired a positive context. After all, this designation characterizes a politician as a state leader who conscientiously cares for the interests of the country and its citizens. We record an identical anthroponym in the Ukrainian political segment, because Yulia Tymoshenko was repeatedly called ***Mother*** by the people.

The pejorative context is expressed by the nicknames of American politicians invented and published on Twitter by Donald Trump because of his dislike for opponents: ***Cryin' Chuck Schumer*** is the unofficial name of New York state senator Chuck Schumer; ***Sneaky Dianne*** – that is what Trump called California Senator Dianne Feinstein; ***Crooked Hillary*** - this is the nickname Trump gave to Hillary Clinton; ***"Low Energy" Jeb*** - that was the name of Jeb Bush, opponent for the post of US president; ***Lyin' Ted*** is the nickname of Texas Senator Ted Cruz. We learn about the motives for the nomination and the invention of such a nickname from one interview with Donald Trump, who comments: "*Here he is holding the Bible in his hands, and here he is already lying*".

MG "Unofficial nominations motivated by an event or incident in the life of a politician"

In this group, such political anthroponyms as *Vyshivany* (вишиванка [vyshyvanka], Ukr. – embroidery), the name of Andriy Shkil, who often wore embroidery, seem interesting; *Snow Maiden* is Yulia Tymoshenko's nickname, which "stuck" to her after the politician began appearing in public in white. The nickname *"Proffesor"* also has an ironic connotation, which was mockingly given to Viktor Yanukovych for his ignorance of the Ukrainian language and a mistake in spelling the said word. Yulia Tymoshenko also got the nickname *"She"* due to the fact that there were billboards all over the country with the slogan *"She works"*. Politician Mykola Tomenko got his main nicknames *DJ Mykola* and *Kolya the Megaphone* after he spoke on the Maidan. Accusing the former head of the Constitutional Court, Suzanne Stanik, of receiving bribes, speakers gave her the mocking and colorful anthroponym *Suzanne Without Pocket*. Politician Oleksandr Abdullin was nicknamed *Sasha Respublika* (*Sasha Republic*) because he once created an enterprise with that name. Yuri Boyko got his nickname *Yura-Naftogaz* because of his "oil and gas" past. After an internship at an American military institution in the 90s, Anatoly Hrytsenko was later named an *American General*. Politician Oleg Lyashko received the nickname *Beast* because of his willingness to participate in the war, which we note in the headline: «*Nicknamed Beast»: Lyashko stirred up the network with a new photo with a machine gun*" ("Telegraph", December 3, 2022). Angela Merkel also began to be called the *Kohl Girl* after she gained a lot of support from Chancellor Helmut Kohl.

MG "Unofficial nominations based on similarity to other famous people or characters"

After the scandal surrounding the telephone conversation between the presidents of the United States and Ukraine, Donald Trump, and Volodymyr Zelensky, due to which the American leader was threatened with impeachment, the Ukrainian leader was nicknamed *Monika Zelensky*. Oleksandr Turchynov, after he was the head of the Security Service of Ukraine, began to be mockingly called *Iron Felix*. Another politician Andrii Shkil received the "second" name *Trotsky* because of the similarity in the shape of his hairstyle and beard. Instead, Vasyl Kiselyov earned the nickname *Fantomas* because of the bald spot on his head, resembling to the famous character from the movie. Politician Valery Bondyk was nicknamed *James Bondyk* due to associations in the sound of the last name with the famous agent 007.

On the basis of the allusion, the nickname of Vitaliy Klitschko, *Doctor Iron Fist*, which we associate with his boxing career (cf. English, Dr. Ironfist) appeared.

Yuri Yekhanurov was secretly nicknamed *Buryatino* by analogy with the famous character, which is consistent with his Buryat nationality. This motivational group also includes pronominal anthroponyms that appeared as a result of linguistic puns. Such an innovation was the nickname of Oleksandr Moroz *Yuda Morozov*, formed due to political betrayal during the formation of the coalition, since Moroz then switched to the side of the regionalists. This is an allusion to the traitor Pavlyk Morozov, as well as an emphasis on the generalized image of the Christian traitor Judas, combined to enhance the impression. A special negative connotation is evidenced by the nickname of Anna Hermann *Goebbelsivna*, which we associate with the name of the famous German fascist politician Joseph Goebbels. Nicknames of this type have a distinct occasional character, and also require the recipients to be familiar with the object of the name and cleverness. The analyzed nominations of persons are focused on verbal play; they are emotionally colored, express mockery and invective semantics.

Vladimir Putin received perhaps the most allusive nicknames of the invective type. Especially many of them appeared after the full-scale invasion of Ukraine on February 24, 2022. In the modern English-language discourse, there are the following unofficial anthroponyms of the aggressor politician, which appeared as an allusion to historical and literary personalities: *Bloody Vlad* - an allusion to the bloodthirsty ruler of Transylvania Count Vlad from Bram Stoker's novel "Dracula" [15, p. 187]. The sarcastic nickname draws an analogy with the violent nature of the political figure, his focus on abusive actions against the Ukrainian population. Another negative name that appeared as a linguistic pun, *Vladolf Putler*, alludes to the famous figure of Adolf Hitler, whose name is associated with the Second World War, the Holocaust and the genocide of the Jewish people. Researcher I. Podgurska, studying the proper units for the designation of V. Putin's nicknames in English-language political communication, cites the following names: *Kim Jong Pu* (or *Kim Jong Put*) – it contains an analogy, a hint of another political personality, namely the South Korean supreme leader, Marshal of the DPRK Kim Jong-un (Kim Jong-un), the dictator under whose leadership the country finally closed itself off from the democratic world and whose name is associated with the strengthening of the nuclear threat in the eastern hemisphere; *Dobby* is a nickname motivated by the external similarity with the hero of the famous series of novels by JK Rowling about Harry Potter, namely in some facial features [15, p. 187]. The most connotatively colored in this motivational group is the derisive calling of V. Putin as **Russian Leviathan**, which arose from the image of a sea monster, which in the Bible is identified with satanic forces.

MG "Informal nominations indicating occupation or activity"

Many times political figures got a second unofficial name because of their professional activity, occupation or hobby outside of politics. For example, Petro Poroshenko was given such nicknames as *Chocolate Hetman* and *Chocolate Baryga* (huckster), which even in the same information field express different connotations. Other unofficial names of the politician *Petro Roshenovich*, *Chocolate Hare*, *Chocolate King* also indicate his activities related to the confectionery company "Roshen". Former President Viktor Yushchenko is popularly known as the *Beekeeper* because of his love for beekeeping. Yury Kostenko is popularly called *Alpinist* because he likes to conquer mountains.

MG "Unofficial nominations that appeared as a result of the political activities of the nominees"

This motivational group includes nicknames that arose due to an individual's political activity - a certain event at the national or international level, a political course, political gains or defeats, the results of election campaigns, etc. In particular, as a result of Barack Obama's active immigration policy (he deported more than two million illegal immigrants), the nickname *Deporter in Chief* appeared. The Italian Prime Minister was nicknamed *The Scrapper*, because his efforts were aimed at reforming and updating the country's political system. Calling Vladimir Putin *Puppet Master*, which has a negative semantic connotation, emphasizes his clear tendency to manipulation and lies in political processes, interference in the internal affairs of other states, dishonest electoral process in his country, etc. Due to the active gas activities of her time, Yulia Tymoshenko was nicknamed the *Gas Princess* by Ukrainians. Also, due to the peculiarities of political activity, the nickname *Baginya* (satirically modified word "goddess") was attached to the politician. Because of the events on the Maidan in 2014 and his important role, Viktor Yushchenko was given a positive name, which is a kind of hyperbole - *Messiah*.

Sometimes we come across multi-component nicknames formed from a certain phrase or expression. For example, at the end of his tenure, the 45th President of the USA, Donald Trump, received the title *Mr. Makes Matters Worse*, which clearly reflected the real situation in the country and the failure of the elections.

At one time, one of the leaders of North Korea, Kim Jong-un, was nicknamed *Little Rocket Man*, because he was concerned with the release of rockets. A special invective semantics is demonstrated by the nicknames of V. Putin, which he received due to his brutal authoritarian policy: *Rising Tsar* (a play on

words based on the reposition of letters in the phrase ***Rising Star***), ***The Last Tsar of Russia***, ***The Tsar of Corruption***. The authorship of V. Putin's nickname ***The Butcher*** belongs to Joe Biden, who so "baptized" the politician-dictator because of his anti-democratic political manners and cold-bloodedness. The nickname ***Pale Moth***, received by President of Russia since the time of the KGB and characterizing him as a real monster-terrorist, has a sarcastic expression.

Some of the unofficial designations of former or current officials have entire histories. For example, Nataliya Vitrenko, as a candidate for the presidency, proposed an interesting method of solving the energy problem: "In Ukraine, mass construction of helio-aerobaric thermal power plants will begin. These power plants use regenerative resources of wind and solar energy...", for which she received the nickname ***Natasha-generator*** [24]. It was found that politicians receive the most unofficial titles when they hold the highest government positions, because ordinary people pay special attention to them at this time. Surnames are not always given only in view of the characteristic that belongs to the named person. It happens that an unconventional proper name "sticks" to an official because of rumors rather than official facts.

Paired nicknames, which characterize both politicians, but appear as one whole, are interesting from the word-formative and stylistic point of view. They can be considered as usual onyms, used as secondary proper names and obtained through lexical derivation based on ideas and impressions about the corresponding individual and the events in which he participated. In unofficial political communication, the following nickname formations have a paired structure: ***Chuk*** and ***Hek*** (Viktor Medvedchuk and Hryhoriy Surkis); ***Dopa*** and ***Hepa*** (Mykhailo Dobkin and Gennady Kernes).

Some nicknames of politicians testify to the motivation lost at the level of political discourse, because it is not known, for example, the motives of the origin of the nicknames ***Yura the Terminator*** (Yuriy Lutsenko), ***Kinder-surprise*** (Arseniy Yatsenyuk), ***Uncle Sirozha*** (Serhiy Larin), ***Misha 3%*** (Mykhailo Pozhivanov), and others.

4 Conclusion

After analyzing the unofficial political anthroponymicon in the rhetoric of Ukrainian and foreign statesmen, we conclude that almost every politician has his own code name - the so-called nickname by which his surroundings call him. Nicknames are less often funny and ironic, usually they are offensive and sarcastic, express invective semantics. Nicknames are interesting for their functional motivation and pragmatic basis. The most frequent unofficial anthroponyms refer to the external and internal features of the denotations, the specifics of political activity, occupation, hobby, case or event in life. There are many nicknames that come from the official anthroponyms of politicians - their first and last names. Names formed by similarity to other famous persons or characters from movies or books become 'colorful'. The pragmatic basis for the emergence of unofficial names is usually extralingual information related to the personal characteristics of the nominee, his lifestyle, tactics of communicative behavior, achievements or defeats in the political sphere. In this regard, research into the pragmatic context of unofficial anthroponyms of politicians, their word-formation, lexical-semantic features can be promising.

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