

METAPHORIZATION IN THE UKRAINIAN MEDIA DISCOURSE IN 2022–2023: EXTERNAL FACTORS, DYNAMIC PROCESSES, COMMUNICATIVE AND INTENTIONAL DIMENSIONS

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Abstract: The article analyzes the metaphors selected from the media texts of 2022–2023; it is found that they not only perform an informative role, but also implement a number of communicative strategies and pragmatic-intentional tasks. A detailed analysis of the corpus of actual material made it possible to single out the most important features of figuratively used units, among which there are the reinterpretation of known images and concepts based on associative connections, the transmission of hidden content, evaluability, emotional and expressive coloring, often going beyond the canons of newspaper journalism, sometimes “shaking” stylistic norms. It was found that in the Ukrainian media discourse of 2022–2023, metaphors with a different thematic range are presented, the emergence of which is based on stereotypes of the perception of modern reality, in particular, military actions in Ukraine. A significant group consists of zoomorphic and mythomorphic metaphors – secondary names of enemies and the president of Russia. In order to strengthen the negative coloration, attributive, in particular occasional, units function alongside them, which give the texts an ironic-sarcastic sound, make them sound as colloquial speech, sometimes even vulgarize them. It is noted that the use of several metaphorically designed secondary names, which implement the stylistic technique of gradation, is aimed at achieving this goal. Attention is focused on verbs that, modeling the behavioral stereotypes of the enemy army, not only contribute to the creation of an objective image of the invaders, but also convey irony and sarcasm. Among the words of this part-language class, colloquial forms dominate, which serve as a powerful journalistic tool and exert a communicative influence on the reader. The expressive means of linguistic aggression include anthropomorphic metaphors built on the attribution of actions, signs, and characteristics inherent in a person to war and Russia. It has been revealed that in journalistic texts, lexemes of the culinary and gastronomic sphere, which are presented in publications about the destruction of Russian, less often Belarusian enemies and their equipment, undergo metaphorization.

Keywords: lexeme, secondary nomination, metaphor, figurative meaning, emotional evaluation, noun, verb, language of mass media, media discourse, Ukrainian language.

1 Introduction

The multifaceted study of media discourse belongs to the topical issues of the modern scientific paradigm. The interest of researchers can be explained by several factors. First, journalism of the beginning of the 21st century represents an important and relevant form of communication, which makes it possible to succinctly inform about new, relevant and important things. Secondly, it is distinguished by an extensive system of expressive means, which perform not only an informative role, but also implement a number of pragmatic and intentional tasks - to influence the emotional sphere of the recipient, to encourage him to think, to incline him to a definite side, etc. The features distinguishing modern media texts include the renewal of forms of verbalization of thought, the use of new works, artistic means with a distinct emotional and expressive color, secondary nominations, etc. As observed by I. Ya. Zavalnyuk, “the language personality of a journalist acquires the characteristics of a stylistic center”. The author's Self becomes softer, looser, more human” [12, p. 14]. In this regard, we consider T. M. Levchenko's reasoning to be relevant: “The language of journalism shows a tendency to blur clear stylistic boundaries...” [3, p. 60]. The opinions expressed by these researchers are fully reasoned and substantiated, as evidence of which we consider the active use of vocabulary that goes beyond the canons of newspaper texts. Nominations with not only direct, but also figurative and connotative meanings, arising on the basis of associations with well-known objects, actions, processes, states, qualitative characteristics, etc., are actively entering the language of modern mass media. Such a functional purpose is revealed by

metaphors, which not only serve as new and fresh markers of beings, objects, their static or dynamic features, but also aim to attract the attention of readers, convey certain mood shades, expression, hidden meaning, etc.

The problem of metaphorization of the Ukrainian media discourse is one of those actively studied in the modern linguistic paradigm. Among the most recent in terms of time dimensions, the body of actual material and the study methodology, it is worth mentioning the comprehensive study by A. S. Ovsienko, in which not only an updated definition of the concept of metaphor was proposed, but also in the context of language dynamics, metaphorically used lexemes of different thematic ranges were analyzed; their formal and stylistic features were clarified, their role in the figurative and emotional-evaluative reproduction of reality and expressiveness of the texts of newspaper periodicals of the beginning of the 21st century is determined [5]. O. V. Semyda and I. M. Ahmad manifested scientific interest in researching the metaphorization of the image of Ukraine in modern English-language media discourse, the functional features of figuratively used nominations, which are characterized in the context of the mechanisms of awareness of the real picture of the world and the stereotypes of the perception of Ukrainian state by the English-speaking community [6]. Studies dedicated to the description of metaphor as a way of thinking, cognition, nomination of new concepts, as well as a means of manipulating consciousness, imposing certain subjective assessments and implementing other communicative strategies deserve attention [10]. Among the scientific priorities of the third decade of the 21st century, there are the description of metaphor as a linguistic and cultural marker [2], the determination of its role in media discourse [4], the study of metaphorical nominations for the designation of women in Ukrainian linguistic culture [8]. In a number of works, metaphorical constructions are considered sporadically, in particular, in the context of describing call signs in unofficial military communication [7]. The declared list of scientific achievements, although it shows a significant level of study of the problem, does not cover absolutely all aspects. Currently, when the active phase of the Russian-Ukrainian war continues, journalists, trying to quickly inform about the events at the front and striving to win the ‘fight for the reader’, use various language means in their publications, including metaphorical ones. In modern linguistics, the secondary nominations of this thematic variety and time slice (from February 24, 2022) have not yet been studied in detail, which determines the relevance of the problem raised.

The purpose of the article is to systematically analyze metaphors evidenced in media texts during the active phase of the genocidal war unleashed by Russia¹, to investigate metaphorically used lexemes in the context of anthropocentrism, communicative-pragmatic potential, expressiveness, emotional-evaluative meaning, and linguistic dynamics.

2 Materials and Methods

The objectivity of the description is ensured by the corpus of factual material compiled on the basis of all-Ukrainian and regional media sources that inspire confidence in information consumers. The index of sentences with metaphorically designed language units is about 1,000 sentences selected from newspaper publications of 2022-early 2023.

Achieving the goal and objectivity of the conclusions was facilitated by the application of the descriptive method, which made it possible to classify the selected factual material, to characterize it in view of the set of qualifying features and

¹ The Ministry of Culture and Information Policy of Ukraine has published new informal rules for Ukrainian spelling in connection with Russia's aggression against Ukraine: in protest against Russian aggression, it was proposed to write the words “Russia”, “Kremlin”, “Putin” with a lowercase letter. This rule is now used by many Ukrainian media.

formal means of expression; the method of distributive analysis, which contributed to the study of metaphors according to contextual and connective features was used, as well as methods of structural-semantic analysis aimed at revealing the meaning range of metaphorically used nominations

3 Results and Discussion

Among the important tasks that a scientist sets for himself, there is the choice from among the proposed definitions or the formulation of his own definition of the researched object. With this in mind, we consider it necessary to analyze the currently known interpretations of the term *metaphor*. In our opinion, first of all, it is appropriate to turn to modern Ukrainian lexicographic sources. In the encyclopedic edition "Ukrainian language", two meanings of the concept of metaphor are distinguished – "a) a semantic process in which the form of a linguistic unit or the design of a linguistic category is transferred from one object of designation to another on the basis of a certain similarity between these objects when reflected in the mind of the speaker; b) the derived meaning of the linguistic unit formed in this way" [9, p. 334]. In the dictionary edited by V. T. Busel, it is stated that a metaphor is "an artistic tool consisting in the figurative use of a word or expression based on analogy, similarity, or comparison, as well as a word or expression used in this way" [1, p. 663]. According to A. S. Ovsienko, "metaphor is a means of secondary nomination, which represents innovative knowledge about the world through the use of resources available in language, is based on mental operations associated with attributing the characteristics of people to non-beings or characteristics of beings and non-beings – to a person" [5, p. 33]. Therefore, the main emphasis of linguists falls on the purpose of metaphor to serve as a means of verbalizing objects, dynamic or static features, the basis of which is the process of rethinking, built on associative connections. We would like to note that with the help of a metaphor, the perception of information becomes more accessible and easier, since it is based on images and concepts known to the recipient. In addition, in mass media texts, metaphorically used lexemes make the text figurative; causing certain associations and feelings, they affect the consumer of information emotionally.

In modern linguistics, we come across different classifications of metaphors, including their division into lexical and poetic ones. The first group includes the names of objects, animals, plants, mythical, mythological creatures, etc., used to refer mainly to people in order to actualize attention to their physical or mental characteristics, behavioral traits, etc. The sphere of others is formed by figuratively used words that originally and usually expressively characterize objects [11, p. 88]. A. S. Ovsienko presented a detailed classification of lexical metaphors 'attested' in media texts of the beginning of the 21st century. The researcher singled out nature-morphic, artifactual, mythomorphic and fairy-tale types, which she considered in the context of the influence of external factors, in the aspect of anthropocentrism, psycho-emotional and communicative-pragmatic load [5, p. 95–207]. The specified study algorithm will be applied to the description of metaphorically decorated nominations, selected from media texts during the active phase of the Russian-Ukrainian war, randomly focusing attention on secondary nominations, the modeling of which goes beyond the proposed classification schemes.

The full-scale invasion of russia directly affected the subject of newspaper publications, because starting from February 24, 2022, articles about combat operations, enemy losses, destroyed military equipment, Ukrainians who were injured as a result of shelling, etc. began to prevail. Undoubtedly, all these events affected the emotional state of both journalists and readers, which became a significant external factor in the dynamics of the lexical system in particular and changes in the language of Ukrainian media texts in general. We consider the attraction of metaphors to the information space to be a noticeable feature of newspaper journalism of the given period, which perform an important communicative and pragmatic-intentional role, and also serve as a means of interest and intrigue of the consumer of

information, contribute to the creative interpretation of the most important, convey the attitude of the journalist to the described. In some cases, the authors of newspaper articles put metaphorically presented lexemes in quotation marks, which indicates that such nominations are outside the usual contextual conditions.

Common feature to the media texts of 2022 – the beginning of 2023 is the dominance of lexical secondary nominations for the designation of enemies. Among the zoomorphic metaphors, the noun *pig dog* (*свинособаки*) is presented, formed by the method of basic composition: *Десять місяців палахкотить у нашії державі повномасштабна війна, розв'язана кремлівськими свинособаками* (*For ten months, a full-scale war has been raging in our state, unleashed by kremlin pig dogs*) (<http://pvisti.info>, December 29, 2022). Emphasis is made on those who were the initiator of the military aggression, as well as an indication of mindless subordination to the head of russia, lack of national self-awareness, and unquestioning obedience is realized by the dependent adjective *kremlin*. The secondary nomination of *тварюка* (beast), structurally complicated by the suffix of rudeness *-юк-*, expresses a negative emotional and evaluative color and strengthens the expression: *Ніколи не вибачу російським тварюкам! Історія харківської активістки, що врятувала свою сім'ю від війни* (*I will never forgive Russian beasts! The story of a Kharkiv activist who saved her family from the war*) (headline) (<https://te.20minut.ua>, April 07, 2022); *Сьогодні кляті рашистські тварюки серед білого дня атакували наше мирне місто* (*Today, damned racist beasts attacked our peaceful city in broad daylight*) (<https://mig.com.ua>, March 22, 2023) – the publication talks about rockets hitting a high-rise building, as a result of which peaceful people died. Given the implementation of the communicative-intentional function, the metaphorical word *щури* (rats), used in the mass media to refer to russian high-ranking officials, oligarchs, kremlin elite, etc., gravitates to the specified lexeme: *Зеленський: З Криму вже мігрують найбільш далекоглядні щури РФ* (*Zelensky: The most far-sighted rats of the Russian Federation are already migrating from Crimea*) (headline) (<https://www.pravda.com.ua>, March 21, 2023); *Жирні щури починають тікати з путінського корабля, – Піонтовський* (*Fat rats are starting to flee Putin's ship, – Piontkovsky*) (headline) (<https://espresso.tv>, September 11, 2022). In the second sentence, the negative color is also achieved thanks to the dependent attributive unit *fat*, which directs the reader to certain associations: representatives of pro-government structures are often obese. Moreover, they cause disgust not only with their appearance, but also with their behavior, tendency to profit, participation in corruption schemes, theft, etc. In media texts, we come across the specified zoomorphic metaphor, given in russian language and framed in quotation marks as a quote from an intercepted story of the occupier: *У російських окупантів наразі дуже низький бойовий дух. Перші дні війни в Україні деякі з них бігали як «позорные крысы»* (*The russian occupiers currently have a very low morale. In the first days of the war in Ukraine, some of them ran like "disgraceful rats"*) (<https://gazeta.ua>, March 29, 2022). The highlighted phrase emphasizes the low morale of the occupiers, their lack of motivation to fight.

Among the zoomorphic ones, there are metaphors for the head of russia. A group of such metaphorically used lexemes is formed by an established compound built on the model of comparisons like *загнаний звір* (driven animal), which has the meaning 'exhausted, frightened, prostrate', for example: *...Путін зараз як загнаний звір. Він помилується під час вторгнення в Україну, зробив усе протилежне до того, чого прагнув досягти* (...Putin is now like a driven animal. He made a mistake during the invasion of Ukraine, he did the opposite of what he wanted to achieve) (<https://gazeta.ua>, April 11, 2022). Blackmail with nuclear weapons, which repeatedly sounded from the lips of putin, became a prerequisite for the use of the substantive-attributive phrase *ядерна мавпа* (*nuclear monkey*). This secondary nomination directs the reader to the established combination of monkey and grenade, which is used to name people, emphasizing their unpredictable behavior. For example:

Найголовніше – зробивши ставку на мотивованих українців, (Вашингтон. – Авт.) створює новий прецедент успішної держави. Перемігши яєрну мавпу завдяки, в основному, американській військовій та економічній допомозі. При цьому зруйнувавши імідж «непереможної російської армії» (The most important thing is that by betting on motivated Ukrainians, (Washington. – Author), to create a new precedent for a successful state. Defeating the nuclear monkey thanks largely to American military and economic aid. At the same time, destroying the image of the “invincible russian army”) (<https://gazeta.ua>, May 12, 2022).

At the beginning of the full-scale invasion, the sphere of the frequently used structures was added by the mythomorphic metaphor of *орки* (the orcs), which became viral: *У Запорізькій області орки обстріляли спалили пшеничне поле та склад із зерном* (In the Zaporizhzhia region, the orcs burned down a wheat field and a grain warehouse with shelling) (headline) (<https://gazeta-fp.com.ua>, July 21, 2022); *За добу орки вивезли майже сотню дітей з Маріуполя* (Over the course of a day, Orcs took almost a hundred children from Mariupol) (headline) (<https://umoloda.kyiv.ua>, April 19, 2022); *Почався бій. Згодом ми дізналися, що це була одна з перших спроб російських орків прорватися у місто, але наші бійці вицвіт їх розтроцили* (The battle began. Later, we learned that this was one of the first attempts of russian orcs to break into the city, but our fighters completely crushed them) (<https://horodok.city>, March 14, 2022). As it is known, before the hostilities of current Russian-Ukrainian war, the lexeme *орcs* was usually used to denote fantastic, stocky barbarians who commit atrocities, prone to meanness and violence. This nomination is associatively related with the expression of such features of the russian occupiers in newspaper publications, the topics of which are quite diverse: about mockery of civilian and military Ukrainians, including children; continuous bombings; ruining of infrastructure, as well as the destruction of the russian occupiers. In media sources, the mythomorphic metaphor of *орки* (orcs) is often accompanied by other linguistic units that add expressions, paraphrase the text, and sometimes even vulgarize it, further characterizing the enemies, for example: *Безжальні орки, зазнаючи поразок на фронті, мстяться мирному населенню* (Ruthless orcs, suffering defeats at the front, take revenge on the civilian population) (<http://pvisti.info>, December 29, 2022); *Та не встигли військовослужбовці РФ те приміщення впорядкувати й занести туди якісь ящики з-під босрипасів, як їм знову скомандували на виїзд, – загадує Мишко. – Щойно орки зійшли, як ми полізли той підвал «інспектувати»* (– Before the russian servicemen had time to tidy up that room and bring some ammunition boxes there, they were again ordered to leave, – recalls Myshko. – As soon as the orcs blew up, we climbed into that basement to “inspect” it) (<http://www.golos.com.ua>, July 01, 2022). The analyzed metaphor can be traced in the headlines, which are quotes from the statements of ordinary citizens, other journalists, artists, singers, presenters, politicians, heads of regional military-civilian administrations, etc.: *«Орки бояться і готуються до наступу ЗСУ» – Братчук про дії окупантів на Херсонщині* (“The Orks are afraid and are preparing for the offensive of the Ukrainian Armed Forces” – Bratchuk on the actions of the occupiers in the Kherson region) (<https://gazeta.ua>, July 03, 2022); *Енергетики Кіровоградщини на Херсонщині: «Найважче було бачити, що там орки нарobili»* (Energy workers of Kirovohrad Oblast in Kherson Oblast: “The most difficult thing was to see what the orcs did there”) (<https://persha.kr.ua>, January 03, 2023); *Здохніть, орки – «За Вінницю», «За Миколаїв»: ЗСУ гідно відповіли рашистам за ракети по цивільних* (Die, orcs – “For Vinnytsia”, “For Mykolaiv”: the Armed Forces of Ukraine responded with dignity to the Russians for firing missiles at civilians) (headline) (<https://www.5.ua>, July 15, 2022). Most headlines-quotes convey an adequate verbal reaction to the bombing of cities, the destruction of civilian infrastructure, resulting in the deaths of the civilian population, including children. It seems interesting to use the analyzed metaphorically designed noun in the topic of transportation, which gives the text an ironic-sarcastic sound, predicts the content of the publication and conveys its negative

tone, for example: *Орки взяли квитки на експрес до пекла* (Orcs took tickets for the express to hell) (headline) (<https://gazeta.ua>, August 30, 2023). In order to express hatred towards the Russian aggressors, their cynicism and cowardice, as well as to raise the spirits of the Ukrainian readership, journalists use substandard, in particular, obscene language, which complements the metaphorical context: *Червоно-чорний Визвольний Прапор України з Тризуба ще вранці 26.10.2022 зірвали спарашки. Певно, щоб орки не обісрались від Прапору УПА!* (The Red and Black Liberation Flag of Ukraine was torn from Trident on the morning of October 26, 2022 by separatists. Probably, so that the orcs would not be pissed off by the UPA Flag!) (<https://porokhivnytsya.com.ua>, November 1, 2022).

We come across a complex nomination, which negatively characterizes the Russian invaders, in the sentence *Ми повинні очистити від російських орко-бомжів святу українську землю!* (We must cleanse the holy Ukrainian land of russian orcs-hobos!) (<https://glavcom.ua>, June 03, 2022). A peculiar effect of contrast is created by the phrase “holy Ukrainian land”, which awakens feelings of patriotism and gives confidence in victory.

Quantitative limitation is revealed by using the metaphor *орки* (orcs) for IT specialists who tried to penetrate into the operation of computer systems. Attested with such a semantic nuance, the secondary nomination functions with substandard vocabulary, which, although it vulgarizes the text, does not provoke the reader's condemnation, but on the contrary increases sarcasm, conveys hatred for everything hostile-russian: *«Горіть у пеклі, срані орки! Просто горіть у пеклі, тварюки! Бажаю вам залишитися без футболу назавжди до кінця ваших днів! Виродки!!»*, – емоційно відреагував на атаку хакерів коментатор матчу Уельс – Україна Віктор Вацко (“Burn in hell, you shitty orcs! Just burn in hell you critters! I wish you to stay without football forever for the rest of your days! Freaks!!!”, – the commentator of the match Wales - Ukraine Victor Watsko emotionally reacted to the hacker attack) (<https://bigkyiv.com.ua>, June 05, 2022). In view of the insignificant frequency of the functional manifestation, the singular metaphor *орк* (orc) for the head of the russian federation belongs to the linguistic periphery: *Наші доблесні воїни дають гідну відсіч росіянам, яких вже покнали на полі бою майже 104 тисячі. Головний орк путін не зважає на великі втрати й кидас на вірну загибель нові полчища* (Our valiant warriors give a worthy rebuff to the russians, who have already killed almost 104 thousand on the battlefield. Main orc putin ignores heavy losses and throws new hordes to certain death) (<http://pvisti.info>, December 29, 2022).

Disgust and hatred are caused by the secondary nomination *зомбі* (zombies) used in the mass media, which describes russian occupiers, deprived of human likeness and the ability to think on the narrative imposed on them about the need to destroy the Banderites invented by them, who allegedly discriminate against the Russian-speaking part of the population of Ukraine or even threaten russia: *Бездушні зомбі: з'явилося відео отшування росіян про Бучанську трагедію* (Heartless zombies: a video of a survey of russians about the Bucha tragedy appeared) (headline) (<https://apostrophe.ua>, April 04, 2022); *Зомбі, які думали, що «рятують» нас, – лікар з Маріуполя про російських окупантів* (Zombies who thought they were “saving” us – a doctor from Mariupol about russian occupiers) (headline) (<https://24tv.ua>, July 31, 2022). According to our soldiers, the enemies, especially the mercenaries of the “Vagner” PMC, often go on the offensive under the influence of narcotic substances, which neutralizes their instinct for self-preservation: *Сунуть хмарою зомбі. Військовий опублікував свіже відео наступу росіян на Соledар* (Zombies are pushing as a cloud. The military published a fresh video of the russians' offensive on Soledar) (headline) (<https://www.nta.ua>, January 12, 2023). We come across the analyzed lexeme in publications not only about the military, but also about the majority of russian citizens who are in an information vacuum and do not know the whole truth about the war in Ukraine. Russians do not even try to make an effort to objectively assess the situation, they believe the fictions

of Putin, his entourage and propaganda television channels: *Як із росіян зробили зомбі і чому з ними марно говорити* (How Russians were made into zombies and why it is useless to talk to them) (headline) (<https://kr.ua>, March 07, 2022); *Росіяни – дуже деградована каста. Це зомбі, психічно ненормальні люди, космічне сміття* (Russians are a very degraded caste. These are zombies, mentally abnormal people, space debris) (<https://gordonua.com>, October 24, 2022). In the second sentence, the effect of expression is also achieved thanks to the use of several metaphorically designed secondary names that implement the stylistic technique of gradation.

The field of mythomorphic metaphors includes the lexeme *іроди* (Herods), which is semantically close to the nominations *орси* and *зомбі*, usually presented in contexts about the atrocities of the occupying forces: *Російські іроди влаштували істеріку...* (Russian Herods threw a tantrum...) (<https://gazeta.ua>, May 05, 2022). It implements shades of contempt, anger, condemnation of the Russian military. The same communicative and pragmatic potential is demonstrated by this nomination, designating the head of Russian Federation: *Путін – ірод XXI століття* (Putin – Herod of the 21st century) (headline) (<https://df.news>, January 12, 2023). Its functional equivalent is a two-component metaphor *виплодок сатани* (Satan's offspring), which also conveys a negative attitude towards the Russian president: *Виплодок сатани путін – нині найогидніша, найпроклятіша істота на планеті, бо розпалив неспровоковану війну проти України, безкарно сіє смерть і розрух* (Putin, offspring of Satan, is currently the most disgusting, cursed being on the planet, because he started an unprovoked war against Ukraine, sows death and destruction with impunity) (<http://pvisti.info>, March 23, 2023).

The connotative shade is revealed by the word *орда* (horde), which, in addition to the meaning of “occupational army”, contains an indication of a large number of limited, vile, cruel people whose goal is to cause suffering to others. The formation of such an image of the invaders is connected with the behavior of the enemies, in particular, their arrogance, desire to destroy everything, kill people and at the same time feel impunity. The lexeme *орда* not only indicates the scale of the army, but also evokes associations with the danger that threatens Ukrainians: *У наступні дні осаженіла російська орда намагалася прорватися у місто на інших напрямках* (In the following days, the maddened Russian horde tried to break into the city from other directions) (<https://horodok.city>, March 14, 2022). In this sentence, negative semantics is also provided by the subordinate lexeme *осаженіла* (maddened), which expresses the aggressiveness and treachery of the occupiers.

The modeling of behavioral stereotypes of the enemy army involves verbs that not only contribute to the creation of an objective image of the invaders and point to the evil, terror, and violence associated with them, but also help to form in the minds of readers an aversion to the occupiers, cause anger, indignation, as well as emotionally fill the text: *Орки обчистили банки: дніпровський фотограф показав зруйнований Кульняськ* (Orcs cleaned the banks: a Dnipro photographer showed the destroyed Kupyansk) (headline) (<https://nashemisto.dp.ua>, October 06, 2022); *У Мелітополі окупанти «обчистили» будівлю педуніверситету для облаштування там казарми* (In Melitopol, the occupiers “cleared” the building of the pedagogical university in order to set up barracks there) (headline) (<https://gazeta.ua>, June 24, 2022); *«Злодії, душогуби!»: Ніна Матвієнко розповіла, як кадирівці «обчистили» квартиру її сестри в Бучі* (“Thieves, murderers!”: Nina Matvienko told how the Kadyrivites “cleaned” her sister's apartment in Bucha) (headline) (<https://tabloid.pravda.com.ua>, April 12, 2022); *Орки є орки: у Запорізькій області окупанти поцупили музею мармуровий унітаз* (Orcs are orcs: in the Zaporizhzhia region, the occupiers stole the museum's marble toilet) (headline) (<https://www.volyn.com.ua>, March 14, 2022); *Окупанти крадуть шкарпетки в українських захисників та «полюють» на їхній американський камуфляж* (Occupiers steal socks from Ukrainian defenders and “hunt” for their American

camouflage) (headline). *Окупанти «полюють» за шкарпетками, які видають війнам ЗСУ* (The occupiers are “hunting” for socks issued to soldiers of the Ukrainian Armed Forces) (<https://2plus2.ua>, July 09, 2022). In addition, metaphorically used lexemes make it possible to more vividly describe the failures of the invaders: *Південний фронт: російські окупанти провалили штурм під Запоріжжям* (Southern Front: Russian invaders failed the assault near Zaporizhzhia) (headline) (<https://gazeta.ua>, August 18, 2022). The contextual unusualness of the functioning of words of the analyzed variety, which contribute to the conversational nature of the texts and at the same time serve as a means of emphasizing sarcasm, is evidenced by frequent use of quotation marks in them.

Media journalists resort to metaphors, presenting not only the behavioral characteristics of the Russian military and the head of Kremlin, but also describing the pro-government leadership of the aggressor state. Such a functional potential is revealed by the word *байкар*, interpreted in the dictionary as “compiler, author of fables” [1, p. 56], and used in newspaper journalism to refer to Russian politicians who produce various fakes: *Можливо, справа не тільки в кремлівських байкарях, а й у самому російському народові...* (Maybe it's not only the Kremlin hawks, but also the Russian people themselves...) (<https://armyinform.com.ua>, August 17, 2022).

The corpus of the research material is formed by sentences in which several linguistic units are aimed at the realization of negative coloration and expression. For example, in the structure *Тож не зрозуміло, чому за час кровопролитної війни російський народ із задоволенням поглинає інформаційні помилки, які їм подають у постійних зведеннях від міноборони ерефії...* (Therefore, it is not clear why, during the bloody war, the Russian people are happy to absorb the informational slop that is presented to them in constant summaries from the Ministry of Defense of the Erefiya...) (<https://armyinform.com.ua>, August 17, 2022), except for the secondary nomination *інформаційні помилки* (information slop), the abbreviated derivative *erephia* is used, which implements the tone of colloquialism. The use of several secondary nominations creates the effect of stringing together and gives the statements an ironic-sarcastic sound: *росія – іржава бензоколонка, її армія – гарматне м'ясо, командування – ідіоти, – ось що насправді відкрилося взамін гучних заяв: «друга армія світу», «можемо повторити», «Київ за три дні»* (Russia is a rusty gas station, its army is cannon fodder, the command is idiots, this is what actually opened up instead of loud statements: “the second army of the world”, “we can repeat”, “Kyiv in three days”) (<http://pvisti.info>, January 05, 2023). Such constructions prove that stylistically colored vocabulary is a powerful journalistic tool that not only emphasizes the text, but also exerts a communicative influence on the reader. Material containing evaluative verbal markers is distinctly different from “dry” news content, attracts and interests the reader.

Among the expressive means of speech, we define an anthropomorphic metaphor as a tendency, the focus of which is on attributing actions, signs, and characteristics, inherent in a person, to war. War as a living being is verbally presented in the following sentences: *Війна вступила в нову фазу – голова європейської дипломатії* (The war has entered a new phase – the head of European diplomacy) (headline). *В оборонному відомстві ЄС визначили три фази війни в Україні і зараз вона заходить у глухий кут* (The EU Ministry of Defense identified three phases of the war in Ukraine, and now it is reaching a dead end) (<https://www.radiosvoboda.org>, February 01, 2023); *Заступник начальника ГУР стверджує, що війна в Україні сильно виснажила російську армію* (The deputy head of the GUR claims that the war in Ukraine has greatly exhausted the Russian army) (<https://www.radiosvoboda.org>, December 18, 2022). The image of war as a cynical killer is repeatedly in the field of view of journalists: *Ми відбудуємо дороги, будинки, театри, лікарні і пам'ятники. Але ми не зможемо оживити тих, кого вбила ця війна* (We will rebuild roads, houses, theaters, hospitals and monuments. But we will not be able to

revive those who were killed by this war) (<https://www.bbc.com, April 06, 2022>); «Ця клята війна забирає найкращих»: до сім'ї приїде в домовину батько двох дітей із Рівненщини (“This cursed war takes away the best”: the father of two children from the Rivne region will come to the family home in a coffin) (headline) (<https://www.volyn.com.ua, May 13, 2023>). War can radically change people's lives: Сучасна війна ламає усі стереотипи (Modern war breaks all stereotypes) (headline) (<https://espreso.tv, January 30, 2023>); Справи лікарів. Як війна ламає долі і змінює життя медиків в Україні (Doctors' affairs. How war breaks destinies and changes the lives of doctors in Ukraine) (headline) (<https://www.rbc.ua, September 14, 2022>). Metaphorical nominations from the conceptual sphere of the external or internal world of man are often used as the object of creating an apt expression – first of all, these concepts are markers of *горе, біль, сльози* (grief, pain, tears), etc.: *Війна. Таке маленьке слово. І так багато горя воно несе* (War. Such a small word. And it carries so much grief) (headline) (<https://www.ukrinform.ua, August 14, 2022>); *Війна приносить за собою кров, розруху і біль від втрат. Іде країною, залишаючи по собі страшні сліди, болісні і незворотні* (War brings with it blood, destruction and pain from losses. It walks across the country, leaving terrible traces, painful and irreversible) (<https://www.bbc.com, April 06, 2022>). Some secondary nominations of the war are based on its comparison with certain objects, which gives grounds to talk about an artifactual metaphor: *Ця війна стала вражаючою вітриною військових злочинів російських агресорів* (This war became an impressive showcase of the war crimes of the russian aggressors) (headline) (<https://www.ukrinform.ua, March 14, 2022>).

Against the background of the war, the media present an image of russia, for which they often attract secondary nominations. Looting and theft by the russian invaders of things that are not of great value in the imagination of Ukrainians became an external factor of attracting to communication lexemes with a sarcastic tone, among which there are occasional linguistic units: *Подольак назвав причини поразки РФ у війні: «“Безунітазна” імперія підписала собі смертний вирок»* (Podolyak named the reasons for the defeat of the Russian Federation in the war: “The “toiletless” empire signed itself a mortal verdict”) (headline). *«Історична логіка невблаганна. Тієї миті, коли перший солдат перейшов кордон України, дивна “безунітазна” імперія підписала собі смертний вирок», – зазначив він* (“Historical logic is inexorable. The moment the first soldier crossed the border of Ukraine, the strange “toiletless” empire signed its own death sentence”, he noted) (<https://gazeta.ua, July 14, 2022>). In newspaper publications, journalists resort to the construction of statements in which russia serves as a marker of the occupiers, which gives reason to consider such language units as metonymic transfers. Together with them, lexemes denoting actions, processes, states, signs, etc., which are traditionally attributed to individuals, often function: *росія не має сил для наступу по всій лінії фронту і окопується поблизу Криму – військові* (russia does not have the forces to attack along the entire front line and is entrenched near Crimea – military) (headline) (<https://www.ukrinform.ua, April 04, 2023>); *Росія не має резервів для посилення основної фази наступу на Луганщині – ISW* (Russia has no reserves to strengthen the main phase of the offensive in Luhansk region – ISW) (headline) (<https://www.pravda.com.ua, February 20, 2023>); *Росія не зможе повторити наступ в стилі 24 лютого: експерт здивував висновками* (Russia will not be able to repeat the offensive in the style of February 24: the expert surprised with the conclusions) (headline) (<https://www.unian.ua, February 04, 2023>); *Логіка хижака. Чому Росія намагається знищити Україну?* (Predator logic. Why is Russia trying to destroy Ukraine?) (headline) (<https://www.radiosvoboda.org, November 26, 2022>); *Росія підла й цинічна: за чотири дні окупанти вбили 16 українських дітей* (Russia is vile and cynical: in four days, the occupiers killed 16 Ukrainian children) (<https://konkurent.ua, February 28, 2022>); *Про які переговори мова? На умовах Росії? Тепер, коли вона роззявила пащуку не лише на весь Схід, а й на весь Південь аж до Одещини?* (What negotiations are we talking about? On the terms of Russia? Now, when it opened its mouth not only to the entire East, but

also to the entire South up to Odeshchyna?) (<https://glavcom.ua, August 04, 2022>). The presented constructions are full of emotional value, which is aimed at the implementation of conversational units and lexemes that serve as a means of expressing linguistic aggression. Although their operation violates the principles of media journalism, it vividly conveys the image of a terrorist country formed in the minds of Ukrainians. When informing about the fact that putin, giving orders to shell Ukrainian cities with missiles, at the same time speaks of russia's good intentions to maintain friendly relations with other countries, journalists resort to imagery. The aggressor state appears as a person with a mental illness or a generally unhealthy being in need of medical intervention: *Психічно хвора держава. Про нову Концепцію зовнішньої політики РФ* (Mentally ill state. About the new Concept of foreign policy of the Russian Federation) (title). *По суті, ухвалення цього документу підтверджує діагноз психічного розладу Росії, що поєднує дві несумісні манії – переслідування та величчя* (In essence, the adoption of this document confirms the diagnosis of Russia's mental disorder, which combines two incompatible manias – persecution and greatness) (<https://glavcom.ua, April 01, 2023>); *Росія хвора. Є єдиний спосіб її вилікувати* (Russia is sick. There is only one way to cure it) (headline) (<https://news.obozrevatel.com, May 10, 2023>). In contexts close in terms of semantics, the phrase *russian society* functions as an equivalent of the nomination *russia*: *Українці збережуть цивілізованість, а російське суспільство залишиться скаліченим на покоління* (Ukrainians will preserve civilization, and Russian society will remain crippled for generations) (<https://zn.ua, July 16, 2022>). The analyzed corpus of factual material proves that the emphasis on the personified image of the russian federation is often made in headline complexes.

In modern media sources, the image of russia is described in the context of its decline, the fall in the pace of economic development, the deterioration of the living standards of the population of this country: *Атакуючи Україну, Росія знищить усе, чого досягла за минулі 25 років – звернення Президента Володимира Зеленського* (Attacking Ukraine, Russia will destroy everything it has achieved in the past 25 years – address of President Volodymyr Zelenskyi) (headline) (<https://www.president.gov.ua, March 18, 2022>); *Але навіть із таким «запасом міцності» економіка Росії вже починає дивовижні мандри на дно* (But even with such a “safety margin”, Russia's economy is already beginning a surprising journey to the bottom) (<https://gazeta.ua, July 14, 2022>).

In journalistic texts, we observe metaphors related to military equipment and weapons: – *Боковим зором я побачив ту смертоносну штуку сірого кольору, крикнув своїм: «Повітря!» – і впав на землю, вже відчуваючи, як тіло прошивають осколки, – згадує Владислав* (– I saw that deadly gray thing with my side vision, shouted to mine: “Air!” – and fell to the ground, already feeling how the body was pierced by fragments, – recalls Vladyslav) (<https://www.slk.kh.ua, February 1, 2023>); *30-ті гармати легко прошивали БМП-1. ... І «Гради» на нас летіли...* (30th guns easily pierced the BМП-1. ... And “Hrads” flew at us...) (<https://umoloda.kyiv.ua, June 13, 2022>); *На підступах до Бахмута ворожі снаряди лягають дедалі ближче від позицій ЗСУ, ворог промацує лінію оборони, яку тут тримають прикордонники* (On the approaches to Bakhmut, enemy shells are falling closer and closer to the positions of the Ukrainian Armed Forces, the enemy is probing the defense line, which is held here by border guards) (<https://www.unian.ua, April 08, 2023>). Metaphorically used attributive units take part in the modeling of statements, with the help of which media people try to figuratively inform about the destroyed equipment: *На Херсонщині ЗСУ звільнили село: від рашистів залишилася лише «мертва» техніка* (In the Kherson region, the Armed Forces of Ukraine liberated a village: only “dead” equipment remained from the rioters) (<https://konkurent.ua, July 11, 2022>); *Морпіхи показали впольований зі «Стугни» російський танк* (Marines showed a Russian tank captured from Stugna) (headline) (<https://www.pravda.com.ua, April 24, 2022>). A special comment is needed on the title *«Гарно падає нечисть! Три*

іранські дрони окупантів відправили в пекло!» (“The evil is falling beautifully! Three Iranian drones sent the occupiers to hell!”) (<https://tsn.ua>, October 07, 2022), in which the metaphorical nomination *нечисть* (*evil*) and the euphemism *відправили в пекло* (*sent to hell*) are used. It is important to add that in the dictionary, the figurative meaning of the lexeme *нечисть* is interpreted as “3. *figurative*. Animals, insects, etc., that cause in a person disgust, unpleasant feelings, etc. 4. *figurative, despised*. Unworthy, worthless people, mostly enemies who cause contempt” [1, p. 784]. Such an explanation makes it possible to assert the use of this word to refer to creatures. Traditionally, for the names of creatures, the compound *відправити в пекло* (*send to hell*) is used. Instead, in the selected sentence, the analyzed linguistic units nominate the subject.

In newspaper journalism of 2022-early 2023, we find metaphorically used lexemes in texts about the bravery and courage of Ukrainian fighters. Usually, such articles are about the destruction of Russian, less often Belarusian enemies and their equipment, the description of which includes lexemes from the culinary and gastronomic sphere: *ЗСУ «підсмажили» понад пів тисячі окупантів за добу, – Генштаб* (the Armed Forces “fried” more than half a thousand occupiers in a day, – General Staff) (headline) (<https://novyny.live>, May 06, 2023); *Замість шашлика – підсмажені окупанти: у лівго росіян біля Мелітополя завітала яскрава «бавовна»* (Instead of barbecue, the occupiers are toasted: a bright “bavovna”² visited the den of Russians near Melitopol) (headline) (<https://24tv.ua>, May 01, 2023); *Десантники 46-ї бригади просмажили російських окупантів* (Paratroopers of the 46th brigade roasted the Russian invaders) (headline) (<https://www.armyfm.com.ua>, February 03, 2023); *«Перетворимо їх на деруни!» Волинські тероборонівці показали, як готуються до наступу з Білорусі* (“We will turn them into rags!” The Volyn armed forces showed how they are preparing for an offensive from Belarus) (headline) (<https://konkurent.ua>, July 21, 2022). In addition to the analyzed verbs, verbs of other thematic groups, including neoderivatives, have undergone metaphorization. For example, with the meaning of ‘kill, destroy’, the lexemes *класти, прорідити, накрити* (to put, thin out, cover) are used, as well as a stable compound *стерти в попіл* (erase into ashes): *ЗСУ «кладуть» окупантів сотнями: Генштаб поділився свіжими даними втрат Росії в Україні* (the Armed Forces of Ukraine “put” the invaders by the hundreds: the General Staff shared the latest data on Russia's losses in Ukraine) (headline) (<https://www.unian.ua>, December 24, 2022); *Українські воїни на півдні добряче прорідили ряди російських загарбників та змусили ворога тікати. Окупанти завдали авіаційних ударів та вели наступальні бої неподалік Білогірки* (Ukrainian soldiers in the south successfully thinned out the ranks of the Russian invaders and forced the enemy to flee. The occupiers launched airstrikes and conducted offensive battles near Bilohirka) (<https://gazeta.ua>, August 22, 2022); *Стерли в попіл: під Бахмутом ЗСУ накрили з німецької САУ загін «кадрівців»* (Erased to ashes: near Bakhmut, the Armed Forces of Ukraine covered a detachment of “Kadyrivets” from German self-propelled guns) (headline) (<https://www.stopcor.org>, October 27, 2022). Sporadically in the titles of journalistic texts, the new predicate *затрофеїти* (to win as trophies) is recorded in the sense of “we took away enemy equipment”. *Воїни львівської ТРО розповіли, як завдяки російським дронам затрофеїли ворожі танки* (Soldiers of the Lviv Territorial Defense told how, thanks to Russian drones, they won enemy tanks as trophies) (headline) (<https://zahid.espresso.tv>, November 17, 2022).

The role of functional equivalents of the preceding verbs is performed by metaphors-euphemisms such as *відправили в пекло* (*sent to hell*), used instead of the usual predicates killed, liquidated, destroyed: *ЗСУ за добу відправили в пекло чималу партію російських окупантів* (the Armed Forces of Ukraine sent a large batch of Russian occupiers to hell in a day)

(headline) (<https://www.unian.ua>, May 05, 2023). The aptness of the expression, the realization of a shade of irony and a negative color is ensured by the phrase *законсервовані рашисти* (*preserved rashists*), which denotes enemies who, being in a tank, sank in the river: *На території Менської громади на Чернігівщині з річки витягли два російські танки й п'ятьох «законсервованих» там окупантів* (On the territory of Menska community in Chernihiv Oblast, two russian tanks and five “conserved” occupiers were pulled out of the river) (<https://konkurent.ua>, July 08, 2022). In the title sentence *«Спопеляють мерзоту»: бійці волинської бригади показали нове відео* (They destroy the abomination: the fighters of the Volyn brigade showed a new video) (<https://konkurent.ua>, July 15, 2022), in addition to the metaphorically presented verb, the lexeme of abomination is used to denote a vile, unworthy person and his behavior, actions, deeds [1, p. 660]. It nominates the russian invaders in general terms, elaborates the statement, gives it expressiveness.

In the descriptions of the elimination of the occupiers, journalists often use metaphorical epithets, using them with the opposite meaning, which contributes to the expression of irony: *«Гарячі ночі для окупантів»: спецпризначенці СБУ розповіли, скільки цілей знищили за місяць* (“Hot nights for the occupiers”: special forces of the SBU told how many targets were destroyed in a month) (headline) (<https://donpatriot.news>, April 19, 2023); *Підрозділи Тероборони на Київщині влаштували привітну зустріч російським окупантам. Наші захисники знищили п'ять одиниць ворожої техніки, а їх особовий склад від отриманого загару більше не захотів повертатися додому* (Teroborona in the Kyiv region gave the occupiers a warm welcome (headline). Teroborona units in the Kyiv region arranged a friendly meeting for the Russian occupiers. Our defenders destroyed five units of enemy equipment, and their personnel did not want to return home due to the sunburn they received) (<https://glavcom.ua>, March 31, 2022). The same stylistic effect is realized by predicatively used adverbs: *На Запоріжжі окупантам гаряче: місцеві жителі повідомляють про численні вибухи* (In Zaporozhye region, the occupiers feel hot: local residents report numerous explosions) (headline) (<https://mig.com.ua>, May 10, 2023); *На Херсонському напрямку зараз дуже спекотно, – Братчук* (It is very hot in the Kherson direction right now, – Bratchuk) (headline) (<https://24tv.ua>, September 04, 2022); *У тимчасово окупованому місті вже кілька днів «спекотно». Сьогодні вранці там прогрімилі нові вибухи* (It has been “hot” for several days in the temporarily occupied city. There were new explosions this morning) (<https://www.unian.ua>, May 13, 2023).

4 Conclusion

Thus, journalism of the beginning of the 21st century is distinguished by an extensive system of expressive means that perform not only an informative role, but also implement a number of communicative strategies and pragmatic-intentional tasks. Among the linguistic units involved in the verbalization of thought, metaphors occupy a prominent place. Their differential features include reinterpretation of well-known images and concepts based on associative connections, transmission of hidden meaning, evaluation, emotional and expressive coloring, often going beyond the canons of newspaper journalism, sometimes “shaking” stylistic boundaries. In the Ukrainian media discourse of 2022–2023, metaphorically used lexemes of different thematic range are presented, the emergence of which is based on stereotypes of the perception of modern reality, in particular, military actions in Ukraine. A significant group consists of secondary names of enemies and the president of russia. An important role in their marking belongs to nouns – the names of animals and mythical and mythological creatures that form groups of zoomorphic and mythomorphic metaphors, respectively. Expressing the meanness, cynicism, cruelty, and callousness of the occupiers, such words evoke in the reader disgust, anger, condemnation, and hatred for everything connected with the terrorist state. In order to strengthen the negative coloration, attributive, in particular occasional, units function alongside them, which give the texts an ironic-sarcastic

² In Ukrainian military slang which emerged during current Russian-Ukrainian war, the word “bavovna” means explosion

sound, give them conversational nature, sometimes even vulgarize them. The use of several metaphorically designed secondary names implementing the stylistic technique of gradation is aimed at achieving this goal. The modeling of behavioral stereotypes of the enemy army involves verbs that not only contribute to the creation of an objective image of the invaders, pointing to the evil, terror, and violence associated with them, but also convey irony and sarcasm. Among the words of this part-language class, colloquial forms dominate, which serve as a powerful journalistic tool and exert a communicative influence on the reader. Expressive means of linguistic aggression include anthropomorphic metaphors built on the attribution of human actions, signs, and characteristics to war and Russia. Metaphorization related to military equipment and weapons is prominent in journalistic texts. Secondary nominations are characterized by originality and expression, their formal representatives are lexemes of the culinary and gastronomic sphere, presented in publications about the destruction of Russian, less often Belarusian enemies and their equipment.

The perspective of the research is the description of positively evaluating metaphors in media texts about the war in Ukraine.

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