

INCORRECT NOMINATIONS OF PERSONS AS VIOLATIONS OF JOURNALISTIC ETHICS IN MODERN MATERIALS OF SENSITIVE MEDIA CONTENT (ON THE MATERIALS OF UKRAINIAN MEDIA)

^aNATALIIA SHULSKA, ^bNATALIIA KOSTUSIAK, ^cROMAN PYKALIUK, ^dINNA SYPCHENKO, ^eOLENA BONDARENKO, ^fOKSANA DUBETSKA, ^gIRYNA YEVDOKYMENKO, ^hOLHA ZYMA

^{a,b}Lesya Ukrainka Volyn National University, 13, Voli Ave., 43025, Lutsk, Ukraine,

^cVolodymyr Vynnychenko Central Ukrainian State University, 1, Shevchenko Str., 25006, Kropyvnytskyi, Ukraine

^{d,e}Sumy State University, 116, Kharkivska Str., 40007, Sumy, Ukraine,

^fUkrainian State Drahomanov University, 8/14, Turgenyevska Str., Kyiv, Ukraine

^gTaras Shevchenko National University of Kyiv, 36/1, Yu. Illenka Str., 04119, Kyiv, Ukraine

^hS. Kuznets Kharkiv National University of Economics, 9a, Nauky Ave., 61166, Kharkiv, Ukraine
email: ^achulska.natalia@vnu.edu.ua,

^bkostusyuk.nataliia@vnu.edu.ua, ^crvpykaliuk@cuspu.edu.ua,

^disypchenko@journ.sumdu.edu.ua,

^eolbondarenko@journ.sumdu.edu.ua,

^fo_o_dubetska@edu.udu.ua, ^girina_eydokymenko@knu.ua,

^holyazyma 86@gmail.com

Abstract: The article presents a study of the socially sensitive content of the Ukrainian informal space, in particular, regarding the nomination of persons based on various characteristics. The incorrect names used for nominating persons of various social groups (those with disabilities, certain diseases, according to age characteristics, ethnicity, social status, those who suffered as a result of the Russian-Ukrainian war, etc.) were identified, structured, and comprehensively analyzed. Relevant counterparts correlating with the rules of social etiquette are proposed for each incorrect nomination. The materials of the study were media texts, which present linguistic units – the nominations of people – that do not correspond to the journalism of tolerance, and in some places also give rise to the language of enmity. It is noted that anormative nominations are presented both in the title complex of publications and in the text content itself. It was observed that the use of incorrect nominations of persons (“disabled”, “blind”, “deaf”, “wheelchair”, “handicapped”, “special child”, “schizophrenic”, “person with oncology”, “blonde driving”, “negro”, “Asian”, “homeless”, “gypsy”, etc.) not only carries negative semantics, but is offensive to these categories of people, violates language and ethical norms, indicates a lack of gender sensitivity, and shows the unprofessionalism of journalists and editors. It was found that the media often do not avoid stereotypes regarding the correct portrayal of those with disabilities, and deliberately, for the sake of sensationalism and attracting attention, detail the disabilities of such persons, pitying them out of measure, and sometimes even over-heroizing them. The headlines testifying to the use of incorrect words or phrases of a discriminatory nature to denote a person's ethnic, national, or racial affiliation have been recorded. False lexemes based on people's age characteristics were also detected in stories about those who live alone, who are homeless, have drug or alcohol addiction. Often, for the sake of sensationalism and clickbait, journalists attach rating labels to people even before a court decision, resort to hyperbolized and provocative media titles, and “taste” violence, death, or crime. Incorrect nominations, which became especially widespread in the conditions of the Russian-Ukrainian war, to denote people who changed their place of residence in connection with active hostilities, were also analyzed.

Keywords: incorrect nominations of persons; media; journalistic ethics; sensitive content; Ukrainian language; professional communication.

1 Introduction

The Ukrainian media space at the beginning of the 21st century is characterized by rapid development and modernization, which, on the one hand, presents new tasks and challenges to the authors of multi-topic and multi-genre texts of modern mass media, and on the other hand, requires the creation of quality material in compliance with professional standards, including the use of verified facts, objectivity, accuracy and completeness of information, impartiality and disinterestedness in the transmission of news, including sensitive content. In this aspect, it is important to remember that a person is always at the center of a journalistic text. A significant part of today's media materials record stories about the destinies of people, inform about personal values and problems of vulnerable population groups, which obliges the author to be able to empathize, to be guided by the norms of public morality, to try not to cause harm and psychological trauma both to the reader and to the who is mentioned in the article. In the conditions of war, it is often

necessary to write about people with incurable diseases, disabilities, about other socially vulnerable layers of the population who cannot take care of themselves without outside help, as well as report on painful topics for Ukrainians, crimes committed by persons of different nationalities, fields of activity, and age characteristics, and thus the issue of compliance with ethical norms becomes relevant. It is important not to go beyond the limits of journalistic tolerance in the struggle for sensationalism and vividness and to convey the desired message to the reader with the help of correct vocabulary and terminology.

Many scientific works are devoted to the problem of socially sensitive journalism, the authors of which focus attention on the importance of forming correct values, the need to avoid incorrect and manipulative statements, use of ethical vocabulary, and also provide specific recommendations regarding the language of media materials. In this regard, J. Pukalo notes that “words whose meaning seems obvious can be inappropriate and biased. And the media, which write about socially important topics, create the illusion of tolerance and popularize vocabulary that confirms stereotypical ideas about different sections of the population” [12]. In this context, H. Dacyshyn raised the issue of language tolerance in the names of older persons and identified the possibilities of the media in the formation and destruction of stereotypes [3]. The researcher drew attention to words and phrases that contain an accompanying pejorative meaning, and therefore need to be replaced with positively colored or neutral lexemes, which will contribute “not only to changes in public opinion, but also to a new awareness by the elderly of their lifestyle and their capabilities” [3, p. 92]. N. Pikula characterized the nominations of the elderly presented in the Polish media space, in particular in youth magazines, newspaper publications, Internet portals, advertising and informational programs [11]. O. Fudorova defined the role of the mass media in the formation of tolerant public opinion about people with disabilities [5]. The issue of political correctness in the English-language media discourse was reflected in the article by S. Aleksenko. The researcher characterized the ethical language means for marking race and nationality [1]. V. Tarasova's publication, based on the material of English and Ukrainian mass communication media, is close in terms of issues [14]. In this context, it is worth mentioning the work of S. Baranova and D. Mishchenko, in which stylistic means of expressing political correctness in journalistic texts are defined, emphasizing the importance of preventing expressions that are offensive to people with limited physical and mental capabilities, non-standard appearance, to representatives of certain nationalities, sexual minorities, believers, etc. [2]. In addition, we consider the advice for journalists printed in media publications to be valuable. In particular, I. Virtosu gave recommendations on how to correctly name people with disabilities. In her opinion, a single-aspect description of a disabled person does not make it possible to fully focus attention on the person as a personality [15]. L. Petrunkina's article is similar in topic, in which the author offers a list of correct nominations for people with physical disabilities, names of people by nationality, social status, etc. [10].

The war in Ukraine became a significant external factor that led to the updating of publications about persons forced to leave their homes due to active hostilities. In this connection, the question arose about the correct naming of those who had to settle in relatively safe settlements of Ukraine or go abroad. L. Filipchuk [4] and I. Ladyka [8] devoted articles to the mentioned problem, in which they presented a number of valuable recommendations. V. Kasyanchuk and O. Levchuk covered a wider range of issues, emphasizing the correctness of the terminology used in media texts about the Russian-Ukrainian war [7].

Despite the presence of publications with different thematic and genre ranges, which show a relationship to socially sensitive journalism, there is currently a lack of scientific works devoted to the study of ethically incorrect nominations of persons in the Ukrainian information field. We consider the raised problem to be relevant, as it points to the pressing problems of today, among which there is the formation of respect for professional standards and ethical norms.

The purpose of the article is to identify, structure, and comprehensively analyze the incorrect nominations of people of various ethnic and social groups presented in the language of modern Ukrainian mass media, to offer relevant equivalents that correlate with the rules of social etiquette.

2 Materials and Method

Media texts devoted to important social problems, in which language units are presented were selected as the material of the study – these are nominations of persons with disabilities, nominations of people who changed their place of residence due to the war, persons with various diseases, national or ethnic affiliation, etc. The objectivity and comprehensiveness of the research was ensured by the use of a number of methods: descriptive, with the help of which language units that are outside the boundaries of ethical norms and journalistic tolerance were systematized and characterized; contextual analysis used to identify and clarify the role of incorrect vocabulary and terminology within the analyzed texts; communicative and pragmatic analysis, the purpose of which is to find out the impact of sensitive content on recipients, in particular, on vulnerable groups of the population.

3 Results and Discussion

An example of negative semantics in mass media is the use of bright, provocative headlines, as well as incorrect nominations for ethnic, religious, certain social groups or for specific representatives of these communities. In newspapers and online publications, we repeatedly come across incorrect word forms that are unacceptable for a journalist or editor to use: *«хитрий циганчук», «жидяра», «негр», «каліка», «карлик», «прикутий до інвалідного візка», «шизофренік», «бомж»* (“cunning gypsy”, “gypsy”, “negro”, “cripple”, “dwarf”, “wheelchair bound”, “schizophrenic”, “bum”), etc. Preparing materials by playing on emotions, using words that demean the honor and dignity of a person, or, on the contrary, keeping silent on relevant topics – all these are examples of violation of journalistic ethics.

According to the observations of media experts, the number of publications related to persons with disabilities has increased in the mass media in recent years. This is caused by a variety of reasons, the main of which is the Russian-Ukrainian war. Journalists constantly cover the stories of people who became disabled as a result of hostilities. However, the media often do not avoid stereotypes regarding the correct portrayal of those with disabilities, and deliberately, for the sake of sensationalism and attracting attention, detail the disabilities of such persons, express redundant pity towards them, and sometimes even heroize them. Meanwhile, the main task of the mass media in covering persons with disabilities is to avoid stereotypes and write about them as ordinary representatives of society. It is not necessary to emphasize the inferiority of such people or to feel sorry for them, and there is no need to heroize them. The “Ethical Code of the Ukrainian Journalist” states that it is necessary to refrain from hints or comments related to physical defects or illnesses of a person, to avoid the use of offensive expressions, profanity. It is not appropriate to portray persons with disabilities as victims of violence, as this would indicate their disability and vulnerability. Media workers should not portray this category of persons as a burden for their relatives, as this discredits them in the eyes of the public. People with disabilities should be shown as full members of society. With this in mind, it is unacceptable in the journalistic lexicon to use the words *«незвичайний», «жертва», «тагар», «неповносправний», «неповноцінний», «насилля»* (“unusual”,

“victim”, “burden”, “disabled”, “inferior”, “violence”) and the like when covering topics related to these individuals. It is necessary to talk about people with disabilities like in talking about ordinary people. This aspect of the image will be a unifying factor between these people and non-disabled people. An example of a violation of speech ethics is the publication *«Незвичайні діти у звичайній школі»* (“Unusual children in an ordinary school”) (“Lviv portal”, March 26, 2018), in which journalists, resorting to an oxymoron in the headline, denote children with special educational needs as “unusual”, differentiating them from other members of society and making an aspect of their “otherness”. When speaking in the mass media about children with special educational needs, it is incorrect to use the subjunctive phrases “special child”, “inclusive child”, which is not always remembered by employees of individual institutions, because unethical norms are mostly found on educational resources: *«Особлива дитина в закладі дошкільної освіти»* (“A special child in a preschool institution education”) (emetodyst.mcfra.ua); *«Особлива дитина. Інформація для батьків»* (“A special child. Information for parents”) (vompkil.od.gov.ua). This is evident also in other media: *«“Особливі діти” в садах і школах. Леся Лутвинова про інклюзивну освіту та стереотипи»* (““Special children” in kindergartens and schools. Lesya Lytvynova on inclusive education and stereotypes”) (“Slovo i Delo”, November 29, 2019); *«Луцькі батьки особливих дітей ініціювали оригінальний флешмоб»* (“Lutsk parents of special children initiated an original flash mob”) (“Pershiy”, April 25, 2019); *«У санаторії “Пролісок” відпочивають особливі діти. Фото»* (“Special children rest in the “Prolisok” sanatorium. Photo”) (“Pershiy”, April 17, 2019); *«У Калуші особливі діти місили тісто і вчилися робити манікюр»* (“In Kalush, special children kneaded dough and learned to do manicures”) (“Vikna”, May 20, 2023).

In order for journalists to observe professional ethics, an important aspect when reporting on people with disabilities is the use of correct and non-offensive words. Since the token *«неповносправні»* (“disabled”) indicates a description, not a group of people, it should therefore be avoided. Instead, we repeatedly come across this false phenomenon in the mass media, in particular, in the headlines: *«Проблеми неповносправних під час виборів обговорили за круглим столом»* (“Problems of the disabled during the elections were discussed at a round table”) (“Lviv portal”, October 26, 2019); *«Проблеми неповносправних під час виборів обговорили за круглим столом»* (“The Agency for employment of disabled persons will operate in Lviv”) (“Zaxid.net”, January 21, 2018), as well as directly in the texts: *«Неповносправна жінка з Нововолинська не є соціально небезпечною, не виявляє агресії, дає собі раду у побуті. Підстав для примусового обстеження й лікування – жодних»* (“The disabled woman from Novovolynsk is not socially dangerous, does not show aggression, manages herself in everyday life. There are no grounds for forced examination and treatment”) (“Volyn Post”, February 9, 2019); *«На думку прем'єрки, справедлива держава не повинна однаково підтримувати тих громадян, які можуть працювати, і тих, що не можуть (неповносправних, осіб похилого віку, багатодітних одиноких матерів тощо)»* (“In the opinion of the Prime Minister, a just state should not equally support those citizens who can work and those who cannot (the disabled, the elderly, single mothers with many children, etc.)”) (“High Castle”, August 1, 2023); *«Невинні люди гинуть: десятки тисяч були вбиті лише тому, що це – жінки, неповносправні чи геї, або якщо вони належать до іншої гвілки ісламу»* (“Innocent people are dying: tens of thousands have been killed just because they are women, disabled or gay, or because they belong to another branch of Islam”) (BBC, December 7, 2020).

It is not appropriate to use nominations in journalistic materials such as: *«людина з обмеженими можливостями», «людина з особливими потребами»* (“person with disabilities”, “person with special needs”) (as an exception, *«діти з особливими освітніми потребами»* (children with special educational needs)), *«інвалід», «каліка», «колясочник», «візочник»,*

«психічно хворий», «сліпий», «глухий», «дитина-даун», «аутист», «епілептик», «децепешник» (“disabled”, “crippled”, “wheelchair”, “wheelchair user”, “mentally ill”, “blind”, “deaf”, “down child”, “autist”, “epileptic”, “degenerate”). Instead, the constructions «людина з інвалідністю», «людина, що для пересування використовує візок», «людина з розладами психіки», «слабобачачий, особа зі слабким зором», «незрячий», «слабочуючий, людина зі слабким слухом», «сонячна дитина», «дитина з синдромом Дауна», «дитина з аутизмом» or «дитина з розладами аутистичного спектра», «людина з епілепсією», «людина з ДЦП» (“person with a disability”, “person who uses a wheelchair for movement”, “person with mental disorders”, “impaired sight, person with poor vision”, “person with vision impairments”, “weakened person, person with poor hearing”, “sunny child”, “child with Down syndrome”, “child with autism” or “child with autism spectrum disorders”, “person with epilepsy”, “person with cerebral palsy”) are justified, because certain signs of a health condition should not become a characteristic of a person directly. Despite the fact that media experts advise using the lexemes “low-sighted” or “hearing-impaired” in the texts (see [4]), we still consider them abnormal from the point of view of linguistic culture, because verbs *уч(-юч) / -ач(-яч)* are not justified in Ukrainian language, so it is worth giving preference to the constructions: «незрячий», «людина зі слабким зором», «людина зі слабким слухом» (“person with visual impairments”, “person with poor eyesight”, “person with poor hearing”).

In this context, such headlines of regional and all-Ukrainian mass media are ethically incorrect, in which:

1) It is said in general about a person with a disability: «У ярмарку вакансій у Новооволинську взяли участь 14 осіб з обмеженими можливостями» (“14 persons with disabilities took part in the job fair in Novovolynsk”) (“Bug”, November 1, 2018); «Розповіли, скільки грошей потрібно на оздоровлення особливих дітей» (“They told how much money is needed for the rehabilitation of special children”) (“Konkurent”, November 23, 2018); «Волинські спортсмени-інваліди отримуватимуть стипендію Президента» (“Disabled athletes from Volyn will receive a scholarship from the President”) (“Volyn24”, December 21, 2016); «В Ірані жінка створила ідеальний транспорт для інвалідів» (“In Iran, a woman created an ideal transport for the disabled”) (“TSN”, May 7, 2018); «В Одеській області чоловік-інвалід зарізав молодшого брата через пульт від телевізора» (“In the Odessa region, a disabled man killed his younger brother using a TV remote control”) (“UNIAN”, November 26, 2019); «У Луцьку інвалід грабував школи і садочки» (“In Lutsk, a disabled person robbed schools and kindergartens”) (“Konkurent”, February 6, 2019);

2) A person with visual impairments is depicted: «Волинські інваліди зору піднімають тонни заліза» (“Volyn blind people lift tons of iron”) (“Volyn News”, November 13, 2017); «У Дніпрі продавці на базарі побили сліпого чоловіка за випадково пошкоджену рекламу» (“In Dnipro, sellers at the bazaar beat a blind man for accidentally damaging an advertisement”) (“Under the gun”, August 18, 2017); «Після зцілення сліпого брата передала ікону в монастир» (“After healing the blind brother, she handed over the icon to the monastery”) (“Volyn-nova”, November 14, 2018); «У Дніпропетровську сліпі вийшли на протест заради роботи» (“TCH», 12.08.2018); (“In Dnipropetrovsk, the blind protested for work”) (“TSN”, August 12, 2018); «Ізрайльські вчені створили диво-окуляри для сліпих» (“Israeli scientists have created miracle glasses for the blind”) (“TSN”, August 19, 2020); «Сліпий чоловік прозрів, поцілувавши фотографію дружини» (“Blind man regained his sight after kissing his wife's photo”) (“TSN”, February 18, 2019);

3) It is about a person in a wheelchair: «На Волині автомобіль налетів на інваліда-колясочника» (“A car hit a wheelchair user in Volyn”) (Volyn.ua, September 20, 2018); «На Волині автомобіль збив візочника: у чоловіка – значні травми.

«Фото» (“A car hit a wheelchair user in Volyn: the man suffered significant injuries. Photo”) (“VolynPost”, September 20, 2018); «Депутати ВР зробили колясочників учасниками дорожнього руху» (“Deputies of the Republic of Belarus made wheelchair users road users”) (“Varta1”, December 3, 2019); «У Луцьку волонтер-візочник відремонтував сотні автомобілів для ЗСУ: це наш фронт для хлопців, які зараз перебувають на передовій. Відео» (“In Lutsk, a volunteer wheelchair user repaired hundreds of cars for the Armed Forces: this is our front for the guys who are currently on the front lines. Video”) (“Obozrevatel”, December 24, 2022); «Узимку українські інваліди-візочники задля виживання перетворюються на суперменів» (“In winter, Ukrainian wheelchair users turn into supermen in order to survive”) (“TSN”, December 17, 2018);

4) There is a talk about a person with poor hearing: «Глухий хлопчик з Волині терміново потребує грошей для пересадки кісткового мозку» (“Deaf boy from Volyn urgently needs money for a bone marrow transplant”) (“VolynPost”, October 24, 2018); «Як глухі живуть в умовах війни: інтерв'ю з перекладачкою жестової мови з Полтави Наталією Московець» (“How the deaf live in the conditions of war: an interview with Nataliya Moskovets, a sign language interpreter from Poltava”) (“Suspilne”, June 25, 2022); «“Тихі” таксі: в Києві глухі водії створюють серйозну конкуренцію на ринку перевезень» (“Silent” taxis: in Kyiv, deaf drivers create serious competition in the transport market”) (“TSN”, October 28, 2019);

5) People with mental disorders are depicted: «На Волині розшукують небезпечного психічно хворого хлопця» (“They are looking for a dangerous mentally ill boy in Volyn”) (“Volyn24”, December 17, 2018); «В Одеській області психічно хворий чоловік вбив та вилупав власну матір» (“In the Odessa region, a mentally ill man killed and dismembered his own mother”) (“UNIAN”, April 11, 2023); «У Луцьку психічно хворий чоловік порізав собі обличчя» (“In Lutsk, a mentally ill man cut his face”) (“Konkurent”, February 5, 2022).

Sporadically in media texts, we come across a simultaneous combination of two incorrect tokens: «Глухий і сліпий чоловік оштрафований за перевищення швидкості» (“Deaf and blind man fined for speeding”) (“RBK-Ukraine”, October 24, 2019).

Given the fact that certain characteristics of a person's state of health do not need to be similarly transferred to his nomination, instead of the incorrect tokens «аутист», «епілептик», «децепешник», «діабетик» (“autist”, “epileptic”, “decepeschnik”, “diabetic”), it is better to use the more acceptable constructions, respectively, «людина з аутизмом» або «людина з розладами аутистичного спектра», «людина з епілепсією», «людина з ДСП», «людина з діабетом» або «людина, яка має діабет». (“person with autism” or “person with autism spectrum disorder”, “person with epilepsy”, “person with cerebral palsy”, “person with diabetes” or “person who has diabetes”). Often in journalistic publications, we record non-compliance with these norms, which is indicated by the following headlines and fragments of texts: «Журналісти спробували показати світ очима дітей-аутистів» (“Journalists tried to show the world through the eyes of autistic children”) (“TSN”, July 15, 2022); «На Тернопільщині дівчина-аутист дружить із вороною і хоче отримати професійну освіту» (“In Ternopil Oblast, an autistic girl is friends with a crow and wants to get a professional education”) (“TSN”, April 3, 2019); «Діти-аутисти. Які вони?» (“Autistic children. What are they?”) (“Ukrainian Pravda”, October 27, 2021); «Ліонель Мессі – аутист?» (“Lionel Messi is autistic?”) (“High Castle”, September 19, 2020); «Померлий був 1986 року народження, перебував на обліку в медичній частині як епілептик» (“The deceased was born in 1986, was registered in the medical department as an epileptic”) (“UNIAN”, January 28, 2019); «Райдержадміністрація позбавила діабетиків ліків – ЗМІ» (“Regional administration deprived diabetics of medicines – mass media”) (“Ukrainian Pravda”, July 8, 2019); «У Росії мобілізують діабетиків і людей після інсультів – ЗМІ» (“In

Russia, diabetics and people after strokes are mobilized - mass media") ("Gordon", February 28, 2022); «В окупованому Севастополі діабетики залишилися без пільгових тестів на цукор» ("In occupied Sevastopol, diabetics were left without preferential sugar tests") ("Suspilne Krym", October 20, 2020).

In journalistic materials, it is also necessary to avoid the use of medical 'stamps' that can reinforce a stereotypical view of persons with disabilities, such as: «нездорово людина», «вада», «хвороба», «хворіє на», «жертва» ("unhealthy person", "disability", "disease", "suffer from", "victim"), etc. Ethical violations are also demonstrated by headlines in which the diagnosis is unnecessarily presented and a special emphasis is placed on it, which violates journalistic ethics, for example: «Шизофренік тероризує ціле село» («Під прицілом», 24.10.2018); «Учені запевняють, що навчилися вираховувати потенційних шизофреніків» ("Schizophrenic terrorizes the whole village") ("Under the gun", October 24, 2018); «Учені запевняють, що навчилися вираховувати потенційних шизофреніків» ("Scientists assure that they have learned to reveal potential schizophrenics") ("TSN", October 16, 2020); «У Луцьку шизофренік порізав п'ятьох перехожих: одному всадив ніж у спину, іншому – у скроню» ("In Lutsk, a schizophrenic stabbed five passers-by: he stuck a knife in the back of one, and in the in the temple of another") ("TSN", December 28, 2018); «Японець з шизофренією захворів на рак. Пересадка кісткового мозку виликувала і онкологію, і психічний розлад» ("A Japanese man with schizophrenia got cancer. A bone marrow transplant cured both oncology and mental disorder") ("TSN", January 7, 2019). Nominations conveying danger, suffering, isolation, or passivity should not be used in texts. Media expert O. Holub notes that "it is necessary to avoid general phrases that can give a negative connotation to a person's health condition, for example: "deaf as a grouse", "deaf to our wishes", "dumb as a fish"» [6].

When talking about people with cancer, it is also necessary to be as tolerant as possible. One should not use the verbalizers "a person suffering from oncology", "cancer patient", because they not only have a pessimistic meaning, but are also incorrect. A person cannot be sick with oncology, because oncology is a branch of medicine, not a disease. In communities that support those who have cancer, the English expression "cancer survivor" is often used (literally translated to Ukrainian as «той, що пережив рак / бореться з раком» ("the one who survived cancer / fights cancer"). The constructions "a person with cancer" or "a person with an oncological disease" will be justified in such materials. Some counselors offer the terms "cancer patient" / "female cancer patient", because supposedly the lexeme "patient" indicates a temporary social role, and it is important to see a person in everyone, and not a disease [13]. When writing about those who have cancer, one should also avoid the verbalizers "sick" or "ill", as they are not only offensive, but also do not show the true status of a person. In the case of cancer, a person can be in remission and at the same time have the status of a patient, because it is necessary to remain under the supervision of a doctor.

Monitoring the domestic Ukrainian information space, we find incorrect lexemes in the media names themselves, which testify to the unprofessionalism of those who prepared the publications. For example: «Для пацієнтів з онкологією запустили гарячу лінію» ("A hotline has been launched for oncology patients") ("Ukrinform", October 21, 2022); «Де українцям з онкологією та іншими важкими захворюваннями надають допомогу в Чехії» ("Where Ukrainians with oncology and other serious diseases are helped in the Czech Republic") ("Radio Ukraine", July 26, 2022); «На військового з онкологією, який мав лікуватися в Швеції, написали рапорт про самовільне залишення частини нібито "без поважної причини"» ("A military man with oncology, who was supposed to be treated in Sweden, was reported to have voluntarily left the unit allegedly "without good reason") ("Letters", June 19, 2023); «Як допомогти онкохворій людині, яка щойно дізналася про діагноз» ("How to help an oncology-ill person who has just learned about the diagnosis") ("Ukrainian Pravda", July 29,

2021); «"Рак не чекає на завершення війни", – як борються за життя онкохворі з Чернігівщини» ("Cancer does not wait for the end of the war" – how oncology-ill patients from Chernihiv region fight for their lives") ("Suspilne", April 3, 2022); «Онкохворій Заворотнюк залишилося недовго: лікар дав актрисі страшний прогноз» ("Oncology –ill Zavorotnyuk did not have long left: the doctor gave the actress a terrible prognosis") ("UNIAN", April 20, 2023); «Хвора на рак дівчинка розповіла, як прийняти діагноз і побороти хворобу» ("A girl with cancer told how to accept the diagnosis and overcome the disease") (February 4, 2022); «Хворий на рак король футболу Пеле звернувся до вболівальників із лікарні» ("Sick of cancer, the king of football Pele addressed the fans from the hospital") ("NTA", December 4, 2022). Bearing in mind the fact that oncological diseases are considered chronic by world medicine, and after the end of treatment there is always a risk of relapse, the construction "achieved remission" is more acceptable instead of the erroneous "defeated cancer", although media professionals do not always emphasize this, using incorrect phrases: «"Я перемогла рак". Історії тих, хто одужав» ("I beat cancer". Stories of those who recovered") ("Radio Svoboda", February 18, 2019); «Перемогла рак та створила онлайн секс-шоп. Історія дівчини з Чернівці» ("She beat cancer and created an online sex shop. The story of a girl from Chernivtsi") ("Suspilne", February 4, 2022); «Думала, що можу не дожити до наступного Різдва": легендарна тенісистка вдруге перемогла рак» ("I thought I might not live to see next Christmas": the legendary tennis player defeated cancer for the second time") ("TSN", March 21, 2023). Also, instead of the phrases "terrible / fatal / incurable diagnosis", which instill fear, it is better to use the specific name "oncological diagnosis". However, modern mass media do not neglect such constructions: «Горохівчанину поставили страшний діагноз, він потребує коштів для лікування за кордоном» ("A Horohiv resident was given a terrible diagnosis, he needs funds for treatment abroad") ("Volyn", February 9, 2021); «Важкохворому Брюсу Вільсу поставили страшний діагноз» ("Seriously ill Bruce Willis was given a terrible diagnosis") ("Patriots of Ukraine", February 17, 2023); «Новоспеченій мамі поставили страшний діагноз за місяць до весілля: симптоми були багато років» ("A new mother was given a terrible diagnosis a month before the wedding: the symptoms had been present for many years") ("TSN", April 26, 2023); «У чоловіка 5 років болів палець на носі: йому поставили страшний діагноз» ("The man's toe hurt for 5 years: he was given a terrible diagnosis") ("Volyn 24", April 17, 2023); «Відомому футболісту поставили смертельний діагноз» ("A famous football player was given a fatal diagnosis") ("Sport news", 07/28/2023); «У Повалій горе – онуку поставили невиліковний діагноз»; «У Повалій горе – онуку поставили невиліковний діагноз» ("Povaliy goes through grief – the grandson was given an incurable diagnosis") ("Radio Track", March 28, 2022); «Бо що може бути гіршим за те, коли твоїй дитині ставлять невиліковний діагноз?» ("Because what could be worse than when your child is given an incurable diagnosis?") ("Tribune", February 17, 2023).

It is unprofessional on the part of journalists to call a person with HIV-positive status "HIV carrier" or "HIV-infected": «"Носіями ВІЛ / СНІД тепер є наркомани, а люди з благополучних сімей", – лікар» ("HIV/AIDS carriers are now not drug addicts, but people from prosperous families", – a doctor") ("Zaxid.net", November 24, 2020); «"Я дізналася, що ВІЛ-інфікована, коли була вагітна" – розмова з Вірою Варигією» ("I found out that I was HIV-infected when I was pregnant" – a conversation with Vira Variga") ("Hromadske", November 6, 2019); «Повідомили, скільки людей в Шацькому районі є носіями ВІЛ-інфекції» ("They reported how many people in the Shatsk district are carriers of HIV infection") ("Shatsk district", December 1, 2020); «На Львівщині за рік побільшало ВІЛ-інфікованих» ("In Lviv Oblast, the number of people infected with HIV has increased over the year") ("Your city", December 1, 2019). The nominations "person with HIV-positive status", "person living with HIV/AIDS", "person with HIV/AIDS" are ethically correct.

When covering human stories, it is important to remember the main postulates of the “Ethical Code of the Ukrainian Journalist” that no one can be discriminated against because of their gender, language, race, religion, national, regional or social origin or political preferences. The relevant characteristics of a person (group of people) should be indicated only in cases where this information is an indispensable component of the material. In this regard, T. Pechonchuk, a member of the Journalistic Ethics Commission, claims that many definitions of “hate speech” are based on the establishment of the fact of inciting enmity, humiliation or discrimination based on certain features in the statements, with a list of these features. The source of hate speech is negative stereotypes, or superstitions, which are often produced in order to justify discrimination – most often ethnic or racial. The persistent desire to exaggerate the alleged antisocial tendencies of representatives of ethnic or “racial” minorities is explained by the peculiarities of the human psyche. People are inclined, firstly, under the impression of rare phenomena, to give them much more importance than these phenomena deserve; secondly, to attribute to one's group the most desirable moral qualities that favorably distinguish it from other groups (as it is known, “one's own” is usually equated with a positive assessment, and “other's” in most cases is assessed either neutrally or negatively); and thirdly, to exaggerate the negative qualities of “strangers”, transferring them from individuals to entire groups to which they belong (cited in [9]).

We fix headlines that testify to the use of incorrect symbols of a discriminatory nature to denote a person's ethnic, national, racial affiliation. Among them, there is the ethically unjustified use of the term «цигани» (“gypsies”), especially in a negative context, which gives rise to hate speech. For example, headlines that reveal violations of journalistic standards repeatedly appear in the mass media: «Цигани як невід’ємна частина луцької автостанції» (“Gypsies as an integral part of the Lutsk bus station”) (“Konkurent”, March 29, 2019); «Женяться цигани з українцями. Помінялася нація» (“Gypsies marry Ukrainians. The nation has changed”) (“Volyn”, July 29, 2020); «Українське село повстало проти свавілля циган» (“The Ukrainian village rose up against the arbitrariness of the Gypsies”) (“TSN”, January 19, 2018); «Розгром циганського табору на Лисій горі: з’явилося відео» (“The destruction of the Gypsy camp on Lysia Gora: a video appeared”) (“TSN”, April 25, 2018); «Лучанку розсердила навала циган на автостанцію» (“A woman in Lutsk was angered by the influx of gypsies at the bus station”) (“Volyn.ua”, February 3, 2019); «Цигани-попрошайки з п’яними дебошами на луцькій автостанції дістали чоловіка» (“Gypsies-beggars with drunken brawls at the Lutsk bus station angered a man”) (April 16, 2023). Instead of this exonym, experts suggest using the lexemes “Roma”, “people of Roma nationality” more often. However, some contradictions arise here, because we cannot call all representatives of Gypsies Roma, but only those who are truly ethnically descended from the Roma, that is, they are Romani, and who speak the Romani language. There is a group of gypsies who call themselves Sindhi and who do not identify themselves with the Roma in any way. In addition, the word “Gypsy” is in many other languages, not only Ukrainian. Obviously, in the media, the very context related to this ethnic group is important, and not what word we use.

The language of enmity in the mass media is also fueled by incorrect tokens for the nomination of persons of African-American nationality, namely: «негр», «нігер», «темношкірий», «чорний» (“negro”, “nigger”, “dark-skinned”, “black”), which usually have a negative connotation in the media context: «У Луцьку напали на негрів. Відео» (“Negroes were attacked in Lutsk. Video”) (“VolynPost”, March 5, 2018); «Мережа вибухнула жартами про “п’яних негрів на танках” у Дебальцевому» (“The network exploded with jokes about “drunk negroes on tanks” in Debaltsevo”) (“TSN”, February 17, 2018); «На Закарпатті з’явився власний негр» (“Own Negro appeared in Transcarpathia”) (“Transcarpathia online”, September 14, 2018); «Продовження скандалу ПСЖ-“Істанбул”: румунські судді стверджують, що темношкірий тренер називав їх циганами» (“Continuation of

the PSG-Istanbul scandal: Romanian judges claim that the dark-skinned coach called them gypsies”) (December 9, 2020), «Навіщо Шевченка зробили негром?» (“Why was Shevchenko made a negro”) (“High Castle”, October 17, 2018). It is most correct to use the speech-acceptable phrases “originating from a particular country”, “originating from the African continent”, “African American” to denote such persons.

We identify journalistic publications with the incorrect lexeme «азіати» (“Asians”). For example: «Азіати надали перевагу штучній свинині під час “сліпого” тестування – дослідження» (“Asians preferred artificial pork during “blind” testing – study”) (UNN, November 10, 2021); «Замість українців – азіати? Польський ринок праці зазнає змін» (“Instead of Ukrainians – Asians? The Polish labor market is undergoing changes”) (“UPMP”, October 24, 2019); «Істерія через коронавірус: в Італії азіати піддаються дискримінації» (“Hysteria due to the coronavirus: Asians are discriminated against in Italy”) (“Letters”, February, 25, 2020). The Ukrainian lexeme “азіати” is a lexical error, as it attests to Russianism, so, in Ukrainian, it is worth using the normative variant “азійці” or naming a specific country of origin of people.

In covering women and men, it is important to remember the gender sensitivity of the text, which journalists often do not observe. It is not expedient to emphasize the color of a woman's hair if it is not related to the material. Today, the stereotype «блондинка за кермом» “blonde behind the wheel” is popular in the mass media, which usually carries a negative context, cf.: «Блондинка / білявка за кермом: у Києві жінка, переплутавши педалі авто, влетіла у бізнес-центр» (“Blonde behind the wheel: in Kyiv, a woman confused the pedals of a car and flew into a business center”) (“Visti”, August 15, 2020); «ЗМІ: скандальна блондинка, що трощила віділок поліції, – родичка прокурора ГПУ» (“Media: the scandalous blonde who trashed the police station is a relative of the GPU prosecutor”) (“Ukrainian Pravda”, February 5, 2018); «Блондинка за кермом: як позаяти на авто без прав і відео експеримент на першому водінні» (“Blonde driving: how to drive a car without a license and a video experiment on the first drive”) (“TSN”, July 11, 2019); «Скандальна білявка після нападів на поліцію втекла до Монако і публічно ображає українців – ЗМІ» (“The scandalous blonde fled to Monaco after attacks on the police and publicly insults Ukrainians – mass media”) (“TSN”, February 8, 2018); «Блондинка і драгер: спіймана за кермом п’яна дівчина стала приводом для дискусії в мережі» (“A blonde and a dragger: a drunk girl caught behind the wheel became a reason for discussion on the network”) (“RBK-Ukraine”, August 13, 2019). The analyzed statements in media names are gender discriminatory and also indicate a low level of journalists’ professional training.

In Ukrainian media publications, older people are usually called pensioners. However, such a nomination is not always justified, as it characterizes people who receive a pension regardless of age. It is known that a pension can be assigned, for example, to a child or another person. Media expert Ya. Pukalo, writing about tolerance journalism, notes that “according to the classification of the World Health Organization, the elderly are considered to be 60-75 years old, senile – 75-90 years old. Those who have reached 90 years or more are generally called long-lived. It is best to use the phrase “старше покоління”, “люди старшого віку”, “старші люди” (“older generation”, “elderly people”) [11]. Today, the nomination “elderly people” is also distinguished in Ukrainian legislation. An alternative can be the construction of “people of the third age”, which is used in English-speaking countries. Some journalism advisors also offer the phrase «люди літнього віку». It must be remembered that if the material does not say that people have grandchildren, then they cannot be called “grandfathers” or “grandmothers”, since the use of these words indicates family ties, and some of the persons mentioned in the texts may not have family or grandchildren. Analyzing the modern media space, we observe that journalists do not always adhere to those norms, using the terms «пенсіонери», «люди у віці», «бабусі», «дідусі», «старі» (“pensioners”, “aged people”, “grandmothers”,

“grandfathers”, “old people”), which are unjustified for professional ethics, for example: «Пенсіонери старше 70 років отримують доплати до пенсії з наступного року» (“Pensioners over 70 years old will receive supplementary payments to the pension starting next year”) (“Economic truth”, September 15, 2021); «Українським пенсіонерам доплачують по 300 гривень: хто отримає надбавку» (“Ukrainian pensioners will be paid additionally 300 hryvnias each: who will receive the bonus”) (“Slovo i Delo”, September 15, 2021); «Опанувати діджиталізацію: чому українська пенсіонерка радіє новим гаджетами» (“Mastering digitalization: why a Ukrainian pensioner is happy with new gadgets”) (“TSN”, March 10, 2020); «Навіщо пенсіонерам мати соціальні мережі та гаджети» – розповідає активна користувачка Ольга Рябчун (“Why should pensioners have social networks and gadgets” – says active user Olga Ryabchun”) (“TSN”, March 10, 2020); «У Києві орудує бабуся з очумілими ручками – поцупила у дитини “колеса”, щоб кататися на пенсії» (“In Kyiv, a grandmother with clumsy hands works – she snatched a child’s “wheels” to ride in retirement”) (“Znay.ua”, March 10, 2020); «Що відомо про українську бабусю з червоним прапором, яку Росія зробила своїм символом» (“What is known about the Ukrainian grandmother with a red flag, whom Russia made its symbol”) (“VVS”, May 5, 2022); «Рівненські ЗМІ поширили фейк про бабусю з Дубровиці» (“Rivne mass media spread a fake story about a grandmother from Dubrovitsa”) (“Rayon.in.ua”, October 25, 2021); «У Китаї 100-річний дід одужав від коронавірусу» (“In China, a 100-year-old grandfather recovered from the coronavirus”) (“UNIAN”, March 10, 2020); «У Дніпрі обурений відсутністю світла 79-річний дідусь “замінував” 6 будинків – ЗМІ» (“In Dnipro, outraged by the lack of light, a 79-year-old grandfather “mined” 6 buildings – mass media”) (“Nikopol news”, January 27, 2023); Пенсіонат останньої надії: як живуть старі люди на прикордонні Чернігівщини (фото) (“Pension of the last hope: how old people live in the bordering Chernihiv Oblast (photo)”) (“Cheline”, November 1, 2022); «Молоді люди п’ють горілку, а старі – ліки» (“Young people drink vodka, while old people drink medicine”) (“Gazeta.ua”, October 5, 2020).

The professional ethics of media are violated by the examples of a *single mother* or a *single father* in the publications, while it would be correct to write “a mother or a father raising a child on their own”: «В Україні змінили правила соціалізації матерям-одиначкам: кого залишили без допомоги і скільки тепер платять» (“In Ukraine, the rules of social benefits for single mothers have been changed: who was left without help and how much they pay now”) (“TSN”, August 19, 2020); «Мати-одиначка з чотирма дітьми розповіла про роботу вебкам-моделлю. Фото» (“A single mother with four children talked about working as a webcam model. Photo”) (“UAinfo”, August 6, 2023); «У РФ батька-одинака чотирьох дітей оштрафували і заарештували через українську музику» (“In the Russian Federation, a single father of four children was fined and arrested because of Ukrainian music”) (“UNIAN”, October 13, 2022); «Дітям з батьками-одиначками живеться не гірше, ніж дітям в повних сім’ях – дослідження» (“Children with single parents live no worse than children in full families – research”) (“Hromadske”, January 6, 2019).

In the mass media, we also come across the uncharacteristic calling of homeless people “бомжі” (“bums”), when journalists use the Soviet abbreviation: «У рф “бомж” порився в смітнику і заявив, що все одно любить путіна» (“In the Russian Federation, a “bum” rummaged in the trash and declared that he still loves Putin”) (“UNIAN”, April 15, 2023); «“Я, фактично, – бомж”: історія рівненського безхатька, переселенця із Северодонецька» (““I, in fact, am a bum”: the story of a homeless man from Rivne, an immigrant from Severodonetsk”) (“Chetverta Vlada”, April 5, 2023); «Бомжі бояться не вулиці, а холоду» (“The bums are not afraid of the street, but of the cold”) (“Zakarpattia online”, December 1, 2019); «На Львівській у Луцьку бомжі займалися оральним сексом» (“Bums are engaged in oral sex on Lvivska Street in Lutsk”) (“Konkurent”, July 19, 2022). During official and unofficial use, this lexeme acquired a pejorative semantics, so

today it is suggested to avoid it. The legally approved terms “homeless citizens” have not gained much popularity in the Ukrainian mass media. Only sporadically do we come across headlines with the following wording: «Право на життя: як врятувати бездомних людей під час морозів» (“Right to life: how to save homeless people during frost”) (“Ukrainian Pravda”, February 15, 2021); «Понад три сотні українських біженців у Британії стали бездомними» (“Over three hundred Ukrainian refugees in Britain have become homeless”) (“Suspilne”, May 12, 2023); «Росія взялася мобілізувати на війну безпритульних – ЗМІ» (“Russia undertook to mobilize the homeless for the war – mass media”) (“Glavkom”, September 4, 2022); «У київському метро безпритульний побив поліцейського» (“A homeless man beat a policeman in the Kyiv metro”) (“LB.ua”, March 1, 2018). These constructions are emotionally neutral by connotation, they only indicate that a person has no place to live and satisfy his needs for sleep, food, hygiene, privacy, etc. Now, the archaic Ukrainian lexemes “bezkhathko”, “bezhatchenko”, which until 2010 were not in daily use of Ukrainians, are gaining more popularity in the mass media for the nomination of homeless persons. The following headlines are examples: «На Дніпропетровщині школяр забив до смерті безхатченка – ЗМІ» (“A schoolboy beat a hobo to death in Dnipropetrovsk region – mass media”) (“UNIAN”, August 17, 2021); «Ніжинські укриття облюбували безхатченки» (“Nizhyn shelters were chosen by hobos”) (“Nezhatyn”, August 22, 2023); «У Луцьку безхатченки організували паркувальний бізнес» (“Hobos organized a parking business in Lutsk”) (“Glavkom”, August 18, 2021); Безхатько назвав себе богом та штовхнув під потяг метро жінку (фото) (“A hobo called himself a god and pushed a woman under a subway train (photo)”) (“Glavkom”, January 2022); «Поліція каже, що безхатько напав у Ковелі з ножем на поліцейського» (“The police say that a hobo attacked a policeman with a knife in Kovel”) (“Kovel media”, June 24, 2021); «Безхатько отримав притулок на Вишгородщині» (“A hobo received asylum in Vyshhorod Oblast”) (“Poglyad”, February 22, 2021).

One of the important aspects in media ethics is the presumption of innocence – a priori, a person cannot be accused until the contrary is proven. Accordingly, a journalist cannot call a person a criminal until it is established by a court. Among the most obvious reasons for such violations, there is the pursuit of ratings and sensationalism, which often lead to a taste for violence, death, or crime. Another block of reasons is related to the lack of expert knowledge of the topic and the reluctance to spend time on research. Usually, mass media choose the easiest way – to inform about the fact of the crime, in the best case – about the court’s decision. These stories are filled with details of violence, abusive language, and disclosure of personal data. Of course, what “sells” best is what will interest the audience. However, when covering high-profile topics, it is necessary to take care not only of the speedy dissemination of socially important information, but also of its ethical coverage [9]. Journalists repeatedly submit clearly hyperbolized headlines when, even before the court decision, they consciously or unconsciously “hang” so-called evaluation labels on a person, such as “dangerous criminal”, “rapist”, “maniac”, “murderer”, cf. «У Полтавській області із залу суду втік особливо небезпечний злочинець» (“A particularly dangerous criminal escaped from the courtroom in Poltava region”) (“NV”, June 27, 2018); «На зламаних ногах далеко не втечеш: в Одесі небезпечний злочинець поплатився за спробу втечі» (“One cannot run far on broken legs: in Odesa, a dangerous criminal paid for an escape attempt”) (“Obozrevatel”, November 28, 2019); «Поліція взялася за франківських гвалтівників: вручено дві підозри та 6 повісток» (“The police took on Frankish rapists: two suspicions and 6 summonses were served”) (“Pravda”, February 1, 2023); «На Хмельниччині судитимуть гвалтівника, жертву якого встановили за допомогою ЗМІ» (“A rapist whose victim was identified with the help of the media will be tried in Khmelnytskyi”) (“Day by Day”, November 19, 2022); «Вбивство 16-річної на Полтавщині: гвалтівник шантував друзів друзів позбутися тіла – ЗМІ» (“The murder of a 16-year-old girl in Poltava region: the rapist blackmailed his friends

to get rid of the body – mass media”) (“UNIAN”, July 3, 2021); «На Луганщині орудує небезпечний маніяк: поліція просить про допомогу» (“A dangerous maniac is ‘at work’ in Luhansk region: the police are asking for help”) (“Aspi News”, January 9, 2021); «“Пардон, я присяду”: у Києві ширяться чутки про маніяка-вбивцю» (““Excuse me, I’ll sit down”: rumors about a murderous maniac are spreading in Kyiv”) (August 31, 2023); «ЗМІ назвали можливого вбивцю Пригожина» (“The media named the possible murderer of Prigozhin”) (“Korespondent.net”, August 26, 2023); «Вбивцею військового у Києві виявився український чемпіон, – ЗМІ» (“The Ukrainian champion turned out to be the murderer of a military man in Kyiv, – mass media”) (“UAinfo, October 23, 2022).

We also reveal the neglect of the norms of the correct naming of people with alcohol or drug addiction. Instead of the correct nominations “person addicted to alcohol” or “person with alcohol addiction”, journalists resort to unethical nominations, using the lexemes «алкогольний», «алкоголік» (“alcohol-addict”, “alcoholic”); «Колишній алкогольний зарозумілий зараз сам рятує людей від страшною звички» (“A former alcohol addict now saves people from a terrible habit himself”) (t1.ua, July 18, 2020); «Як це – бути дружиною алкогольного» (“What is it like to be the wife of an alcohol addict”) (“VolynPost”, April 18, 2023); «Більшість не знає, як поводитися з алкогольними у сім’ї» (“The majority do not know how to deal with alcohol addicts in the family”) (“Radio Maria”, March 9, 2023); «Алколік – не тільки той, хто ристьє у смітку. А й той, хто потайки п’є витримане віскі» (“An alcoholic is not only someone who digs through the trash. But also the one who secretly drinks aged whiskey”) (“High Castle”, August 27, 2018); «Чому алколік не хоче лікуватися пояснює тернопільський нарколог» (“The Ternopil narcologist explains why an alcoholic does not want to be treated”) (“20 Minutes”, June 6, 2018); «Як зрозуміти, що ви алколік: перші майже непомітні ознаки» (“How to understand that you are an alcoholic: the first almost imperceptible signs”) (“Radio Track”, July 9, 2023). The same applies to naming people addicted to narcotic substances in the texts. Acceptable ones for news or analytical materials are the constructions “person with addiction to narcotic substances / drugs” instead of the incorrect “drug addict”. Instead, publication texts often demonstrate the use of incorrect tokens with distinctly negative semantics when covering stories about these persons: «У Запоріжжі 17-річний наркозалежний порізав патрульного ножем: правоохоронець у критичному стані» (“In Zaporizhzhia, a 17-year-old drug addict stabbed a patrolman with a knife: the law enforcement officer is in critical condition”) (TSN, December 28, 2020); «З львівської психіатричної лікарні втік наркозалежний пацієнт» (“A drug-addicted patient escaped from the Lviv psychiatric hospital”) (“Zaxid. Net”, October 13, 2021); «Наркозалежний тероризує мешканців будинку у Звенигородці» (“A drug addict terrorizes the residents of a house in Zvenigorodka”) (“Cherkashchyna News”, June 23, 2020); «У Луцьку затримали наркомана, який поціпував поштові ящики» (“A drug addict, who stole mailboxes, was arrested in Lutsk”) (“Volyn24”, September 30, 2018); «У Луцьку наркоман в одязі перепливав річку» (“In Lutsk, a drug addict swam across the river in his clothes”) (“Volyn24”, October 16, 2018); «У Києві наркоман намагався викрасти автомобіль з дружиною власника – ЗМІ» (“In Kyiv, a drug addict tried to steal a car with the owner’s wife - mass media”) (“UNIAN”, January 12, 2019); «“Ти ще не готовий від нас піти”. Як реабілітаційні центри для наркозалежних лікують, ламають і міцно тримають» (““You are not ready to leave us yet”. How rehabilitation centers for drug addicts treat, break, and hold tightly”) (“Hromadske”, July 6, 2021). Usually, such characteristics depersonalize a person.

After the full-scale invasion and the increase in the number of internally displaced persons (IDPs) from the territories where hostilities are active, the Western Ukrainian media space was flooded with news with the incorrectly used lexeme “біженці” (refugees) instead of normative *переселенці*, *внутрішньо переміщені особи*, *тимчасово переміщені особи* (displaced persons, internally displaced persons, temporarily displaced

persons,) which we record in the headline complex: «На Волині розселили 13 тисяч біженців. Є ще місця для 5 тисяч осіб» (“13 thousand refugees were resettled in Volyn. There are still places for 5,000 people”) (“Volyn News”, March 15, 2022); «На Волині розселили понад 6 тисяч біженців» (“More than 6,000 refugees were resettled in Volyn”) (“Volyn Post”, March 5, 2022); «Повідомили, скільки тисяч біженців розселили на Волині за добу» (“They reported how many thousands of refugees were resettled in Volyn per day”) (“Konkurent”, March 7, 2022); «Куди звертатись біженцям у Львові та як їм допомогти» (“Where refugees can turn to in Lviv and how to help them”) (“Zaxid.net”, February 26, 2022); «Допомога біженцям у Львові: куди звертатися переселенцям» (“Help for refugees in Lviv: where displaced people should turn”) (“UNIAN”, March 14, 2022); «Львів’ян просять допомогти біженцям: що потрібно» (“Lvivians ask for help to refugees: what is needed”) (“Suspilne.News”, February 24, 2022). However, usually in the lead or already in the text of the publication of the same materials, journalists use the correct vocabulary: «У Львові на стадіоні «Арена Львів» діє центр розселення вимушених переселенців, крім того, в місті є кілька точок, де збирають допомогу для них» (“In Lviv, there is a resettlement center for forcibly displaced people at the Arena Lviv stadium; in addition, there are several points in the city where aid is collected for them”) (“Zaxid.net”, February 26, 2022); «На цей час у Львові працює 7 координаційних центрів для вимушено переміщених осіб» (“There are currently 7 coordination centers for forcibly displaced persons in Lviv”) (“UNIAN”, March 14, 2022); «У Львові створили координаційний центр для допомоги вимушено переміщеним особам» (“A coordination center has been created in Lviv to help forcibly displaced persons”) (“Suspilne. News”, February 24, 2022). Media experts emphasize that, according to the UN Convention on the Status of Refugees, this word refers to people who are outside their country and who have crossed the official border. In the case of Ukrainian conflict, regarding people who moved from temporarily occupied territories, it is correct to use the names “forced migrants” or “people who were forced to leave their homes”.

4 Conclusion

Thus, the scientific generalization, theoretical substantiation, characteristics and specifics of the study of materials of socially sensitive journalism, in particular incorrect nominations of persons in the modern mass media space, made it possible to draw the following conclusions. Many times, media workers, writing about representatives of different social groups of people (with disabilities, certain diseases, age characteristics, ethnicity, social status, internally displaced persons, etc.), violate tolerance journalism by resorting to ethically incorrect phrases or statements. They single out these individuals, emphasize their “otherness”, mercilessly criticize or over-heroize them. In part, similar statements about certain categories of people give rise to so-called hate speech. It was noted that incorrect nominations are presented both in the title complex of publications and in the text content itself. Moreover, media workers are not always aware of the gender sensitivity of materials. When preparing stories about the destinies of people, journalists should be guided by the fact that the person should be put first, not the sensationalism or clickability of the publication. Highlighting the problems of vulnerable population groups, authors must empathize with their characters without harming either them or the readership. When writing about people and for people, it is important for media professionals to adhere to standards and professional ethics in order to shape public opinion and language etiquette of Ukrainians with high quality, as well as to demonstrate the high level of their professional communication.

Literature:

1. Aleksenko, S.F. (2018). Political correctness in English-language media discourse as a means of implementing a cooperative communicative strategy. *Scientific Bulletin of the UNESCO Department of the Kyiv National Linguistic University. Series: Philology, Pedagogy, Psychology*, 36, 52–56.

2. Baranova, S., & Mishchenko, D. (2022). Stylistic means of marking political correctness in mass media discourse. *Problems of the Humanities: A Collection of Scientific Works of Ivan Franko Drohobyt'sk State Pedagogical University. Series "Philology"*, 49, 11–16.
3. Dacyshyn, H. (2022). Linguistic tolerance in the names of older persons: opportunities of the media in the formation and destruction of stereotypes. *Bulletin of the Lviv Polytechnic National University: Journalism*, 2(4), 87–94. <https://doi.org/10.23939/sjs2022.02.087>
4. Filipchuk, L. (22. April 28). What is the correct name for people who left their homes because of the war in Ukraine. *Cedos*. <https://cedos.org.ua/yak-pravylno-nazyvaty-lyudej-yaki-pokynuly-svij-dim-cherez-vijnu-v-ukrayini/>
5. Fudorova, O. M. (2019). The role of the mass media in the formation of public opinion about persons with disabilities: expert assessments. *Bulletin of Kharkiv National University named after V. N. Karazin. Series: Sociological Studies of Modern Society: Methodology, Theory, Methods*, 993, 117–125.
6. Holub, O. (2016, December 21). Tips for journalists: how to cover people with special needs. *Institute of Mass Information*. <https://imi.org.ua/advice/poradi-jurnalistam-yak-visvitlyuvati-lyudej-z-osoblivimi-potrebami-i2377>
7. Kasyanchuk, V. O., & Levchuk, O. M. (2022). Correctness of terminology in media texts about the Russian-Ukrainian war. *Frontiers of Printing*, 2(12), 97–109.
8. Ladyka, I. (2018, September 7). Not refugees and not separatists: how the media can write about internally displaced persons. *Media detector*. <https://detector.media/production/article/140830/2018-09-07-ne-bizhentsi-i-ne-separatysty-yak-media-pysaty-pro-vnutrishno-peremishchenykh-osib/>
9. Online course "News Literacy". *Media detector*. <https://video.detector.media/special-projects/novynna-gramotnist-i22>
10. Petrunkina, L. (2022, January 24). A disabled person or a person with a disability: new speech ethics that should be remembered. *Depo.ua*. <https://www.depo.ua/ukr/life/invalid-chilyudina-z-invalidnistyu-nova-movlenneva-etika-yaku-slid-zapamyatati-202201271411626>.
11. Pikuła N. G. (2016). Obraz osoby starszej w przestrzeni medialnej. *Studia Socialia Cracoviensia*, 8(2), 199–212.
12. Pukalo, Ya. (2022, January 5). Journalism of tolerance: how the media abuse linguistic stereotypes. *Media Critique*. <https://www.mediakrytyka.info/standarty-yakisnoi-jurnalistyky/zurnalistyka-tolerantnosti-yak-media-zlovzhyvayut-movnymy-stereotypamy.html>
13. Salizhenko, Y. (2021, June 4). Dictionary of an educated Ukrainian: how to speak and write about cancer. *Ukrainian Pravda*. <https://life.pravda.com.ua/health/2021/06/4/245089/>
14. Tarasova, V. V. (2018). Political correctness in English and Ukrainian media discourse. *Scientific Bulletin of the National University of Bioresources and Nature Management of Ukraine. Series: Philological Sciences*, 281, 100–110.
15. Virtosu, I. (2015, September 11). How to talk about people with disabilities: tips for journalists. *Media detector*. <https://ms.detector.media/profstandarti/post/14167/2015-09-11-yak-rozpovidaty-pro-lyudej-z-invalidnistyu-porady-dlya-zhurnalistiv/>

Primary Paper Section: A

Secondary Paper Section: AI, AJ