LANGUAGE VERBALIZATION OF QUANTITATIVENESS IN MODERN MASS MEDIA: LINGUISTIC-COGNITIVE AND COMMUNICATIVE-PRAGMATIC DIMENSIONS IN UKRAINIAN LANGUAGE

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Abstract: Quantitativeness is described in the article as a generalized linguistic concept of cognitive and communicative-pragmatic direction, which is characterized by an internal meaning structure and a system of specialized and transposed different-level linguistic means. The focus on content priority, in particular on the set of deep semantic invariants, ensured quantitativeness analysis in several aspects: 1) in view of thought-speech activity and the basic principles of functional-categorical grammar, which served as a basis for distinguishing predicative, substantive, adjectival, and adverbial quantitativeness; 2) on the axis of *quantitative certainty – quantitative uncertainty*; 3) in the context of concepts *many – few (багато – мало)* with their various modifications – from too much to too little quantity; 4) in the plane of the ascending or descending manifestation of the sign in one subject compared to another (others) or in the same one, but at different times, which corresponds to the pattern of *more (greatest) – less (least) (більше (найбільше) – менше (найменше))*; 5) with an emphasis on the totality of means of expression. Verbs, numerals and their semantic correlates, in particular nouns, numeral-noun compounds, and phraseological units are distinguished among language units with a generalized quantitativeness scheme. It was found that a significant part of these markers serves as a bright emotional expressive tool, aimed not only at verbalizing media texts, but also at expressing a mocking-ironic tone. The focus on modern language practice led to the selection of quantitatively labeled compounds associated with destructiveness. However, such violations of the language standard are recognized as justified, as they perform an important stylistic and communicative-pragmatic role. The units expressing language dynamics include spliced words, lexemes, the semantic structure of which has shifted, as well as nominations formed by morphological methods. It is emphasized that the appearance of additional negative connotations is characteristic of most of them. It is noted that the active interaction of the language of the mass media and oral communication is indicated by words of narrow stylistic purpose (with figurative meaning, jargonisms, slangisms, etc.), which explicate an indefinite amount and at the same time give general expression and a peculiar flavor to the expression.

Keywords: quantitativeness, media linguistics, cognitive and communicative-pragmatic dimensions, vocabulary, evaluative and emotional expressive means, slangisms, Ukrainian language, parts of speech, mass media.

1 Introduction

The beginning of the 21st century was marked by the rapid development of science, which led to a fundamental change of views on the object of research, intensified the use of concepts, often built at the intersection of several directions. This is evidenced, for example, by works that combine the achievements of journalism and didactics [10], philosophy and psychology [5], language and culture [13], etc. Coexistence and interweaving of different currents, activation of the synthesis of linguistic theories – cognitive, communicative-pragmatic, sociolinguistic, psycholinguistic, etc. – determined the end-to-end and multifaceted interpretation of language units. The advantages of modern linguistics include an emphasis on the priority of content and the importance of observing basic ideas based on the definition of the functional potential of words, phrases, and sentences, which should be considered in the context of specific communicative situations. Adherence to such fundamental ideas influenced the creation of works of linguistic-cognitive [6], pragmalinguistic [14], communicative-pragmatic [15], and media-linguistic [9; 15; 16] direction. These principles make it possible to objectively and comprehensively analyze language universals, usually not represented in the linguistic tradition. Recently, scientists resort to the conceptualization of certain concepts. In particular, O. Chernenko described the peculiarities of the verbalization of the concept of *любов/кохання* (*love*) [3] and offered a linguistic and phraseological interpretation of the concept of *сім'я* (*family*) [4].

Concepts of *щастя* (*happiness*) [9; 23], *криза* (*crisis*) [15], *життя* (*life*) [18], *слово* (*word*) [20], *Україна* (*Ukraine*) [21], conceptual representation of fragments of knowledge in the scientific and artistic picture of the world [11], etc. are in the field of interest of Ukrainian researchers. In a number of works, the principle of categorization is applied to the study of linguistic universals, for example, in this aspect, the semantic-cognitive paradigm of the category of femininity is considered [16]. The idea of combining categorization and conceptualization, which served as the basis for a holistic study of the sacred sphere, seems interesting [22]. The mentioned works of linguists are interesting, relevant, and capable of becoming a methodological basis for the study of other generalized concepts, in particular, quantitiveness. In modern linguistics, some of its aspects are already the object of scientific research [1; 2; 12], but they do not provide a comprehensive analysis of this linguistic universality. Quantitativeness research should be based on the modern linguistic material, in particular, media texts. Such a choice is fully justified, because newspaper journalism reflects language dynamics to the greatest extent. When informing about the realities of life, journalists often produce new works, in order to achieve the effect of unexpectedness and to implement the author's intention, they use lexemes in unfamiliar contexts. Adherence to the specified quantitative research algorithm determines the relevance of the problem.

The goal and task of the article is to characterize quantitativeness as a linguistic universal in the cognitive and communicative-pragmatic plane, which is characterized by an internal meaning structure and a system of specialized and transposed different-level linguistic means, in particular those that show signs of destructivity, aimed at making media texts colloquial, expressions of evaluation, emotionality, expressiveness.

2 Materials and Methods

The corpus of the research material consists of sentences selected from Ukrainian media publications containing words or phrases with the main or accompanying quantitative meaning. Priority is given to those language units, the activation and emergence of which are determined by the trends of modern language practice; nominations that are outside the written and literary norms of modern newspaper journalism occupy a prominent place among them. Data from the "Large Explanatory Dictionary of the Modern Ukrainian Language" [19] were included in the analysis, which contributed to the discovery of cases of expansion of the lexemes semantic structure.

Quantitativeness is chosen as the object of research as a generalized linguistic concept of cognitive and communicative-pragmatic direction. The subject of the scientific analysis is the meaning structure of quantitativeness, different-level means of its formal expression, which are considered in the context of language dynamics, evaluative and emotional-expressive load, normativity inherent in newspaper journalism and cases of its violation, and also characterized with an emphasis on foreign language factors, among which there is active phase of the Russian-Ukrainian war.

The multifaceted character of quantitativeness determined the use of the following research methods: descriptive as the main one with its inherent methods of external and internal interpretation, which made it possible to reveal the substantive and formal signs of quantitativeness in general and its internal structure in particular, to inventory and systematize language units with the main and hidden meaning of quantity; the method of complex analysis, which contributed to the study of quantitativeness not only at the deep level and in the communicative-pragmatic aspect, but also with regard to lexical, morphological, and syntactic means of expression; the method of contextual-semantic analysis, which made it possible to study

words and phrases with the main and accompanying quantitative meaning in the plane of the textual environment.

3 Results and Discussion

The study of quantitativeness as a concept that reveals a high degree of generalization involves its description with an emphasis on content priority, in particular, on a set of deep semantic invariants, structured by interconnected shades of meaning and realized at the text-creating level by a system of different levels of linguistic means. A cognitively oriented study algorithm provides quantitativeness analysis in several aspects. First, its interpretation as a linguistic universal that arose on the basis of thought-speech operations and is specified by a number of narrower categorical meanings seems to be important. The application of such a research scheme and its combination with the basic principles of functional-categorical grammar, which in the *content – form* dichotomy considers content dominant, makes it possible to determine four components in the structure of quantitativeness: predicative, substantive, adjective, and adverbial quantitativeness. Secondly, the in-depth analysis of the generalized quantitative content involves its study: 1) on the axis of *quantitative certainty – quantitative uncertainty*; 2) in the context of concepts *багато – мало* (*many – few*) with their modifications – from too much to too little; 3) in the plane of the ascending or descending manifestation of the sign in one object compared to another (others) or in the same one, but at different times, which corresponds to the pattern of *багато – мало* (*more (greatest) – less (least)*). Thirdly, an integral component of the study of quantitativeness is the description of the means of its expression, which should be considered in the aspect of modern language dynamics. The active phase of the Russian-Ukrainian war, which has been ongoing since February 24, 2022, became an external factor that influenced the neologization of the language of the mass media, the penetration into its sphere of nominations that underwent an expansion of the semantic structure, as well as lexemes that make the text colloquial, partly vulgarize it, go beyond the boundaries of normativity, serving as a means of expressing emotionality and expressiveness. Among them, quantitatively marked words occupy a prominent place, which, in addition, also have different communicative and pragmatic potential. Compliance with the specified methodological procedures will make it possible to analyze quantitativeness not only at a deep level, which indicates its universality, but also to characterize it in the context of the national specificities of the Ukrainian language in general and the language of modern media sources in particular.

Orientation on the cognitive aspect serves as the basis for determining the central component of the specified universality – predicative quantitativeness, which correlates with the predicative syntaxeme distinguished at the syntactic level. As it is known, the functional purpose of the predicate is to model the structure of simple sentences, that is, to predict the required number of substantial syntaxes needed to realize the informational completeness of the statement. In this area, there are units attached to the predicative position with a hidden and formally presented accompanying sign of quantity: verbs, as well as other parts of speech that have undergone syntactic verbalization. Among the verb forms, lexemes with the meaning of process dynamics are observed, in particular with an indication of the accumulation, quantitative growth or decrease of someone or something, etc. In the media publications of the period of the active phase of the Russian-Ukrainian war, words used in the context of military operations, the size of the Ukrainian and Russian armies, the number of displaced persons, the destroyed occupiers and their weapons, persons who are able to move freely or are deprived of it, etc., play this role. .: "*Putin can **double** the bet on his "special operation"" – what the world press writes about us* (headline) (https://gazeta.ua, May 09, 2022); *The Russian occupiers **are increasing** the volume of transfers of mobilized personnel, weapons and military equipment, fuel and lubricants, and ammunition* (https://gazeta.ua, December 20, 2022); *In autumn, the Estonian government was concerned that the influx of Ukrainian refugees to the country **would increase** due to the cold weather and constant*

Russian shelling on the territory of Ukraine (https://www.rbc.ua, January 08, 2023); *Over the past weekend, the number of Russian occupiers in the villages north of Mariupol **increased*** (https://glavcom.ua, February 02, 2023); *In the Zaporozhye direction, the number of three hundred" in occupiers **increased**"* (headline) (https://forpost.media, December 07, 2022); *Volunteers who have completed first aid courses will be brought to hospitals in the so-called "LNR" because **too many wounded occupiers are arriving*** (https://www.ukrinform.ua, February 13, 2023); *Currently, **fewer and fewer Ukrainian refugees are arriving** in Estonia...* (https://www.rbc.ua, January 08, 2023); *In particular, the Russian occupying forces **restricted** entry and exit from the settlement of Ulyanivka* (https://hromadske.ua, January 31, 2023); *The negative offensive continues: the cemetery of the "Wagnerivetzs" **is growing** – "an unbreakable country"* (headline) (https://www.5.ua, January 25, 2023). Constructions with quantitative-procedural predicates, such as *розвести, наплодити, налізти, поналазити* (*to breed, to fertilize, to climb*), which serve as a bright negative evaluative and expressive tool, aimed not only at making media texts colloquial, but also at expressing irony, a negative attitude towards supporters of the Putin regime, Ukrainian officials, representatives of various structures that violate the current legislation, to the Russian occupiers, whose goal is to kill Ukrainians, destroy their cities, villages, infrastructure, etc., need special comment: *...we will win this war on the battlefield, we will defeat those Orks and Separs many of whom **are bred**, unfortunately...* (https://novadoba.com.ua, November 11, 2022); *Many pseudo-volunteers **were dispersed** in Ternopil Oblast* (headline) (https://lypa.com.ua, March 8, 2022) *The Russians "**fostered**" infiltration camps and prisons in Donbas: their locations were exposed* (headline) (https://gazeta.ua, June 12, 2022); *There were also guests **got in** the celebration of the 70th anniversary of Putin's sidekick Steven Segal, who received Russian citizenship back in 2016* (https://sport.znaj.ua, May 16, 2022); *"The main difficulty is that there are a whole heap of occupiers **found their way into** Ukraine, so there will be work for everyone", Kuzyk noted* (https://espreso.tv, March 19, 2022). In the last sentence, in addition to the selected verb, the colloquial lexeme (*достобіса*) (a *whole heap*) gives expressiveness to what is said and contributes to the looseness of the interpretation of facts. In contrast to the characterized words, the recently actualized quantitatively marked derivative *наволонтерити* (*to collect much volunteer aid, volunteered*) creates a positive tone of the story. It functions in contexts about people who help the Armed Forces of Ukraine, the civilian population affected by hostilities, or coordinate the volunteer activities of others: *More than a million have already **volunteered*** (https://procherk.info, March 25, 2022); *In Lutsk, children **volunteered** 10,000 hryvnias for dry rations for defenders* (headline) (https://insider-media.net, July 21, 2022). In some places, the analyzed verb realizes an ironic and evaluative intention. In this case, the activity named by it is associated with fraudsters: ***Volunteered**. Law enforcement officers detained two residents of the Dnipro on suspicion of selling humanitarian aid to the military* (headline) (https://rudana.com.ua, August 17, 2022). Incidentally, we note that this lexeme is not found in printed explanatory dictionaries. We associate its formation and activation with external factors, in particular, Russian aggression. Although the noun *volunteer* is presented in one of the largest lexicographical works – the "Large Explanatory Dictionary of the Modern Ukrainian Language", it has undergone an expansion of its semantic structure in the language of the mass media. Let us compare: volunteer – "A person who joined the military or other public service of his own free will" [19, p. 201] *Earlier, Petro Poroshenko together with **volunteers** of the Sprava Hromad NGO prepared a mobile repair shop for the military based on a British DAF truck* (https://gazeta.ua, May 02, 2023).

In addition to verbs, predicatively used numerals and their meaningful correlates take part in the modeling of quantitatively marked speech situations. Having moved into this sphere, they acquired verb categories of time, manner, as well as form, which is expressed analytically: with the help of the connection *бути* (*to be*) or not a proper name – the connection *виявлятися /*

виявитися, ставати / стати, становити (*to appear, to become*), etc. K. Horodenska also singles out such connecting elements as *досягати / досягнути, налічувати, нараховувати, сягати / сягнути* (*to reach, accrue, calculate, achieve*), etc. [7, p. 100]. The analyzed syntactic derivatives occur in reports on the number of destroyed Russian invaders, their damaged equipment, wounded or dead Ukrainians. For example: *The Russians use such UAVs for reconnaissance and surveillance, as well as adjusting enemy fire, and **there were many of them** at the military base* (https://focus.ua, December 02, 2022). In newspaper publications, large indicators are often conveyed not in words, but in numbers: *the Strike Group **reached at least 150 thousand*** (https://www.radiosvoboda.org, January 15, 2023); *Ukrainian soldiers yesterday eliminated 400 occupiers, and now the number of Putin's orcs eliminated since February 26 is **44,700*** (https://fakty.ua, August 19, 2022). By chance, we focus attention on the secondary nomination of the Russian military – the phrase *Putin's orcs*, which vividly conveys a negative attitude towards enemies.

In addition to formal expression, connective components can have a zero expression, but this does not deprive them of their ability to represent the grammatical characteristics of syntactically verbalized linguistic units with quantitative semantics. Implicitness of connections indicates the present tense and the imperfect tense: *Newly mobilized people arrive in Luhansk region from different regions of Russia. They settle in residential buildings and administrative buildings, in particular, in schools. **There are a lot of them*** (https://gazeta.ua, February 14, 2023); *Relatives of the deceased found me, thanked me for bringing their father. They said that only the photo I took was left of him. And **there plenty of** such stories* (https://gazeta.ua, July 21, 2022). In addition to definite- and indefinite-quantitative numerals, the role of functional equivalents of the verb can be performed by adjectives with an accompanying quantitative shade: *"Some territories are **littered** with anti-personnel mines": the State Emergency Service told about the demining of Kharkiv Region* (headline) (https://suspilne.media, September 21, 2022).

In the hierarchical structure of the studied universal, the second place is occupied by substantive quantification, which is correlated with the substantive syntaxes presented at the semantic-syntactic level. Its formal implementation is associated with nouns, numeral-noun compounds, and other linguistic means united by the general semantics of quantity. The cognitive principle of description, as one of the priorities in our article, makes it possible to distinguish five categorically narrower meanings of substantive quantification: 1) subject quantitativeness, which implements the generalized meaning of the executor of the action, the bearer of the process or state: ***More than 100 invaders** went to hell – the destruction of the Russians filmed near Soledar* (headline) (https://gazeta.ua, January 12, 2023); *– When I resigned from the 58th brigade, of course, **many of my friends** remained there – that's why I helped them* (https://novadoba.com.ua, November 11, 2022); 2) object quantitativeness; its substantive basis is related to an indication of an object or a being to which an action, process, or state is directed: *Operators of the Special Operations Forces discovered **a concentration** of the enemy in several areas* (https://gazeta.ua, January 12, 2023); *During the day, the enemy also lost the equipment: **three tanks, four** armored combat vehicles and special equipment* (https://gazeta.ua, January 31, 2023); ***More than 100 Russians** were simultaneously destroyed by the Ukrainian military near Soledar* (https://gazeta.ua, January 12, 2023); 3) addressee quantitativeness, the functional purpose of which is to indicate the persons to whose benefit or harm the action is directed: *The heavy artillery "salute" to Putin's **horde** was recently handed over by the Ukrainian military, which defends the outskirts of the capital* (https://tsn.ua, March 25, 2022); 4) instrumental quantitativeness, usually expressed by the names of objects that serve as a means of movement or a tool for the implementation of an action: *Occupiers on tanks are moving towards Mykolaiv – ODA* (headline) (https://www.pravda.com.ua, March 6, 2022); *Yuriy Ignat, the spokesman of the Air Force Command of the Ukrainian Armed Forces, said that Russia is firing long-range **missiles** at Ukraine* (https://tsn.ua,

December 08, 2022); 5) locative quantitativeness, the formal representation of which involves lexemes with a spatial meaning complicated by the semantics of quantity: *Russia may launch a new offensive from the occupied Ukrainian **territories** in the spring, stated the Minister of Defense of Ukraine, Oleksiy Reznikov, in an interview with the BBC* (https://www.radiosvoboda.org, January 15, 2023); *The occupiers stop and check cars moving through the **streets** of Mariupol* (https://life.pravda.com.ua, May 04, 2022).

The semantic-cognitive paradigm of quantitativeness is complemented by its adjectival and adverbial varieties, which are correlated with adjectival and adverbial syntaxes specialized in complicating simple sentences. The central sphere of means of expressing adjectival quantification is formed by adjectives, in which the quantitative characteristics often fully realize the whole word, sometimes they are strengthened by derivational morphemes. For example: *Також виявляється, що ця установка доволі нова з **маленьким** пробігом* (*It also turns out that this installation is quite new with a **small mileage***) (https://gazeta.ua, January 12, 2023) – the suffix of the subjective evaluation, which models the selected lexeme, gives it an accompanying shade of a reduced measure of quality; *У Зеленського розповіли про **величезні** втрати росіян під Бахмутом і Соледаром* (*Zelensky was told about **the huge** losses of the Russians under Bakhmut and Soledar*) (headline). *Однак Збройні сили України мужньо тримають оборону, завдаючи російським окупантам **величезних** втрат* (*However, the Armed Forces of Ukraine bravely defend themselves, inflicting **huge** losses on the Russian occupiers*) (https://gazeta.ua, January 12, 2023) – the epithet ***величезний** (**huge**)*, presented in the form of a non-relative degree of manifestation of the sign, besides indicating an excessive quantitative sign, fulfills a stylistic role and implements the author's intention. The message, in the verbalization of which the analyzed adjective is used, is especially important in the difficult time of aggression, because it also conveys the idea of extraordinary stability in the resistance to the invaders. In the attributive plane, there can also be combinations of words that have the meaning of quantity. Although they are subordinate to the main noun, they are not in agreement with it, so these linguistic units should be given the status of secondary: *Satellite images collected and analyzed by Maxar Technologies show a **12 km long** military column moving south through the city of Velikiy Burluk in the east of Ukraine* (https://tsn.ua, April 04, 2022).

Adverbs with a formally presented or hidden shade of quantitativeness are specialized on expressing the meaning of adverbial quantification, for example: *The owner of a travel agency, Tetyana Pototska-Yevchuk, organized pilgrimage tours abroad before the start of a full-scale war. And now she goes to the front line **twice a week** to bring the bodies of soldiers killed in battle* (https://gazeta.ua, July 21, 2022); *Robotic equipment, attack drones and copters help soldiers of the Armed Forces to win on the battlefield **every day*** (https://gazeta.ua, February 08, 2023). In the adverb *twice*, the semantics of quantity is explicit, but in the word *every day* it is hidden: the meaning of temporal multiplicity is conveyed holistically, by the entire structure of the word, and specified by the prepositive morpheme that is relative to the root. Means of expression of adverbial quantitativeness realize a functional potential similar to attributive components, which consists in indicating the semantic-syntactic non-elementary nature of sentences, however, they differ from them in that they are usually subordinated not to a single word, but to the entire subject-predicate structure of the sentence.

The relationship to the linguistic-cognitive aspect reveals the description of quantitatively marked language units with regard to the criterion of *quantitative definiteness – quantitative vagueness*. The productivity and multidimensionality of such an algorithm is ensured by the research of the means of expression of the indicated content nuances in the context of modern language dynamics, stylistic potential and communicative and pragmatic functions. As it is known, all types of definite-

quantitative numerals are specialized for the implementation of quantitative definiteness. Their use in the language of the mass media has never been limited, as we can see now in daily news articles about the time limits of something, the number of shelling, enemy equipment, dead civilians, destroyed buildings, destroyed occupiers, etc. The use of definite-quantitative numerals or their digital counterparts does not deprive these formal means of expressing inaccuracy, approximation. Among the modifiers of such a shade of meaning, there are linguistic units such as *near, almost, approximately, over*, etc. Let us compare: *New weapons should allow Kyiv to supplant Russia in the next **three months*** (https://mind.ua, February 16, 2023); *Petro Andryushchenko also noted that **ten buses** filled with occupiers drove through the city together with the trucks* (https://zn.ua, February 04, 2022); *Russia launched **three** air and **three** missile strikes on Ukraine during the day* (https://hromadske.ua, January 31, 2023); *According to the commander-in-chief of the Ukrainian forces, General Valery Zaluzhny, only in the first days of the invasion, the Russian Federation launched **113** operational-tactical land-based and sea-based **missiles** of the Iskander and Kalibr types at Ukrainian cities and villages* (https://chas.news, October 10, 2022) and *the Defense Forces eliminated **almost half a thousand occupiers** in a day – General Staff of the Armed Forces of Ukraine* (headline) (https://armyinform.com.ua, January 08, 2023); *As the adviser to the legitimate mayor of the city, Petro Andryushchenko, notes, we can now talk about approximately **30,000 occupiers** in this area* (https://zn.ua, February 04, 2023); ***More than half a thousand occupiers** and a lot of equipment: updated the losses of the Russian Federation in Ukraine* (headline) (https://gazeta.ua, February 13, 2023). Sometimes several digital indicators are used in one statement, which serve as an important stylistic device and perform a communicative and pragmatic role. For example, such a phenomenon can be traced in the headline sentence of The Times: *every **90 meters** of Ukrainian land goes to Russia at the cost of the loss of about **2,000 soldiers*** (https://mind.ua, February 16, 2023). The juxtaposition of the relatively small extent of the occupied territory of Ukraine and the death of a significant number of invaders is aimed at achieving the author's intention. The submitted statement emphasizes the ambition of the head of the Russian Federation, his short-sightedness, the groundlessness of conducting offensive operations, and at the same time hints at the extraordinary resilience of Ukrainian soldiers who have been defending Ukraine for a year. A clear means of realizing the author's intention is the compound used to designate the Russian army, within which there is an ordinal number: *The soldiers of the "second army of the world" complain about low salaries* (https://patrioty.org.ua, February 16, 2023). In the given sentence, it acquires the opposite meaning in relation to how the occupying forces positioned themselves.

Orientation to modern language practice makes it possible to identify quantitatively marked compounds that indicate certain manifestations of destructiveness. However, such violations of the language standard are often justified, as they perform an important stylistic and communicative-pragmatic role. For example, the lexeme *бавовна* (*cotton*), interpreted in the "Large Explanatory Dictionary of the Modern Ukrainian Language" as "1. The same as cotton plant. 2. Cotton fiber, from which yarn is made, etc. // Threads from this fiber. 3. Fabric. 4. The basis of gunpowder for firearms" [19, p. 51], does not involve combination with proper quantitative, collective, and ordinal numerals. The arsenal of numerical names with which this noun can be syntactically related includes indefinite-quantitative and fractional numerals. The functioning of the lexeme *бавовна* (*cotton*), used in modern media texts with a completely new meaning and for the purpose of expressing irony, makes corrections to such grammatical norms. The analyzed slangism arose on the basis of associative links with the Russian abstract noun *хлопок* (*clap*), which was used by propagandists to explain explosions on the territory of the aggressor country or the occupied part of Ukraine. The creative Ukrainian people, having shifted the stress to the first syllable (*хлóпок*) and translated this lexeme into the Ukrainian language (*бавовна*), began to use it with the meaning "explosion", which made it possible to

combine the nomination *бавовна*, similar to the word *explosion*, with proper quantitative, collective and ordinal numerals: *На окупованій території в росіян сталися **дві бавовни** – склади підриваються і досі, – Гайдай* (*In the occupied territory, in Russians, there were two claps – the warehouses are still being blown up, – Gaidai* (headline) (https://v-variant.com.ua, December 30, 2022); *Мало хто знає, що **бавовни** було **три** – у Новофедорівці, Новоалексіївці та аеродромі Кача* (*Few people know that there were three claps – in Novofedorivka, Novoaleksiivka and Kacha airfield*) (https://radio.nv.ua, August 10, 2022); *Рівно тиждень назад у Криму сталася перша серйозна "**бавовна**"* (*Exactly one week ago, the first serious "claps" occurred in Crimea*) (https://defense-ua.com, 16.08.2022); *У Бєлгородській області вже **друга «бавовна»** за добу: відео масштабної пожежі* (*In the Belgorod region, it is already the second "clap" in a day: video of a large-scale fire*) (headline) (https://tsn.ua, August 18, 2022).

Recently, the language palette of media texts has been supplemented by derivatives motivated by definite-quantitative and ordinal numerals. First of all, it is about spliced words, lexemes, the semantic structure of which has shifted, and nominations formed by morphological methods. All of them are usually accompanied by the appearance of additional negative connotations. Among lexemes motivated by numerals, a special ironic meaning is realized by the derivative *затридні* (*in three days*) – a Ukrainian-language reaction to the aggression of the Russians, to their unfulfilled desire and unrealized plan to seize Ukraine in three days. The complex neolexeme *затридні* (*zatrydni*), written together and usually framed in quotation marks, indicates the impossibility of doing something: *People's Deputy from "European Solidarity" Oleksiy Goncharenko noted that Ukraine completely destroyed the Russians' ambitious plans for "zatrydni"* (https://prm.ua, June 03, 2022). The abnormal emotional and expressive form of modern language is the recently updated contaminated word *адіннарод* (*one nation – adinnarod*), which arose on the basis of a widespread narrative of Russians about the alleged fraternal attitude towards Ukrainians. The structure of this derivative contains the numeral *adin* (one, single) and the noun *narod* (nation, people) transliterated from the Russian language: *We are at war against the idea of "adinnarod", the people of which want to destroy us* (https://wz.lviv.ua, January 22, 2023); "*Look at the brave and hard-working people who love the Motherland and never trade their freedom for Russian fairy tales about "adinnarod", legends about delicious Soviet sausage and ice cream", the State Emergency Service emphasized* (https://tsn.ua, May 04, 2022). We assume that the applied derivation scheme has a short-situational appearance, but now it serves as a bright and concise means of reflecting the events and moods of today.

The slangism "two hundred", motivated by ordinal number, is leaving the limits of tolerance inherent in printed media texts. As it is known, since Soviet times, this was the name given to military personnel who died mainly during hostilities. Currently, the analyzed derivative is used to designate the destroyed manpower of the occupiers in order to emphasize contempt for them. The implementation of such a pragmatic content is also facilitated by the often used negative lexemes, such as rashists, orks, etc.: "*Battle through the eyes of a tank", a trophy T-72 and "**two hundred**" rashists: the fighters of the 92nd OMBr showed how they fight with the invaders* (headline) (https://defense-ua.com, May 12, 2022). The role of means of expression of insult and irony is performed by other lexemes that function along with the designation of the *two hundredth*: *All "**two hundred**" are representatives of the 3rd Special Guards Brigade of the Main Directorate of the General Staff. They have been sent to the most important tasks since the time of the USSR. However, this did not prevent the "elite" invaders from becoming "**two hundred**" and returning home in packs* (https://patrioty.org.ua, October 4, 2022). Having fallen into unusual contextual conditions and having acquired the opposite meaning, the adjective "elite" used in the last sentence strengthens the assessment of mockery. The descriptive construction *to return home in packs* adds a judgmental color to the given passage. By the way, we should mention that

nowadays they are trying not to use the token *two hundredth* to denote Ukrainian defenders who died defending their native land. Instead, they use the prepositional-excellent form *on the shield*, which realizes the opposite emotional and evaluative shade: *The attributes of the Soviet times are now completely inappropriate, instead, it is more symbolic to talk about the killed as those who returned "**on the shield**". This will radically change the attitude towards our fallen boys and allow them to be commemorated properly* (https://tvoemisto.tv, September 01, 2022). Semantic modification is also implemented by the numeral syntactic noun *three-hundredth* to indicate the wounded: *After the Bayraktar TB2 strikes on Zmiiny, "two hundred" and "**three hundred**" remained on the island, the Russian Federation is preparing to evacuate them* (headline) (https://defense-ua.com, May 05, 2022).

Among neoderivatives motivated by numerals, there are composites that participate in the process of metaphorization. For example, the missile attack, which, according to Mykhailo Podoliak's assumption, could take place three times, in the message of the adviser to the head of the President's Office was given a secondary name – *a three-wave cascade*, for example: *the Russian Federation is trying to accumulate a sufficient amount of missiles to carry out a massive **three-wave cascade** on February 24* (headline). *On the anniversary of the war started by Russia, Russian troops can inflict a massive **three-wave cascade*** (https://www.0512.com.ua, February 17, 2023).

The factual material selected from printed journalism makes it possible to highlight linguistic means that express undefined quantitativeness. They include indefinite numerals and adverbs, as well as other parts of speech with additional quantitative meaning: *Russian troops completely destroyed Rubizhne. There are no surviving buildings, **many buildings** cannot be restored* (https://gazeta.ua, May 21, 2022); *...**many units** need to be withdrawn from the zone of active hostilities, stay for some time in a calmer territory and restore forces* (https://gazeta.ua, February 17, 2023); *"Wagner" is urgently training **several hundred** additional mercenaries from prisoners to be sent to the combat zone* (https://gazeta.ua, October 20, 2022); *During a special reconnaissance in the area of the city of Kreminna, soldiers of the SSO of Ukraine came across a **concentration of enemy forces*** (https://gazeta.ua, January 19, 2023); *That is why, after the fighters of the Armed Forces of Ukraine chopped up the **column of attack aircraft**, they began a panic attack* (https://24tv.ua, February 09, 2023); *The Armed Forces sent **hundreds of occupiers** to hell: the General Staff updated the losses of the Russian Federation in Ukraine* (headline) (https://www.unian.ua, December 23, 2022). Constructions in which indefinite-quantitative markers fall into an unfamiliar context require a special comment. For example: *"Let's expect that the new week will bring us new victories and **many** "good" dead **orcs**", says the deputy* (https://gazeta.ua, August 14, 2022). The semantically distant epithets "good" and "dead" in the given sentence acquired a mocking-ironic tone. In addition to these juxtaposed concepts, a considerable communicative and pragmatic effect was also achieved thanks to the use of the metaphorical noun *orcs*, which gives evaluative characteristics to the occupiers. It is used to emphasize a negative image of the actions of enemies. The proper quantitative numerals *thousand*, *million* in the plural form acquire a shade of indefinite quantification. They implement the specified semantic shade independently or in combination with other quantitative modifiers, such as *tens of thousands*, *tens of millions*. The same functional potential is realized by lexemes *thousands*, *millions* in the case of substantivization. For example: *ature**Thousands** of people are cut off from receiving qualified medical care and visiting specialists of the required profile* (https://gazeta.ua, Fenruary 17, 2023); *Tens of **thousands** of people were wounded and injured, **millions** were left homeless* (https://gazeta.ua, February 17, 2023).

The active interaction of the language of the mass media and spoken communication is indicated by figuratively used words, jargonisms, slangisms that explain an unspecified number and at the same time provide a general expression in a sentence:

According to him [the commander], *the ACS already has one knocked out enemy tank and also a "**bunch**" of Russians* (https://gazeta.ua, January 12, 2023); *A **herd of katsaps** was turned into minced meat: the Armed Forces of Ukraine showed how they destroy the occupiers in the south of Ukraine* (headline) (https://www.dsnews.ua, August 29, 2022), *...there are a **plenty of prisoners** who don't care where to go and how to fight, and there are also military personnel from the "Wagner" PMC* (https://gazeta.ua, January 12, 2023). Words of a narrow stylistic purpose, falling into media texts, mostly express contempt, anger for the aggressor. Sometimes, journalists achieve irony and negative meaning through the use of secondary nominations built on the basis of associative connections. For example, the descriptive construction "*long army of Russia*" was used to indicate the number of occupation forces: *January 2023 was a productive period for the Defense Forces of Ukraine in reducing the "**long army of Russia**"* (https://vechirniy.kyiv.ua, February 01, 2023). Sometimes, in order to give something a quantitative characteristic, the authors of publications resort to the use of phraseological units: *Currently, compared to the beginning of the full-scale invasion, **the lion's share of missiles** do not reach Vinnytsia* (https://suspilne.media, February 14, 2022). As evidenced by the corpus of factual material, nominations with a generalized indefinite-quantitative meaning mainly mark a large and excessively large number of someone or something, which is expressed by the accompanying semantic modifiers, compare: *Ukraine uses for this a relatively **small number** of high-precision guided weapons supported by extremely accurate artillery* (https: //gazeta.ua, February 05, 2023); *There are **many** wounded among the discharged soldiers* (https://gazeta.ua, February 16, 2023); *According to ISW, the Russian military has already involved a **significant number** of its existing formations in intensified offensive operations in Ukraine* (https://gazeta.ua, February 16, 2023); *There are **extremely lot** of enemy attacks and shelling there* (https://gazeta.ua, February 16, 2023).

The semantics of the hidden quantity (the meaning of a part from the whole) is inherent in the group of substantive nouns in the genitive case. Linguists call them forms of quantitative object partivity [17, p. 45]. For example: *As part of the "Emergency appeal – response to emergency situations due to hostilities in Ukraine" project, **food products** worth 1,000,000 euros were purchased* (https://caritas.ua, May 12, 2022). Indefinite-quantitative content is realized by nouns used in the plural and other substantive words and loses it in case of combination with definite-quantitative numerals, as well as when functioning in the singular. Let us compare: *the Russian **occupiers** continue to focus their main efforts on conducting offensive actions in the Kupyansk, Lyman, Bakhmut, Avdiivka and Shakhtar directions* (https://gazeta.ua, February 17, 2023); *"**Two occupiers** did not wait for dawn": SBU showed the work of snipers of special unit "A"* (headline) (https://novynarnia.com, November 11, 2022); *The **occupier**, who wanted mass murders of Ukrainians, spoke about negotiations* (headline) (https://www.unian.ua, February 16, 2023). In some cases, there are forms with inconsistent semantics and a morphologically expressed numerical sign. Such nominations denote the totality of someone, that is, they implement an unspecified number, but have the singular form: *Soldiers of the Special Operations Forces of Ukraine showed on video how they masterfully eliminated **the enemy*** (https://gazeta.ua, January 19, 2023). A close functional range is inherent in secondary nominations, the modeling scheme of which is the singular names of *non-beings → nominations of an indefinite number of people*, for example: *the **Kremlin** has already realized that it will not be possible to completely seize our state, so it wants to implement the "Korean scenario"* (https://gazeta.ua, February 16, 2023); *Peskov stated that the main task of the Minsk agreements was "to force **Kyiv** to fulfill its obligations"* (https://gazeta.ua, February 16, 2023); ***Ukraine** will definitely win the war* (https://gazeta.ua, February 14, 2023). Secondary names of this type are based on lexical-semantic transformation and make it possible to effectively and quickly, due to the minimization of language resources, provide information, in particular, information related to unmarked quantitative characteristics.

In the media space of the period of the Russian-Ukrainian war, linguistic units, united by the general idea of quantitativeness, are capable of expressing an ascending or descending manifestation of a quantitative feature. It is about graduated forms *більше (найбільше) – менше (найменше)* (*more (most) – less (least)*). Comparatives *more, less* are often accompanied by denominator derivatives such as *twice*, *three times*, which add a touch of definiteness, and the words *more*, *everything*: *There are* **more** *enemy planes* (https://gazeta.ua, February 16, 2023); *Since February 24, supporters of gun ownership have* **doubled** (headline) (https://fakty.com.ua, June 23, 2022); ***Even more** American tanks on the way to Bremerhaven* (https://gazeta.ua, February 17, 2023); *Despite the fact that Russia has* **fewer and fewer** *modern missiles every day of the war, Ukraine's need for such systems remains* (https://www.president.gov.ua, June 14, 2022); *There are* **fewer and fewer** *of them. Ukrainian defenders killed more than a thousand occupiers in the past day* (headline) (https://bigkyiv.com.ua, February 18, 2023); *But there are* **many times less** *people willing to buy real estate* (https://gazeta.ua, February 17, 2023). This group includes compounds *(не) більше (більш) як, (не) більше (більш) ніж, (не) менше (менш) як, (не) менше (менш) ніж* (*(not) more (more) than, (not) more (more) than, (not) less (less) than, (not) less (less) than*): *The cost of the "order" was* **more than** *half a million in hryvnia equivalent* (https://gazeta.ua, February 17, 2023); *"The number of people staying in Bakhmut should be reduced to a minimum. Currently, there are* **less than** *five thousand of them", Kyrylenko said* (https://gazeta.ua, February 14, 2023). The process of growth of an undefined amount of something is achieved thanks to the repetition of the word *more*, and its decline is realized by the compound *fewer and fewer*, let us compare: ***More and more** Western-style equipment, equipment and weapons are arriving in Ukraine* (https://gazeta.ua, February 17, 2023); *"That's why, I think, Putin's trump cards are getting* **fewer and fewer** *every day", Zhdanov concluded* (https://kanaldom.tv, June 22, 2022).

4 Conclusion

Thus, quantitativeness is a generalized linguistic concept of a cognitive and communicative-pragmatic direction, which is characterized by an internal meaning structure and a system of specialized and transposed different-level linguistic means. Orientation on content priority, in particular, on a set of deep semantic invariants structured by interrelated content nuances, provides quantitative analysis in several aspects: 1) in view of thought-speech activity and the basic principles of functional-categorical grammar, which serves as the basis for the selection of predicative, substantive with five categorically narrower meanings (subject, object, addressee, locative and instrumental), adjective and adverbial quantitativeness; 2) on the axis of *quantitative certainty – quantitative uncertainty*; 3) in the context of concepts *many – few* with their various modifications – from too much to too little; 4) in the plane of the ascending or descending manifestation of the sign in one subject compared to another (others) or in the same one, but at different times, which corresponds to the pattern of *more (greatest) – less (least)*; 5) with an emphasis on the totality of means of expression. Verbs, numerals, and their semantic correlates, in particular nouns, numeral-noun compounds, and phraseological units belong to linguistic units with a generalized seme of quantitativeness. A significant part of these markers serves as a bright emotional and expressive tool, aimed not only at making media texts colloquial, but also at expressing a mocking-ironic tone. Orientation to modern language practice determines the distinguishing of quantitatively marked compounds that indicate certain manifestations of destructiveness. However, such violations of the language standard are often justified, as they perform an important stylistic and communicative-pragmatic role. Among the units that express language dynamics, there are spliced words with a transliterated part, lexemes, the semantic structure of which has shifted, as well as those formed by morphological methods of nomination. All of them are usually accompanied by the appearance of additional negative connotations. The active interaction of the language of the mass media and spoken communication is indicated by words of narrow stylistic purpose (with a figurative meaning, jargonisms,

slangisms, etc.), which explain an indefinite number and at the same time give the phrase a general expressiveness and a peculiar flavor.

We see the prospect of further research in a comprehensive description of other language universals, for example, possessiveness.

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