

INVECTIVE VOCABULARY IN THE LANGUAGE OF THE UKRAINIAN MASS MEDIA DURING THE RUSSIA-UKRAINE WAR: STYLISTIC LAYERS AND PRAGMATICS OF MEANING

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Abstract: In scientific research, the invective vocabulary of the period of the Russia-Ukraine war (2022-2023) was analyzed using the language material of the Ukrainian mass media. The corpus of collected material gave reasons to single out the following groups and subgroups of invectives: 1. Personal: 1) immorality, humiliation of dignity and qualities; 2) assessment of mental abilities; 3) assessment of physical characteristics and invective designations of a person's appearance. 2. Social: 1) immorality of relations, such as lies, fraud; 2) manipulative actions regarding social processes, personalities, etc.; 3) invectives of social origin and status, political views, etc. As evidenced by the collected mass media material of the period of the Russia-Ukraine war (2022-2023), in the language of modern Ukrainian journalism, invectives of various kinds are widely used, which give a negative assessment mostly to the leaders of the aggressor country or those politicians who support the Russia-Ukraine war, and as well as citizens who are on the side of the military invasion. Under the influence of extra-linguistic factors – the Russia-Ukraine war – we traced the trend towards actualization of offensive vocabulary in the language of the Ukrainian mass media. Invectives mostly give the language of the mass media a negative assessment: they convey contempt for the invaders and especially for their politicians.

Keywords: Ukrainian language; mass media language; journalism; invective vocabulary; negative evaluation; stylistic role; literary norms; non-linguistic factors; Russian-Ukrainian war.

1 Introduction

The trend towards looseness, frankness, and sometimes vulgarization of speech that we observe today is not distinguished by its novelty or intensity from among analogous processes taking place in the post-Soviet space or in historical terms – in the language of any country where conflicts, revolutions, or other social changes take place. In addition, in the era of rapid development of the mass media and the Internet, these processes are becoming more active in the communication spheres of politically stable countries, becoming a comprehensive and all-absorbing phenomenon. To implement the mentioned tendency, journalists often use invective vocabulary. In the Ukrainian information space, the vocabulary of media workers became particularly active during the full-scale Russia-Ukraine war (we consider the period 2022-2023).

Invective vocabulary in the language of the Ukrainian mass media is analyzed by modern researchers L. A. Bilokonenko [1], N. M. Kostusiak [11], Y. S. Masel [13], O. G. Mezhev [14], I. V. Muratova [15], M. I. Navalna [16; 17], L. S. Topchii [21], S. V. Formanova [8-10], and others.

Researchers of invective vocabulary describe different approaches to its study. Such a broad approach to the study allows invective to be attributed to vocabulary that characterizes the speaker's attitude to the subject of speech. In the narrow sense, invective units are defined as verbal (sometimes

combined with non-verbal) substitutes for physical violence that cause offense to the opponent. Invective can also be any rough, vulgar, uncoded, taboo language designation of a person with evaluative semantics, which by its form or meaning can offend the object of evaluation [13].

So far, the following approaches to the definition of invective as a linguistic phenomenon have been formed in linguistic studies: the identification of invective with swearing, which is considered as a sign fixed in linguistic usage, that has a taboo character (i.e., it lies outside the boundaries of normative language and has a mainly oral character) and stable stylistic markers, such as “vulgar”, “swearing”, “rude”; invective is any word used to insult the addressee. In the language system, this word is recorded as a potential invective, that is, it contains in its meaning critical characteristics of a person. According to this opinion, the category of invective includes all words that can potentially offend the addressee; invective is defined as an insulting word in the sharpest form, swearing as an insult [15, p. 198].

Researchers consider speech insult from psycholinguistics, which is caused by a derogatory statement containing a negative-evaluative (pejorative) component, primarily invective. That is, the addressee's insult is a consequence of the addresser's use of invective. Not every negatively colored vocabulary can cause a feeling of offense, but mostly that which refers to the semantic field of “Human” (his appearance, inner world, behavior, activities, etc.) and is aimed at degrading his status in society [14, p. 99]. Linguists suggested the following classifications: 1. Vocabulary, which contains a negative evaluative (pejorative) and offensive (invective) sense in its lexical meaning: non-taboo colloquial, derogatory, familiar, swearing, slang words that have the appropriate marking in dictionaries (rough, contempt., fam., colloq.m jarg.); taboo obscenities, jargonisms, etc.; vocabulary that acquires a negative evaluative (pejorative) and offensive (invective) connotation as a result of metaphorical transfer based on associations with the animal world, objects and environmental phenomena; 2. Vocabulary (codified, normative) that does not contain negative-evaluative (pejorative) and offensive (invective) sense in its main lexical meaning, but can acquire them in the context as a result of reinterpretations.

Invective vocabulary contains varying degrees of offensive assessment of external and internal features of a person, primarily: a) mental characteristics and deviations, moral qualities, intellectual state, experience, mental activity, character traits, level of education; b) behavior, lifestyle, actions, habits, abilities, type of activity, occupation, professional and business qualities; c) appearance, physical qualities and defects associated, in particular, with negatively evaluated nominations of body parts (somatisms); d) social origin and status, material condition, age, ethnic, national, racial, gender, religious, professional affiliation, political views, antisocial deviant groups. Invective vocabulary is one of the most common means of expressing verbal aggression against representatives of certain ethnic groups, races, religions, sexual minorities, etc. [14, p. 100].

2 Materials and Methods

In his works, Yu.S. Masel supports the well-known classification in the following main areas: I. Invectives of a “personal” nature: 1) humiliation of the addressee's moral dignity and qualities; 2) negative assessment of mental abilities; 3) negative assessment of physical characteristics; 4) invective designations of a person's appearance; II. Invectives of a “social” nature: 1) racial discrimination; 2) sexual and gender invectives; 3) invectives conveying the immorality of relations, such as lies, fraud. III. Blasphemy [13] From the above, it is obvious that all invectives are expressive units with a whole range of functions. Among the main functions of invectives noted in scientific literature, leading

in journalistic discourse, the following can be distinguished: expressive, pejorative, evaluative, manipulative, etc. [13].

The purpose of the article is to investigate the lexical-semantic parameters of the invective vocabulary of the language of modern mass media, to clarify its stylistic role. Achieving the set goal involves solving the following tasks: 1) to characterize invectives from the review of scientific works of researchers; 2) to establish non-linguistic factors of the intensity of the use of invective vocabulary; 3) to highlight thematic groups of invective vocabulary; 4) to analyze negatively evaluative lexemes with actually offensive connotations that function in the language of the Ukrainian mass media (the source base of the study was the invective recorded in Ukrainian printed and online publications in 2022-2023).

The following research methods made it possible to implement the set goal and task: descriptive, which made it possible to inventory, systematize, and classify invective vocabulary selected from the language of the mass media; the method of complex analysis, which contributed to the consideration of the analyzed units in the lexical-semantic aspect; the method of contextual semantic analysis, which made it possible to study invectives in relation to the textual environment; methods of component analysis - for researching the seminal characteristics of lexical units.

3 Results and Discussion

In modern domestic Ukrainian and foreign linguistic literature, many different classifications of invective vocabulary are offered. Almost all classifications are based on thematic or pragmasemantic features. The corpus of collected material from the language of the Ukrainian mass media during the Russia-Ukraine war period gives reasons to divide the invectives into the following directions:

1. Personal: 1) immorality, humiliation of dignity and qualities; 2) assessment of mental abilities; 3) assessment of physical characteristics and invective designations of a person's appearance (perhaps based on his behavior).

2. Social: 1) immorality of relations, such as lies, fraud; 2) manipulative actions regarding social processes, personalities, etc.; 3) invectives of social origin and status, political views, etc.

The fullness of the defined subgroups is not the same, lexemes have different functional features, the vocabulary does not always correspond to the standard of the Ukrainian language, journalistic style in particular.

1. Personal: 1) immorality, humiliation of dignity and qualities. This subgroup covers lexemes such as: alcoholic "one who suffers from alcoholism; a drunkard" [4, I, p. 34], e.g.: "*The main alcoholic of Russia Medvedev began to complain about Putin - mass media*" (<https://www.5.ua>, August 18, 2022); "*Who can best coordinate alcoholics and drug addicts, if not the main alcoholic of Russia*" (Putin about Medvedev) (<https://www.volyn.com.ua>, August 12, 2022).

For the most part, the analyzed lexeme in the language of the Ukrainian mass media is used in relation to the former President of Russia Dmitry Medvedev, mainly in the phrases "*the main alcoholic of Russia*", "*the dwarf alcoholic*", cf.: "*Medvedev insulted Putin, who called him 'the main alcoholic of Russia': what is known about the scandal*" (<https://news.obozrevatel.com>, August 18, 2022); "*How the 'dwarf alcoholic' Medvedev sees the year 2023*" (<https://espreso.tv>, December 31, 2022). The adjective *dwarf*, which conveys the physical characteristics of a person by height, emphasizes Dmytro Medvedev's flaws even more acutely.

The subgroup "immorality of relations, such as lies, fraud" includes the synonymous lexeme: *алкаш* ("drunkard, alcoholic") [7, p. 14], e.g.: "*Алкаш медведєв назвав кофту Зеленського 'засмальцьованою' і пригрозив Європі 'зникненням'*" ("*Drunkard Medvedev called Zelensky's jacket*

'greased' and threatened Europe with 'disappearance'") (<https://www.volyn.com.ua>, February 11, 2023); "*In this case, Karaganov is a figure who is not yet as well-known as Dimon Alkash Medvedev*" (<https://wz.lviv.ua>, June 14, 2023). The indicated word again negatively characterizes the former President of Russia, Dmitry Medvedev. Familiarity and vulgarity are added to Ukrainian mass media texts by a synonymous jargonized lexeme: *бухарик* ("jarg. alcoholic, drunkard") [5], cf.: "*Cunning drunkard Medvedev is an obvious substitute for Putin...*" (<https://www.unian.net>, November 5, 2022).

To indicate Dmitry Medvedev's addiction to alcoholism, journalists use the lexeme: *blue* "1. Which has the color of one of the main colors of the spectrum - the middle between light blue and violet. 2. Shade of this color (about the face, skin). In a drunkard" [4, IX, p. 182], e.g.: "*We have already talked about what role the eternally 'blue' plays in the Kremlin [about Medvedev - author]. Now the Telegram channel Generall SVR has shared interesting information about how Putin mocks the person who was once called the Russian president*" (<https://tsn.ua>, August 13, 2022). The authors use the substantive adjective *blue*, which performs the functions of a noun, it can be considered a synonym for the previously analyzed lexemes (*алкоголік, алкаш, бухарик (drunkard)*), the use of which gives journalistic texts imagery and sarcasm.

To the subgroup "immorality of relations, such as lies, fraud" we include the lexeme: *bastard* "1. Outwardly ugly person. 2. A person who has lost his best qualities; a freak" [4, I, p. 474]. In the language of modern Ukrainian media texts, the President of the Russian Federation, Volodymyr Putin, is called an offensive word for the immorality of his behavior, actions and actions of those who support him, cf.: "*You raised a bastard and a murderer: the content of a note that a Russian woman left on the grave of Putin's parents became known*" (<https://tsn.ua>, October 13, 2022); "*People do not feel that they are becoming moral bastards - this is their normality. ... Putin plans to continue the offensive against Ukraine*" (<https://wz.lviv.ua>, March 31, 2023).

Often, with the noun *bastard*, we record the adjectives *Kremlin*, *darned*, etc., e.g.: "*The Kremlin bastard has been signaling through intermediaries that he is ready to negotiate a ceasefire since at least September of this year*" (<https://racurs.ua>, December 24, 2023); "*Damn bastard Putin and NATO's failure: sports stars talk about the war that Ukraine has already won*" (<https://sport24.ua>, March 8, 2022); "*The search for Kremlin bastard Putin is only the beginning*" (<https://mykyivregion.com.ua>, April 1, 2023).

Russian politician Yevgeny Prigozhin and Hungarian politician Viktor Orban were included in this category of politicians for their immoral behavior, see: "*Dirty bastards: Prigozhin and Putin were on the cover of a French newspaper*" (<https://mmr.ua>, June 28, 2023); "*A bastard Orban is no different from Putin's bastard, you can't put a finger in their mouth, because they will take your hand away...*" (<https://gazeta.ua>, December 10, 2023); "*And this bastard, Orban, who does not even hide that he is only interested in money, is kept in the EU? And what about the 'values' that the EU talks about in the morning...*" (<https://censor.net>, December 20, 2023).

Under the influence of extralinguistic factors - the large-scale Russian-Ukrainian war - native speakers and authors of mass media texts developed a negative attitude not only towards politicians, but also towards the Russian military and ordinary residents of the aggressor country, e.g.: "*Russian bastards fired 577 shells in Kherson region in a day, there is destruction*" (<https://newsua.one>, December 17, 2023); "*We will do everything in our power to take revenge on the Russian bastards, Poroshenko is quoted as saying by the Eurosolidarity website*" (<https://interfax.com.ua>, June 24, 2023).

To the subgroup "immorality of relations, such as lies, fraud" we include the lexeme *gad*: "1. Amphibious animal or reptile. 2. transferred, despised. About a disgusting, insidious person" [4,

II, p. 9]. Journalists call both Putin and the Russians directly involved in the war a gad for immorality and treachery, cf.: “*Russian actor Pashinin called Putin a “dwarf” and a “nasty gad”*” (<https://tsn.ua>, October 7, 2022); “They [about Russians - approx. author] are gads. An innocent child was killed by orcs” (<https://suspilne.media>, 03/26/2022).

The same subgroup includes the lexeme *impudent* “a person who acts defiantly, unceremoniously, violating moral norms, and does not pay attention to the attitude of others” [4, V, p. 226]. For immoral behavior, ignoring good deeds and fraud, the authors offensively call with this word thieves, refugees, etc. For example: Where do “*impudent refugees*” come from? A psychologist explains (<https://tyzhden.ua>, March 9, 2022); “*Waylaid near the terminal: an impudent man from Mukachevo stole almost 20 thousand UAH from a pensioner*” (<https://zakarpattyia24.com>, February 22, 2023).

Also, in some places in mass media texts we come across the use of the lexeme *psycho*, cf.: “*Psycho from the Caucasus after “revelation from above” went to prison. In Moscow, the police detained a 57-year-old resident of Ingushetia who wanted to meet with Putin and “help the Russian people”*” (<https://tsn.ua>, September 12, 2023); “*When I warned the West about Putin, I was ignored as an unbalanced and embittered psycho*”, says the former president of Georgia” (<https://www.bbc.com>, July 19, 2023).

This subgroup includes the vocabulary *psychopath* – “a person with a mental disorder, mental abnormality; an unbalanced person, whose words, thoughts, actions are assessed as abnormal” [4, II, p. 376]. In the Ukrainian mass media, only the President of the Russian Federation is referred to as such, e.g.: “*Psychopath with signs of sadism: an American psychiatrist assessed the President of the Russian Federation. The dictator behaved strangely during Shoigu’s report*” (<https://glavcom.ua>, July 19, 2022); “*A psychopath feeds on conflicts, lives in them and draws energy from them. Ignorant and a demagogue, Putin, however, has the support of a huge number of people*” (<https://www.ukrinform.ua>, July 4, 2022); “*Putin is not a sociopath, he is a psychopath. Psychopathy is a personality disorder, not a mental illness. This is a huge difference. Psychopaths are not treated*” (<https://www.unian.ua>, August 29, 2023); “*Psychopath, narcissist and sadist: an American psychiatrist diagnosed Putin*” (<https://focus.ua>, July 20, 2022).

The spread of invective and its actualization in the language is evidenced by the use of complex words such as: *psychopath-charismatic*, *psychopath-sadist*, etc., for example: “*Putin is a psychopath who has lost his adequacy - diagnosis (heading). Putin, according to Fallon’s definition, is a charismatic psychopath, he is not one of those who openly shows aggression*” (<https://nv.ua>, July 21, 2022); “*Malignant psychopath-sadist”: a psychiatrist described Putin’s condition... American psychiatrist James Fallon believes that the Kremlin dictator is sick...*” (<https://fakty.ua>, July 20, 2022).

Functioning in the language of the mass media lexemes *psycho*, *psychopath* and linguistic units derived from them generally characterize the politician as an unbalanced person, whose words, thoughts, actions are evaluated by society and people as abnormal. Usually, such words give media texts colloquialism and vulgarity. The analyzed lexemes correspond to the stylistic marker - expletives.

The invectives in the subgroup “3) evaluation of physical characteristics and invective designations of a person’s appearance (perhaps based on his behavior)” seem interesting. In particular, the lexeme *dwarf*: “1. An unnaturally small person; midget, stunted, stunted, stunted. // About a very low, very small object. 2. (figurative) About a very insignificant from a certain point of view, worthless person” [4, IV, p. 107]. In the language of the Ukrainian mass media, we fix the lexeme in the third figurative meaning in relation to the head of the Russian Federation, for example: “*Dwarf with an atomic bomb. The head of EU diplomacy humiliated Putin and Russia*” (<https://glavcom.ua> August 20, 2023). We often fix the invective

with the adjective *bunker*, because according to open information, Volodymyr Putny is hiding in a special bunker, cf.: “*Bunker dwarf Putin wants to know what is hitting him. Serhiy Kolyada on how ATACAMS long-range missiles affect Putin*” (<https://www.kyivpost.com>, October 27, 2023).

As a synonym for the phrase *bunker dwarf*, journalists use the formation *bunker old geezer*, e.g.: “*This is bunker old geezer. He really lives in his painful world, and he faces two options: either the dock in The Hague, or an inglorious death somewhere in a bunker*” (<https://tsn.ua>, October 24, 2023); “*Yandex blocked the image of Russian dictator Vladimir Putin at the request of the bunker old geezer and Nazi symbols at the request Z*” (<https://www.pravda.com.ua>, January 30, 2023). In this way, the authors try to humiliate, call names, emphasize the inadequacy of the president of the aggressor country.

Ukrainian journalists refer to Russians as different animals and creatures based on their behavior or thoughts, e.g.: *pig*, *zombie*, *frog*, etc. Hatred and contempt for the Russian population or those who generally support the war is further emphasized by the pejorative lexeme *dumb-headed*, cf.: “*Shariy from Spain complains about Russians: “dumb-headed pigs” (heading). Anatoly Shariy, who is known for his criticism of the Ukrainian authorities and manipulations, became angry with the Russians*” (<https://www.rbc.ua>, December 12, 2023); “*And this fat, stupid, dumb-headed frog named Povorozniuk repeats the narratives of Russian propaganda, the journalist emphasized*” (<https://prm.ua>, 12/16/2022).

This subgroup includes the lexeme *nit* “1. Lice egg. 2. Figurative, used as a swear word” [4, II, p. 92]. Journalists refer this offensive word to:

- The self-proclaimed president of Belarus, Oleksandr Lukashenko, cf.: “*Lukashenko finally turned into a slave and a nit (heading). A nit is Putin’s word, which Lukashenko simply uses to lick his master’s ass*” (<https://glavcom.ua>, March 8, 2023);
- President of the Russian Federation Vladimir Putin, for example: “*On the monument, which is usually installed on the grave of the deceased, folk craftsmen made a portrait of Putin and wrote several “soulful” words: nit, criminal...*” (<https://bigkyiv.com.ua>, February 28, 2022); “*The astrologer named the date of Putin’s death (heading). That is, this nit can live for a long time, another 2 years, - said the astrologer*” (<https://www.unian.ua>, April 11, 2022).
- Other presidents and politicians, cf.: “*Zelenskyi is a “nit”: Lukashenko hysterically called Zelenskyi (heading). Just a nit! Such operations are not carried out without approval...*” (<https://tsn.ua>, March 7, 2023); “*Pro-Russian nit: The mayor of Odesa called for compromises (heading). The mayor of Odesa called for compromises with Moscow*” (<https://newsua.one>, August 29, 2022).

Calling Vladimir Putin a nit, the authors of the texts use proverbs and sayings containing invectives in the titles of the texts as a stylistic device, thus attracting the information consumer and expressing a negative assessment of the persons they are calling names, cf.: “*Russian louse or Ukrainian nit - who is bigger (heading). This nit imitates some reforms, creates completely ineffective processes for an infinite time... Kuchma explained why Putin will not agree to peace negotiations*” (<https://33kanal.com>, February 23, 2022).

2. Social: 1) immorality of relations, such as lies, fraud. The lexeme *degenerate* “1. A person with signs of degeneration; 2. transferred, despised. A person of immoral, unworthy behavior; bastard” [4, II, p. 230]. The indicated lexeme and some other invectives of this subgroup can also be attributed to personal characteristics, but since we are talking about public figures, we attribute them to social ones. The decisive factor in the division of invectives into groups is the context.

The corpus of the collected material shows that we consider the lexeme *degenerate* to be the invective in a figurative sense,

which is used to call various Russian politicians, cf.: “How can you personally thwart the most insidious plan of the degenerate Putin...” (https://pravdaif.ua, April 4, 2022); “*The degenerate Patrushev stated that Russia twice saved the USA from collapse, but will not save again*” (https://argumentua.com, March 28, 2023); “*Prigozhin very bluntly hints that Shoigu cannot raid anything on his own*” (he directly calls him a “Tuva degenerate”)” (https://www.unian.ua, June 12, 2023); “*Prigozhin emphasizes that “no one would have stopped the Russian army of occupation” if “the degenerates had not built long columns”*” (https://tsn.ua, January 14, 2023). In this way, Ukrainian journalists express disdain for famous persons, and also testify to the disrespect of politicians for each other.

In the language of the Ukrainian mass media, we record the use of the lexeme *hypocrite*, “hypocritical person” [4, IV, p. 501] (hypocrisy is “inconsistency of words and deeds with true beliefs, intentions, feelings. // Feigned cordiality, benevolence, which hides evil intentions; insincerity” [4, IV, p. 501]). Most often, this invective refers to the inconsistency between the actions and words of Russian politician Sergei Lavrov, Hungarian politician Viktor Orban, etc., cf.: “Sabbath of hypocrites: Lavrov spoke about his desire to end the ‘Ukrainian conflict’ as soon as possible” (https://www.dsnews.ua, April 17, 2023); “*Pope: Hypocrites are unable to truly love*” (https://www.pravda.com.ua, August 25, 2023). The authors, calling famous people hypocrites, emphasize the insincerity of actions, statements and intentions of politicians.

The subgroup “2) manipulative actions regarding social processes, personalities, etc.” is small in terms of the volume of collected material from the language of the Ukrainian mass media. Lexeme *marginal* “a person who is on the border of different systems of social values, cultures and who is subject to their conflicting influence, which leaves a certain imprint on his psyche and way of life; a person who has group affiliation without group identification, a person who has lost former social ties and has not adapted to new living conditions. 2. A person who does not recognize generally accepted norms and rules of behavior. 3. Colloquial. Provincial” [6] in the language of the Ukrainian mass media calls Vladimir Putin for his inadmissibility of certain norms, laws, human morality, cf.: “*No one noticed how Putin became the main marginal of the country*” (https://www.5.ua, August 18, 2022).

The linguistic unit of this subgroup is *jesters* “1. substitute A person at the court of a monarch or noble lord who entertained the host and his guests with various pranks, jokes, etc. 2. A comedic character in ancient plays. 3. figurative, despised. About a person who, for the fun of others, pretends to be a fool. 4. Dial. Milkmaid, baby” [4, I, p. 196] refers to Dmitry Medvedev, whom journalists show their disdain for, cf.: “*She went to see a young lover: it became known with whom the wife of the Kremlin jester Medvedev, Svitlana, is having an affair*” (https://tsn.ua, July 24, 2022).

Among a number of subgroups, “3) invectives of social origin and status, political views, etc.” is the most numerous. Invective puppet “1. A puppet in a puppet theater controlled by an actor with the help of a special device. 2. Figurative. About a person, government, etc., who blindly fulfill someone's will” [4, IV, p. 628] again negatively characterizes the former head of the Russian Federation, cf.: “*The puppet of Russian President Putin is often heard by everyone. From the mouth of Medvedev, you can often hear what the dictator himself does not dare to say publicly*” (https://tsn.ua, August 13, 2022); “*Decided to go to the other world, but failed: what is known about the suicide attempt of Putin's puppet – Medvedev*” (https://tsn.ua, June 28, 2022).

We fix in the language of mass media the abusive lexeme *moron* “1. medical. A person suffering from mental retardation. 2. figurative. About a stupid person. 3. abusive. It is used to insult someone, to condemn someone's behavior” [Dictionary. UA], which was used in relation to Czech Prime Minister Andrej Babis, cf.: “*In the Czech Republic, Minister of Labor and Social Affairs Jana Malachova called Prime Minister Andrej Babis a*

moron, not knowing that cameras are in the studio...” (https://www.pravda.com.ua October 10, 2022).

Ukrainian journalists did not leave without attention the negative assessment of not only the Russians, but also the Hungarian politician Viktor Orban, calling the *idiot* “1. An unintelligent, limited, undeveloped person. 2. Mentally underdeveloped, weak-minded person. // It is used as a swear word” [4, V, p. 302], e.g.: “*Racist idiots set off an explosion of ammunition at the Zaporizhzhia NPP,*” – *Energoatom*” (https://radiotrek.rv.ua, March 14, 2022); “*I wish the Orbánites to fail the elections and give Hungary the opportunity to correct all the crap that Fidesz led by this moron created...*” (https://censor.net, October 5, 2023).

The lexeme *fool* is widely used in the language of mass media “1. Colloquial. Mentally limited, stupid person. // Abusive. It is used with the purpose of insulting someone, condemning someone's behavior” [4, II, p. 437]. The authors deliberately use it to offend:

- Vladimir Putin, e.g.: “*Putin was a huge fool and did not foresee a plan “B” for the war in Ukraine – NYT*” (https://www.unian.ua, May 11, 2023); “*Putin is the most dangerous fool in the world: in Ukraine he can neither win, nor lose, nor stop, – NYT*” (https://espresso.tv, May 11, 2023);
- Dmitry Medvedev, for example: “*After all, Medvedev is just a clinical fool and he proved it back in 2008...*” (https://espresso.tv, January 28, 2023); “*Feigin: Medvedev is a fool and an idiot. He drinks and reflects on the topic of the second term, which did not take place*” (https://gordonua.com, May 4, 2023);
- Other politicians, e.g.: “*Deputy Chairman of the Security Council Dmytro Medvedev called Graham an “old fool” and added that “in his beloved America they regularly kill...”*” (https://www.bbc.com, May 29, 2023); “*The publication reports that Italian intelligence was concerned by the statements of Medvedev, who called Crosetto a “rare fool”*” (https://www.volynnews.com, March 16, 2023); “*Presidential vocabulary: Medvedev called the USA “Pindostan” and the ex-director of the CIA an “old fool”*” (https://www.dsnews.ua, October 12, 2023).

The corpus of the collected material attests to the active use of the invective *loony* “colloquial. Jerk, stupid; 1) One who pretends to be a naive, innocent person. 2) Lyle. Foolish, stupid. [5], which negatively characterizes:

- Vladimir Putin, e.g.: “*Famous businessmen of the Russian Federation called Putin a “loony” (heading). Entrepreneurs are convinced that hell and a terrible future awaits the aggressor country*” (https://glavcom.ua, April 26, 2023); “*Putin is a loony*”, the “*Unbreakable Country*” *marathon*” (https://www.5.ua, April 26, 2023); “*Russia is in the clutches of a loony, Putin is an idiot*” (heading). *Putin is a loony, Russia is a scorched desert, and another participant in the conversation, Mykola Matushevskyy, called the President of Russia Vladimir Putin a “jerk”...*” (https://www.ukr.net, December 27, 2023); “*A grandiose political loony*”: *Jim Carrey (heading). We will remind you that previously the singer Madonna published a video in which she supported Ukraine and compared Putin to Hitler and Lenin*” (https://www.unian.ua, February 28, 2022);
- Other politicians, e.g.: “*Russian President Vladimir Putin called the former head of the Moscow anti-doping laboratory, an informant of the World Anti-Doping Committee, Rodchenkov a “loony”*” (https://www.radiosvoboda.org, January 30, 2022); “*A dishonorable loony. Kyslytsia reacted to Lavrov's statement about the war in Ukraine...*” (https://www.ukr.net, October 27, 2023);
- Russians, e.g.: “*Let's not do what loonies idiots do - they beat on civilian objects, residential areas. Of course, we will not do this*” (https://www.bbc.com, June 13, 2023); “*The occupier complains to his mother: “I'm just a loony*

who took the summons...” (<https://glavnoe.in.ua>, January 6, 2023).

Also, the use of invective lexemes *arsehole*, *knobhead*, *patsy* (мудақ, мудақо, лок) testifies to the active use of substandard vocabulary in the language of Ukrainian journalism. Such language units make the language much more expressive, negatively characterize politicians, showmen, thus humiliating them and condemning their actions.

The invective lexeme *wretch* “one who commits shameful, vile acts; bastard // It is used as a swear word” [4, V, p. 277] in the language of journalistic texts acts as an offensive lexeme in relation to the shameful, vile, insidious actions of traitors, as well as those who violate the law, cf.: “Only a wretch and a traitor at the moment of real danger of an attack on his country can demonstratively display a flag of aggressor countries on his avatar” (<https://24tv.ua>, January 27, 2022); “I call on other factions to “live in a new way” and cleanse themselves of wretches who have no place in politics” (<https://hromadske.ua>, August 10, 2023); “Any wretch will be better for Russia than Putin – Gozman” (<https://uatv.ua>, December 9, 2023); “It is not Austria learning from Hungary, but the opposite. And I never understood why everyone forgives them (Austrians - author) so easily, treats them with ease, compared to Orban or other wretches of the EU” - the publication quotes one of the EU diplomats” (<https://www.pravda.com.ua>, December 16, 2023); “Wretch!!! A policeman was detained in Kharkiv for a huge bribe, he covered up a terrible crime” (<https://www.pravda.com.ua>, September 12, 2022); “A 27-year-old wretch selling Subutex and Amphetamine in Lviv was detained by the police” (<https://visrozdil.lviv.ua>, March 9, 2023).

The subgroup “invectives of social origin and status, political views, etc.” includes a number of invective tokens that mark and insult Russians.

The widely used word *katsap* “colloquial. - a derogatory name for a Russian” [4, II, p. 437] is used by mass media of various forms and types in the language, e.g.: “The world was horrified when it saw shocking photos of the atrocities of the Russian military in the liberated villages and towns of Bucha, Irpen. People in anger curse our ruthless neighbor, calling him a cursed katsap. And it turns out that this word is translated as “knacker””. (<https://visnyk.lutsk.ua>, April 16, 2022); “Katsap lies like an old goat”: GUR reacted to the fake...” (<https://www.nta.ua>, November 18, 2023); “1,010 katsaps died last day on Ukrainian soil” (<https://k-z.com.ua>, December 27, 2023); “Lviv stinks of katsaps, liberals and betrayal...” (<https://ua.korrespondent.net>, October 3, 2022); “In the field, we met an armored personnel carrier with katsaps” (<https://grnt.media>, December 14, 2022); “Last day, Ukrainian soldiers killed 400 katsaps, in total, since the day of the large-scale invasion, the fighters of the Armed Forces of Ukraine have destroyed 276,670 Rashists” (<https://k-z.com.ua>, September 26, 2023).

In the heading complexes of publications, we also record the lexeme *katsap*, used both in quotation marks and without them, for example: “Why do we call them katsaps?” (heading). The word “katsap” has become an integral symbol of our historical and cultural heritage, a caustic marker in the confrontation with the Moscow occupiers” (<https://censor.net>, July 21, 2023); “Katsap means knacker, and orc means cruel beast (heading). It was after this bloody massacre that Russians got the nickname “katsap” - this word comes from the Tatar “kassap”, which means butcher...” (<https://visnyk.lutsk.ua>, April 16, 2022). The different graphic representation of the lexeme proves, first of all, that the word is characteristic of oral speech, that it contrasts with the written style. In this way, the journalists note that the norms of the literary language have been deliberately violated.

The functioning of the lexeme *katsap* in the language of Ukrainian journalism testifies to the disdain of Russians by both authors and Ukrainians in general. The *orc* lexeme “1. The Roman deity of death, identified with the Greek Hades; the Etruscans depicted the Orc as a bearded giant. 2. A warlike

mythical creature, larger than a human, with greenish skin” [5], meaning “a derogatory name for Russians”, cf. “...asked not to call Russians orcs: “We are warriors, not some kind of junk”. Orcs belong to the standard species of fantastic creatures...” (<https://lb.ua>, August 19, 2022); “How the war with the orcs changes the worldview of Ukrainians” (<https://novakahovka.city>, April 24, 2023); “Orcs from Mordor and folklore during the war” (<https://lyuk.media>, May 17, 2022); “Orcs, not people: Russian officers kill their own...” (<https://www.volyn.com.ua>, March 1, 2022); “Orcs carried out an assault in two directions” (<https://glavred.net>, April 25, 2022); “A resident of the community near Chernihiv: “Whoever has not seen an orc, does not know what war is...”” (<https://cntime.cn.ua>, April 12, 2023); ““Because the orcs are idiots”: Mariupol partisans about another poisoning of Russian servicemen” (<https://www.kyivpost.com>, October 16, 2023); “Orcs” and “Rashists”: KZHE explained whether it is worth using stylistically colored vocabulary in materials about the war” (<https://zmina.info>, May 28, 2022); “The war in Ukraine: in Izyum, the Orcs created a hospital in a school, in Zaporizhzhia they planted explosives in a hospital” (<https://bigkyiv.com.ua>, April 4, 2022).

Often, the analyzed invective lexeme is used in the headings of publications in order to attract the attention of the information consumer, since the invective lexeme contrasts with the commonly used vocabulary and gives a negative evaluative characteristic to Russians, e.g.: “Orcs: who are the orcs and why did they invade Ukraine (heading). Russia's invasion of Ukraine. Who are called orcs and what awaits the orcs in Ukraine in 2022” (<https://www.stb.ua>, May 25, 2022); “The number of dead orcs has increased rapidly since the start of the war (heading). Operational information as of the morning of April 24. The total combat losses of the Russian Federation as a result of the invasion of Ukraine in personnel amount to approximately 21,800...” (<https://kg.ua>, April 25, 2023).

To this subgroup we classify the *rashist* invective “a derogatory name for Russians”, which is widely recorded in the author's texts, e.g.: “In the territory of the occupied part of the Zaporizhzhia region, rashists do not allow parents to bury the bodies of murdered teenagers” (<https://trueua.info>, December 27, 2023); “How to continue the war if the rashists are buried everywhere and have air superiority” (<https://defence-ua.com>, October 16, 2023); ““Racists”: the history of “Russian fascism” from theories to practice” (<https://www.bbc.com>, October 1, 2022); “18 hours ago – rioters fired at an evacuation train at the Kherson train station” (<https://ua.news>, December 27, 2023); The Council recognized “rashism” as the state ideology of the Russian Federation (heading). ““Rashism” is a term that describes the political ideology of the Russian regime, and which began to be widely used since the beginning of the big war. The invaders are Rashists” (<https://life.pravda.com.ua>, May 4, 2023).

We consider the lexemes *katsap*, *ork*, *rusnia*, *rashist* to be synonymous invectives that have the same stylistic role in the texts of the Ukrainian mass media.

The analyzed subgroup includes the disparaging lexeme *dullard* “abusive. Same as fool” [4, IV, p. 62]. Journalists call the head of the Russian Federation, Russians, as well as Ukrainian officials who take rash steps and actions that harm Ukraine, with an insulting word, see: “Kuchma on his fingers explained why Putin is a dullard” (<https://insider-media.net>, August 4, 2022); “... a dullard in the Kremlin started aggression against Ukraine. Now my traditional warning: to all the fans of dullard in the Kremlin – both in Russia and abroad - the situation will change” (<https://yvu.com.ua>, July 27, 2022); “Because for every common sense, in order to protect personnel, there will definitely be a dullard in the ranks who will say otherwise...” (<https://patrioty.org.ua>, December 27, 2023); “Dullards or suicides? We still sell raw materials (heading) to the Russian Federation ... in particular, the ore goes to the Russian Federation. The export of titanium concentrates continues even during the war” (<https://gazeta.ua>, August 7, 2023).

The president of the Russian Federation is characterized by the insulting invective of a *cretin* "1. A patient with cretinism. 2. Abusive. A fool, a stupid, worthless person; idiot (in 2 meanings)" [4, IV, p. 337], e.g.: "Putin is a cretin who lost mrbles, he is armed and dangerous (heading). Vladimir Putin is an impostor, state criminal, usurper of power, Article 278 of the Criminal Code of the Russian Federation, up to 20 years in prison. And it has been like this for a long time, at least since 2012" (<https://opinions.glavred.net>, December 27, 2023); "A Russian publicist called Putin a cretin. Cretins always have their thumb clenched in a fist..." (<https://znaj.ua>, March 5, 2022). The head of the Russian Federation himself calls his generals this insulting word, e.g.: "In a comment on the progress of the offensive of the Russian Armed Forces in the Vugledar region, the Russian president called Russian generals, and Muradov in particular, cretins" (<https://focus.ua>, February 17, 2023).

As a swearing, insulting word *buzzard* "ignorant, ignorant person; ignoramus. // It is used as a swear word" [4, V, p. 262] Ukrainian journalists use in relation to Vladimir Putin or his generals, cf.: "Putin is a man of little culture, and this is very dangerous. This is an buzzard who actually pretends to be an buzzard. He is absolutely deliberately misinforming. This is one of the main methods of his activity – lying" (<https://wz.lviv.ua>, December 29, 2023); "Why is Shoigu despised in the Russian army? And Putin is afraid to replace a Tuvan with a professional general, because it is not known what that professional will do. And the Tuvan is a buzzard, ignorant in his business..." (<https://armyinform.com.ua>, February 11, 2023); "And here Girkin openly declares that the generals are senseless corruptors and fooled Putin for years, Shoigu is a buzzard, Putin is a bad strategist" (<https://without-lie.info>, December 29, 2023); "The educational "reform" is like a show from the buzzard during the war..." (<https://radiotrek.rv.ua>, November 1, 2023); "Buzzard Vladimir Putin probably does not know this and does not suspect what fate awaits him in the near future" (<https://nw.com.ua>, May 30, 2023).

We stand in solidarity with researchers who consider that media texts of the period of the active phase of the Russia-Ukraine war present an extensive group of language units that perform different roles, but in the texts they often acquire a special ironic sound, expressively emphasize the groundlessness and illogicality of someone's actions, in some places they vulgarize the speech of modern journalism. In the media space of the period of the Russia-Ukraine war, a negative assessment prevails among the lexical means [11, p. 130].

Adjective *dumb-headed* "pron. Unintelligent; obtuse // An unintelligent person" [4, X, p. 322] are used in the language of the Ukrainian mass media to insult officials, citizens who blindly believe in those in power, most of the examples are related to Russian politicians and citizens, cf.: "There are only dumb-headed people around, only sheep in power - stupid uneducated and thieves!" (<https://blogs.pravda.com.ua>, November 20, 2023); "It is impossible to even imagine plausible versions, except for the motives of the dumb-headed, the sycophants of the same dumb-headed, and those in power..." (<https://blogs.pravda.com.ua>, December 27, 2023); "Dumb-headed Putinist": Andriy Danylko humiliated a stoop from "Putin's squads" (<https://uainfo.org>, April 30, 2023); "Russians are dumb-headed. Bolshunov behaved like a monkey. Czech skier Tereza Beranova believes that Russians behave inappropriately, both in races and when communicating on social networks" (<https://news.obozrevatel.com>, December 23, 2023).

Invective *traitor* "one who betrays" [4, III, p. 698] in mass media texts is presented regarding the actions of citizens who work for the enemy during the war, for example: "The traitor was arrested by the internal security department. Prior to this, there was the detention of a Russian agent in the Kharkiv SBU department who leaked information to the enemy..." (<https://www.unian.ua>, February 28, 2023); "Thousands of traitors were exposed - the SBU told about their work. Since the beginning of the full-scale war, the SBU has exposed more than

2,000 traitors and more than 300 personnel agents of the Russian special services..." (<https://www.unian.ua>, August 31, 2023); "The SBU has exposed more than 2,000 state traitors since the beginning of the war. This was stated by the head of the SBU, Vasyly Malyuk, to The Wall Street Journal" (<https://www.ukrinform.ua>, October 12, 2023). Sometimes it is about politicians, which led to the formation of a complex lexeme of politician-traitors, e.g.: "Politicians-traitors who fled to Russia after the start of the war (heading) After the start of a full-scale invasion of Russia, many deputies from the OPZZ fled to the territory of the aggressor country, list of traitors" (<https://tsn.ua>, October 24, 2023).

The term "collaborator" was updated during the Russia-Ukraine war. In the "Dictionary of the Ukrainian Language", only the word *collaborationist* is interpreted in the following interpretation: "a traitor to his homeland who collaborated with the fascist invaders in the countries occupied by them during the Second World War" [4, IV, p. 216]. Currently, a collaborator is a "traitor to his homeland who cooperates with invaders in the territories occupied by him", e.g.: "Who is a collaborator can be determined only by a court... Therefore, this stage of verification is mandatory and it is mandatory that law enforcement agencies, pre-trial investigation agencies find out about each persons..." (<https://www.radiosvoboda.org>, April 10, 2023); "Immediately after the start of the full-scale invasion, amendments to the Criminal Code were adopted to establish liability for treason. Collaborators must answer" (<https://jurliga.ligazakon.net>, February 1, 2023). The active use of the noun causes the formation of derivative words, e.g.: *teacher-collaborator*, cf.: "The authorities know almost all the surnames of the teacher-collaborators, they will answer to the law, - Shkarlet" (<https://life.pravda.com.ua>, November 14, 2022).

Also, journalists often use the invective lexeme *terrorist* in the headlines of articles, e.g.: "Terrorists like Putin and Hamas must lose (heading). Terrorists like Russian President Vladimir Putin and Palestinian Hamas seek to hold free and democratic nations hostage..." (<https://www.ukrinform.ua>, October 11, 2023); "The psychology of a terrorist: what Putin is afraid of (heading). War for Putin is the defensive reaction of a sociopath and narcissist who has gone through humiliation" (<https://www.radiosvoboda.org>, March 20, 2022); "Putin is a world-class terrorist! (heading) Here it will be about the international crimes of Putin, who has been committing crimes in violation of all laws for many years" (<https://playua.net>, October 12, 2023).

Often, the head of the Russian Federation and others like him are called a sadist, "a person with sadistic tendencies, obsessed with sadism" [4, IX, p. 11] for example, "...Putin is a fascist, he is a sadist, I will not talk to this maniac (heading). The President of Ukraine, Volodymyr Zelensky, believes that the war will eventually end with diplomacy. But he emphasized that he is not ready to talk with the Russian dictator..." (<https://ua.news>, October 23, 2022); "Freedom for participating in the war in Ukraine. RosZMI announced the names of murderers and sadists pardoned by Putin" (<https://espresso.tv>, November 14, 2013).

The use of the lexeme *sadist* in complex formations proves its active functioning in journalism, e.g.: "A sadist collaborator detained in the occupied territory received the term..." (<https://uanews.net>, December 23, 2023); A sadistic militant who led residents of the Kherson region to be "shot" was sentenced: how was he punished (<https://tsn.ua>, October 16, 2023); "The SBU identified the sadistic occupier who tortured civilians in the Mykolayiv region: what is known about him" (<https://tsn.ua>, October 13, 2023).

4 Conclusion

As evidenced by the collected mass media material of the period of the Russian-Ukrainian war (2022-2023), in the language of modern Ukrainian journalism, invectives of various kinds are widely used, which give a negative assessment mostly to the leaders of the aggressor country or those politicians who support

the Russia-Ukraine war, and as well as citizens who are on the side of the military invasion.

The corpus of invectives gave grounds for division into: 1. Personal: 1) immorality, humiliation of dignity and qualities; 2) assessment of mental abilities; 3) assessment of physical characteristics and invective designations of a person's appearance. 2. Social: 1) immorality of relations, such as lies, fraud; 2) manipulative actions regarding social processes, personalities, etc.; 3) invectives of social origin and status, political views, etc. It is worth noting that this division is rather arbitrary, since invectives in different contexts can refer to different subgroups.

Namely under the influence of non-linguistic factors, we trace the trend towards actualization of offensive vocabulary in the language of the Ukrainian mass media. Invectives mostly give the language of the mass media a negative assessment: they convey contempt for the invaders and especially for their politicians, emphasize their ill-manneredness, vulgarity, and insolence in opposing the Ukrainian military and the people.

We see the prospects of the research in a detailed study of the potential of invectives of other parts of the language, as well as in the formation of directories and dictionaries for recording language units that have acquired additional meanings and are not recorded in lexicographic works.

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