

professionalism, professional jargon. In non-technical branch of linguasociety, football terms are determinologized and accompanied by semantic and stylistic transformations of lexical unit. Therefore, in a general use lexical items with football semantics belong to the category of football vocabulary. It is difficult to make a clear distinction between the terminology and commonly used vocabulary in part of football vocabulary. Between them there is a diffuse area in which lexical items are in perpetual oscillation between ideal requirements for the term and the real operation in the dynamic of lexical-semantic system of language.

5.3. Negative evaluated vocabulary in the language of modern Ukrainian periodicals

The globalization of information processes, the emergence of a number of new media has led to the fact that the center for the creation of modern Ukrainian literary language in the 21 century moved to journalism, which became an operational, dynamic carrier and product of public opinion. Through the prism of the individual worldview in the newspaper periodicals the most varied problems of the present are actively reflected. In the mass media the communicative function of language is clearly realized. Represented knowledges, ideas, views appeared as a purposeful social action, accompanied by an expression of positive or negative evaluation.

Negative evaluation in modern research is qualified as a functional category and one of the ways to express an attitude of the speaker to objects of the surrounding reality. The object of a negative evaluation is any subject or person as a source of appearing of negative feelings and emotions in the speaker. Negative evaluation is the expression of the negative attitude of the speaker to the object of reality.

On the question of evaluating of the world by a man work researchers from various fields of science. In the language the category of the evaluation is the result of cognizing the subject of the world and realizing this result.

The concept of evaluation is clearly an important part of the picture of the world of people, representatives of certain social groups and the whole nation, since all events and facts of the surrounding reality are perceived as positive, neutral or

negative depending on the established norms, rules and personal beliefs. The evaluation category largely determines the communicative intention of the speaker and the overall content of the message.

In the linguistic evaluation category is defined as positive or negative qualifications of the subject of thought, as the speaker's judgment, his relation - approval / disapproval, desirable / undesirable, admiration, etc. Evaluation is the result of the evaluating process. The language shows the interaction of reality and man in the most diverse aspects, one of which is the evaluation aspect: the objective world is divided by man from the point of view of his peculiar nature - good and evil, the benefits and harmfulness, and this division is socially predetermined and very difficult to be fixed in the linguistic structures.

The evaluation category interacts with many text categories and has a powerful textual potential. At the same time, evaluation always depends on the context, in the text it finds optimal realization. The processes of generation and perception of the text emphasize the connection between the subjective and the objective, which is the main feature of the evaluative semantics. In such a way the evaluation correlates with the text-to-speech processes. The evaluation relates to the structure of the text, determines its division, affects the formation of integrity. The interaction of the analyzed category with textual connectivity is expressed in semantic and formal terms. As the realization of the attitude of the subject to the reported, text evaluation is inseparable from the information presented in the text, as explicit (accessible, explicitly expressed), and hidden [Mykhalchenko 2010, p. 12].

The evaluation is a complex phenomenon for the scientific description and theoretical explanation, that is conditioned by the ontological universality of the category of evaluation. In linguistics for a long time the evaluation was considered at the semantic level. In the functional-semantic aspect, Sergeyeva estimates the evaluation category. The researcher considers the evaluation as «a positive or negative characteristic of the subject (facts, events, etc.) associated with the recognition or non-recognition of its value due to the conformity (non-conformity) to

the needs, interests and tastes of the individual, as well as socially established norms» [Sergeeva 1982, p. 18].

The nature of the evaluation processes is based on the opposition of intuitively known positive and negative qualities such as «good / bad». The nature of the evaluation focuses on the recognition of the person of the surrounding reality, since the evaluation determines the value of the subject, action or feature in the picture of the world of this society. Evaluation attributes are separated by a line of norm. In the positive part, features of the characteristic that are considered as positive in relation to the norm, and in the negative part, are signs of a negative norm. The norm implies the equilibrium of the features that are on the scale, and is in agreement with the stereotypical notions about the average number of signs that an object must possess [Arutjunova 1988, p. 3–11]. In each particular act, there are standards for the evaluation of the complex interaction of the universal value system, the values of the system of the author himself and the price systems of those social groups (regional, religious, professional, etc.), which the author interacts with. Deviations from the norm affect the negative signs of evaluation. Evaluation significances that define the essence of the axiological predicates «good / bad» are reflected in the semantics of the initial meaning of the word. Words with negative qualities dominate in most modern European cultures [Prykhodko 2001].

Depending on the nature of the attitude of the native speaker to the evaluated object, the evaluation can be of three types: 1) positive, 2) negative, 3) neutral. Positive and negative evaluations express the satisfied / dissatisfied attitude of the subject of evaluation to the characteristics of the referent, the zero evaluation transmits the evaluative-neutral (irrelevant) attitude of the native speaker to them.

The object of negative evaluation – is any subject or person as a source of generation in the speaker of negative feelings and emotions. The nature of the negative evaluation is the relationship between the subject and the object, which is reflected by assigning the values to the subject.

It is indisputable that the evaluation is socially deterministic. According to O. Bessonova, «human action is not conceived without a society in which the subject

exists, and, ultimately, the evaluation is conditioned by social factors» [Bessonova 1995, p. 14]. Since the evaluation is based on the experience of society, it is culturally significant. The evaluation leads to the existence of culture as the creation and acquisition of values and the attitude towards them.

The main aspect of the linguistic interpretation of emotion and evaluation is their implementation in speech, which is especially evident in the so-called emotionally evaluated vocabulary. The specified group of vocabulary is a problematic issue in modern linguistics, since there is no single term for its definition, a unified classification and a unified understanding of its essence.

Negative evaluation is a functional category and one of the way to express a speaker's relation to objects of the real world. The object of a negative evaluation is any subject or person as a source of appearing of negative feelings and emotions in the speaker. The nature of the negative evaluation is the relationship between the subject and the object, which is reflected by attributing of values to the subject.

It is known that in the speech the repertoire of negative nominal denominations is bigger, than positive, that is especially expressed in the evaluating lexis that characterizes a person regarding his personal values, in particular aesthetic, ethical, behavioral, and others. On the one hand, this is due to the fact that in the traditional culture of the nation there are established moral and ethical settings. At the same time, the desire to re-educate, to correct imperfections in the character and behavior of a person causes a significant number of lexemes with a modality of negative evaluation, whereas positive features are perceived as a norm, and therefore they do not require additional verbalization.

The semantics of a positive evaluation, unlike the negative one, does not need to be concretized. As a result, positive and negative evaluations are different in relation to the evaluating scale. Something that is in the norm zone receives a positive evaluation, the evaluation of «normal» means «as good as it should be». It should be emphasized that «by its nature, norms are pragmatic and relative, but they are not arbitrary and non-subjective» [Klaus 1967, p. 184]. Something that goes beyond the

norm can be evaluated as bad, very bad, the worst. Therefore, the structure of the negative evaluation more often includes intensifiers - words that enhance its value.

Those changes that occur in the language have different degrees of intensity. During the periods of social transformation, they significantly increase and become most noticeable in the lexical composition of the language. Ukrainian language of the end of the 20th century – beginning of the 21st century was influenced by the scientific, technical, socio-economic and cultural changes, which marked the last decades. Its lexical-semantic system was particularly sensitive, it not only enriched a number of rehabilitated words, but also significantly expanded the resources of its expressive means, rejecting the dominant emotions of the last century with their social accents, heroic pathos and somewhat artificial pathos [Boiko 2005, p. 3].

Recently, the problem of expression, expressiveness and expressive vocabulary is extremely important. There are many works that cover the notion of expressiveness in various aspects: linguistic, lexical, linguistic-stylistic, social linguistic, and psycholinguistic. The interest of linguists to the problem of expressiveness is not accidental, it is logically prepared by the previous development of lexicology. Expressiveness attracted the attention of researchers, when the nominative lexical composition of the language was already well studied. In addition, expressiveness was the subject of a special linguistic analysis in connection with the study of the semantics of linguistic units and their systematicity [Turchak 2015, p. 164].

It is known that expressive vocabulary includes words of meliorative (with positive meaning) and pejorative (with negative values) group. Recently, the language of the Ukrainian media is dominated by negative evaluated lexemes - pejoratives. These are lexical units structure of lexical meaning of which includes the connotative component (negative emotional sem), through which the negative attitude of the speaker to the addressee is expressed.

Linguistic emotivity as a linguistic category is reflected in various aspects of the study of vocabulary, semantics, phraseology, stylistics, poetics, rhetoric, artistic language. It often borders on psychology, psycholinguistics, philosophy, aesthetics, literary criticism and other sciences. However, the notion of the emotionality of

linguistic units is not unambiguous in the interpretation. In linguistics, this category has traditionally been regarded as the main element of connotation, despite the fact that the problem of the correlation of emotional and neutral, emotional and expressive in the lexical meaning of the word was solved quite controversial [Huivaniuk 2011].

The emotional function of the language is realized every time the speaker expresses his feelings, his attitude to the surrounding reality or when he wants to cause a sensual reaction of his interlocutor [Chabanenko 2002, p. 142].

In the scientific literature, expressiveness as a category is considered in various aspects and accordingly qualifies as a phenomenon of a stylistic, functional (speech), then as pragmatic, syntactic or semantic, since expressiveness penetrates into all spheres of human activity. Expressively marked units introduce into established standards and stamps rational, logical elements of novelty, awaken certain feelings, cause different emotions [Humeniuk 2006].

The expressive fund of the Ukrainian language is extremely rich and varied, its elements function at different levels of the language system and constitute a «set of semantic and stylistic features» of the linguistic units, which serve as means of «subjective expression of the attitude of the speaker to the content or addressee of the speech» [LES 1990].

Actively revealing at the language and speech level, lexical expressiveness belongs to the most productive, since the main load of the verbal expression of the speaker's intentions, associated with subjective vision and evaluation of fragments of the conceptual picture of the world, is performed by lexical units [Ivkova 2009]. Due to the change in the social status of the Ukrainian language, a gradual expansion of the spheres of its use is observed, which implies a clearer functional and stylistic differentiation, which manifests itself at all structural levels. At the level of language and speech, a significant layer of vocabulary, which is called «stylistically colored», «stylistically marked», actively functions and is distinguished, as the words which are necessarily carriers of «stylistic value» [Boiko 2005, p. 38]. Marking or non-marking of linguistic units is mostly detected at the lexical and syntactic levels of language.

So-called root words are mostly stylistically unmarked, and derivative (affixing) words (with prefix or suffix) are mostly stylistically marked.

The marked lexical layer is oriented not on the nomination of typical denotates, but to allocate individual objects among a number of similar, to transfer their features against the background of one-type ones. Significance of expressions for language carriers appears only in certain concrete period of communication or is determined by the speech situation, the intentions of the speaker [Boiko 2005, p. 8].

The affectability is often associated with the category of evaluation. This is the part of the connotative component in the semantic structure of the linguistic unit, which represents the emotional attitude of the native speakers to the designated and is closely related to the evaluation, expressiveness and functionally-stylistic coloring. There is difficulty in linguistics to study emotional evaluation as a component of the semantic content of lexical units. It is necessary to distinguish «the language that describes emotions and the language that expresses them,» since the first is rarely used by speakers, and the second is often.

Evaluative words convey a subjective evaluation of the speaker of a particular object, all the information being sent or the addressee of the message. They may express approval or condemnation, threat or criticism, show sympathy or antipathy, love or hatred – different emotions and human judgments. Therefore, they are often called emotional-evaluative that have a distinct positive or negative character. They convey a subjective evaluation by a speaker of a particular object, all reported information or the recipient's message [Huivaniuk 2011].

The affectability is related to emotions, feelings of a person, his reactions and evaluations of subjective perception of reality. Category of evaluation refers to an opinion, a judgment about positive or negative qualities, the characteristic of a person, an object, a phenomenon, and through them – signs or actions, generalizing this relation to the subject of speech. The evaluation may have both a subjective character and a collective social opinion. This attitude (evaluation) is usually accompanied by the appearance of certain feelings (sadness and joy, sorrow and comfort, grief and celebration, pride and anger, etc.), because often pride and

approval, anger and neglect stand side by side. The manifestation of emotions in one or the other situation of communication cause an evaluation. Therefore, we agree with the idea that emotional words are always evaluative [Huivaniuk 2011].

During the actualization, the presence of emotionality provides the evaluation. This statement allows us to operate the terms «emotional», «emotionally-evaluated vocabulary» and «emotional and expressive vocabulary» as interchangeable. The reason for the emotional evaluation is an unusual situation, the unusual property or quality of the object, which caused a positive evaluation, reflecting in its structure the subjective and objective sides of the evaluation, depends on the moral, ethical, religious and other subjective concepts of the subject. The emotional reaction of a person to the surrounding world is one of the concrete manifestations of a person's attitude to the world. Such a reaction is always rationally deterministic and is expressed both in verbal acts – emotional evaluation of various possible situations, and in concrete practical activity [Huivaniuk 2011].

Marked vocabulary is a direct manifestation of the expressive function of the language, the implementation of which is associated with specific features, properties of objects and phenomena, which in a certain way are reflected in the word semantics, are fixed in separate sound complexes and act as a stable basis for the reproduction of axiological conclusions and emotional states of speakers. The analysis of the lexical expressive composition, built on the principle of anthropocentrism and actively used in its primary and secondary expressive functions, allows us to speak about the availability of universal and national-specific features in the identification of specific fragments of the world picture [Boiko 2005, p. 8–9].

For the contemporary development of linguistic research, a deep interest in the study of the expressive coloring of linguistic and verbal units is characteristic. Expressiveness is highlighted as a linguistic, verbal and textual category. It is associated with such concepts as emotionality, evaluation, intensity [Mozhova 2011, p. 3].

First of all, emotional vocabulary includes words that mean the names of certain feelings and are emotional already in their lexical meaning - sincerity, regret, anger, tenderness, love, etc. The most numerous is vocabulary, the emotional color of which is achieved through certain suffixes of dependence, caress, neglect. Emotional in its lexical meaning are also words that express a positive or negative evaluation of phenomena and objects of reality or feelings and condition of a person. For example: *kind, cute, terrible, hard, sad, beautiful, love, hate, joy*. They, as well as the previous group of words, are actively used in the artistic and journalistic literature for the emotional color of the language. The emotional vocabulary includes a large number of synonyms for words that are deprived of emotional tone – *to strike, to trample, to inflate*, and so on. Consequently, the expressive vocabulary of modern Ukrainian literary language is not homogeneous in terms of origin. We should pay an attention to the fact that in a certain situation some words can acquire an opposite emotional color compared with what is enshrined in the lexical composition of the language.

As a semantic-stylistic category, expressiveness manifests a connection with emotionality, evaluation, and stylistic value, but is not identified with the above concepts. Emotional in the language is always expressive, but not every expressive phenomenon belongs to emotional (emotional vocabulary – words that have in their meaning component of evaluation, express feelings, positive or negative perception of reality). The basis of the expressiveness of the linguistic units is the socio-psycholinguistic and linguistic criteria for the evaluation of expressive means. Expressively colored vocabulary is characteristic for units of all levels of the linguistic structure, it attracts attention to the shades of thought, emotional evaluations of what was said.

Immediately with the idea of emotional vocabulary is possible to connect, for example, the central problem, which the famous linguist Y. Galkina-Fedoruk worked on: the problem of the interaction of the emotional component and the meaning of the word: «emotional vocabulary expresses the feelings and mood of a person, by value this vocabulary is divided into a vocabulary that calls a feeling and expresses a relation to the phenomena of reality, positive and negative «, therefore, we use the

vocabulary with a negative evaluation to express the negative relation of the subject to the objects, phenomena, signs, actions, processes and states. The author emphasizes the fact that emotional vocabulary consists, first and foremost, of several layers: «1) words expressing the feelings experienced by the speaker or another person himself; 2) words-evaluations that qualify a thing, an object, a phenomenon either from the positive, or from the negative side to all its composition, lexically; 3) words in which the emotional relation to the phenomenon is expressed not lexically, but grammatically, that is, special suffixes and prefixes [Galkina-Fedoruk 1954, p. 136]. Emotional color also distinguishes abusive and vulgar words, the emotionality of the word is understood as its stylistic characteristics.

At the same time, the vocabulary with the evaluative value is a problematic issue in modern linguistics, since there is no single term for its definition, a unified classification and a unified interpretation of its essence. A lexis with negative evaluation is one that, by means of lexical meaning, word-formation means, or context, expresses the negative attitude of the subject to objects, phenomena, signs, actions, processes, states of reality, etc.

Expressive colored vocabulary includes spoken words, vulgarism. Ordinary words are used mostly for the purpose of giving a disdainful, ironic, rough, familiar evaluation of objects and phenomena. Vulgarism - in the style of artistic speech - is not adopted in the national literary language, the wrong, everyday or foreign word or expression. It is often used by writers to provide the text a special color of life or characteristics of the low cultural level of depicted characters [Krotevych, Rodzevych 1957, p. 579].

For ethical and aesthetic reasons, the emotional words of a sharply negative evaluation plan, as a rule, are not used in the literary language (except for artistic and belestristic and journalistic styles), they are beyond the bounds and are used when emotional information is more important than conceptual (rational). In the journalistic version of the literary language, they are bright indispensable stylistic units and serve for a realistic image of reality, to characterize characters, to provide a text of a special emotional and expressive tone.

The linguistic realization of emotions is carried out in the discourse - the mental-communicative phenomenon, the complex of the process and the result. According to the psychological criterion among the varieties of discourse, we distinguish the discourse of negative emotion – the type of speech activity in emotionogenic situations, aimed at transferring the emotional state as a method of psychological implementation of the negative emotions of the addressee and the cause of the corresponding emotional experience of the addressee.

The discourse of negative emotionality has the properties of the system, the most important of which are the existence of a goal, system-forming relations between the subsystems within the system, the connection with other systems: cognitive, sociocultural, and linguistic. System-forming contradiction of the discourse of negative emotionality is that it is simultaneously a process of experiencing of some emotional state and its outcome; the speaker expresses his current state in it and, at the same time, with this expression reaches «emotional discharge», reducing the intensity of emotions [Bytsenko 2004, p. 8].

It is known, the main driving factors that constantly influence the development of language, its evolution, are both extralinguistic or external, as well as interlinguistic or internal factors. Lexical-semantic language system – the most sensitive to all social and natural changes. O. Styshov notes that in the end of the 20 century the influence of the extralinguistic factor on the development of vocabulary was exaggerated, especially emphasizing the decisive role of social, political and economic transformations in significant changes in linguistic behavior [Styshov 2003, p. 19]. As for our time, the situation has changed dramatically. It is these transformations that now determine the language, and especially the language of periodicals.

Society of the 21 century fairly called informational, since at the present stage information has become almost the most important factor in its functioning. The intellectual need for obtaining new knowledge as one of the mechanisms that determines the existence and further development of society, is satisfied by the

totality of individuals who form it, mainly through mass media – printed and electronic.

Emotiogenic factors are a kind of driving force in communication. In order to convince the reader in something, the author turns to his feelings and emotions, thus forming a psychological basis for the effective perception of the message. As G. Lichtenberg observes, even the most profound thoughts, even the most profound information that does not awake a person's emotions and leaves him indifferent, can not be transformed into conviction [Lichtenberg 1965, p. 214]. As a mean of optimal, productive communication, expressiveness is one of the important features of the press, since during the transmission of any information, journalist has the task not only to notify certain facts, but also to attract the attention of readers, to influence their consciousness, to convince them.

Extralinguistic factors are those that are beyond the scope of the language. The influence of extralinguistic factors on the development of the newspaper language is particularly evident during the periods of social changes. For Ukraine, this is the formation of an independent state and the associated social, economic, political and cultural transformations.

We adhere to the idea that extralinguistic factors primarily affect the functioning of the socio-evaluative vocabulary of the Ukrainian language, says T. Kots, a researcher on the functional aspect of the lexical norm in the mass media (based on the material of the 90's of the 20 century). The linguist observes that extralinguistic factors «determine the expansion of the semantic volume of words: consciousness (national consciousness, ecological consciousness, legal consciousness), space (diaspora space, information space, legal space, economic space). The processes of social and economic changes, mass communication, the system of education, different interpretations of the phenomena of nature and social life, scientific and cognitive, ideological, aesthetic, social factors, etc., influence the journalistic style of contemporary Ukrainian language, although the strength of their actions varies. Regarding the language of the press, the scientist notes: «it reacts quickly to the processes of social life. The natural processes of the revival of Ukrainian language,

the development of its literary form require the search for new lexical means, as well as the revival of linguistic signs as attributes of cultural and literary heritage of the past» [Kots 2012, p. 5–6].

Among extralinguistic factors influencing the vocabulary of printed mass media, we highlight the following: social, political, economic, military, international.

These changes are clearly illustrated by the linguistic practice of modern media. The most characteristic and obvious features of modern changes in the language are: borrowing of linguistic resources from the peripheral spheres of the language system, activating of the use of foreign words, replenishing the phraseological system with new construed communications.

The beginning of the 21st century is characterized by a change in the language tastes of native speakers, which are marked by a rejection of certain stereotypes and stamps, the desire to find new means of expression, saturated with imagery, emotionality and appropriate tone.

Newspapers materials, informing the addressee about the surrounding world and striving to form a predictive attitude to this information, affect the emotional sphere of the reader, cause certain psychological reactions. The achievement of the corresponding reaction is ensured by the use of expressive, emotionally-evaluative language means.

Serving the politico-ideological sphere of social life, the journalistic style is aimed to influence ideologically the addressee, and to form social and political consciousness in him. Public speaking is intended to create a public opinion or to develop a certain attitude of society towards the phenomena and events of internal political and international life. The dissemination of journalistic speech is facilitated by mass media, which are closely related to the everyday life of society and actively reflect the characteristic features of the linguistic process of the present, largely determining the directions of its development.

The media mobilizes all the possibilities, resources to influence the mind and the reader's feelings. Unlike other styles of literary language, in newspaper-journalistic persuasion acts as the main function of language.

Recently, in the language of the Ukrainian mass media, the function of creating a certain emotional and psychological mood, which was at the peripheral positions, becomes the most widespread. Such a function is characteristic both for the general situation and for each mass media product in particular. The newspaper as the main written form of communication, on the one hand, should give readers a certain minimum of pure information and concrete facts, and on the other – to influence, to act on them emotionally, not only appeal to mind, but also to touch the soul, to persuade a person in something, to induce him to certain actions.

Under the expression of the press, we understand the use of the system of linguistic means, which makes it possible to express the content of the newspaper most expressively, show the attitude of its author to a certain phenomenon, action or subject of speech, and thereby increase the influence on the intellectual, emotional and volitional spheres of the recipient. Expressive units are important components in shaping the image of the author, his individual style, which is a set of universal discursive concepts, that is, general concepts that form special forms of knowledge of reality, form a kind of «model of the world», reflect the deep level of consciousness, worldview, mentality of the addressee [Zhyzhoma 2003].

Now the expressiveness, focused on creating greater expressiveness and efficiency of the message, is interpreted as a category of communicative-pragmatic plan [Mozgova 2011, p. 6]. A pragmatic study of expressiveness is necessary, as the main criterion for the selection of linguistic means is always the pragmatic guidance of the author. K. Svyatchyk asserts that for the newspaper communication the presence of the sign «expressiveness» is obligatory, since it is conditioned by the special communicative task of the newspaper work – creation of optimal interaction between the author and the reader [Svjatchik 1996, p. 28]. Expression in newspapers has a peculiar, special character – social, therefore, it first of all, is purposeful, emotionally evaluative. The journalist chooses among the enormous variety of linguistic units only those which, in his opinion, contribute to the most resolving of the communicative task and have a corresponding effect on the addressee. They resist stylistically neutral and give the language emotional color.

Significant expressive potential in journalistic speech belongs to marked lexemes that direct opinion in an emotional and estimated way. Their functional capabilities are significant, and expressive power extends mainly due to the contrast with the neutral (commonly used) words, which, when acquiring new emotional value enhancements, reveal their new boundaries [Boiko 2005]. Thus, the use of a stylistically neutral word in the same context with dialectal or occasional lexemes, characterized by the functions of coloring of neighboring components of the statement by its acoustic potential, the formation of an associative emotional-valued field, the attraction of any other text elements to it, presupposes internal communication so far distant verbal-figurative fragments, which, coming closer, simulate new expressive meanings and meaningful shades. In general, linguistic science considers stylistically marked vocabulary, that is, the use of some words, which through semantics, origin or morphemic composition acquire additional connotative shades. When speaking about a journalistic work, it should be noted that there is a marking that can be defined as contextual. Separate words and phrases in the process of perceiving the work acquire additional emotional shades associated with the peculiarities of the combination of facts.

The intense use of stylistically colored units in the texts of a journalistic style reflects the language preferences of society, which seeks to find in these lexemes the means of appropriate nomination of phenomena.

Expressiveness is defined as such a peculiar feature of the newspaper text that conveys the content of a certain message with increased intensity, expressiveness, emotivity, expresses the internal state of the author and is aimed at the logical and emotional enhancement of the influence of this information. K. Mustafaieva also points out that the range of means of expressing newspaper discourse is extremely rich and varied. In addition to the expressive vocabulary, in the newspaper texts in order to show the expression, various lexical units are used - archaisms, neologisms, vernacular vocabulary, special vocabulary in the figurative sense [Mustafaieva 2004].

Recently, in the language of the Ukrainian media negative evaluated lexemes (pejoratyves) are dominated. Often this may be a vulgar, versatile, slang vocabulary.

Researchers of pejorative vocabulary in the language of the press point out that the printed media texts are inherent in the overall neutrality of the narrative tone, but recently the use of lexemes with a negative evaluation has significantly intensified. The reason for this is the various extralinguistic factors: the tense political situation in the country, the ongoing war in eastern Ukraine, the condemnation of the actions of international organizations, etc.

For the modern newspaper text, the tendency towards expressive evaluation and continuous searches of various ways of its expression are also characteristic, since for the goal to implement the purpose, the journalist needs to focus the reader's attention on certain facts, phenomena, problems, to create around them the desired atmosphere of perception, interest, to balance the logical perception and emotions, to submit his expressive evaluation and lay it in the mind of the reader, to form a certain attitude to the problem, to convert the evaluative value in belief, stimulating different practical actions of the addressee.

In each developed national language, scientists identify units or forms that perform predominantly emotional and evaluative functions. In the Ukrainian language there is a wide range of such linguistic means that are best expressed on its lexical level. They include lexemes that directly denote feelings, moods (*love, hate, joy, sadness, etc.*), affective words which contain an evaluation in the meaning (*excellent, beautiful, terrible, etc.*), evaluating meaning of qualitative adjectives and adverbs (*wiser, better, etc.*), words intensifiers (*extremely, very, etc.*). At the word-building level, the implementation of the emotive-evaluative function is provided by subjective-evaluative formants (*серденько, грошики, дівчисько, бородуще* etc). Traditionally, linguists define the category of evaluation as a positive or negative qualification of an object, which is primarily due to relevant emotions. Despite a large number of works devoted to the study of the category of evaluation, domestic linguistics requires a comprehensive study of the means of expressing a negative evaluation, in a journalistic text in particular.

The active functioning of evaluative means is due to various factors: the removal of censorship, the protest against the backwardness of society and the stamp of the language, the desire of native speakers to speech innovation.

The principal feature of the mass media evaluation is that it is based on the value stereotypes that are typical of a particular society, focused on the society with its value-orientated system. The author's focus on the public opinion, to which he appeals in the context, is explained by the social precondition of the evaluation that performs the function of human behavior regulator. Any evaluation is based on the reader's ability to distinguish positive / negative, useful / harmful, ethical / unethical, which forms the basis for separation its varieties.

The main feature of the language of journalism is social evaluation. Public speaking is primarily intended to influence the masses. In the process of journalistic work, certain forms, means of linguistic presentation are made. And these forms, and methods of evaluation become universal, socially fixed. Social evaluation – is a phenomenon historically variable, that is explained by changes in the social structure of society [Onyschenko 2004].

Among the emotional vocabulary with negative evaluation, there are words that refer to the so-called lowered stylistic tone: colloquialisms, dialecticisms, slengizms, jargon, vulgarism. According to O. Mjagkova, the use of such words in the speech is due to a certain pragmatic purpose: with their help, the liveliness and visibility of live speech are reproduced [Mjagkova 1990]. Among the words of the reduced register is a significant number with a negative emotional evaluation. Rough, vulgar and obscene vocabulary is used in certain speech situations. Emotional statements of negative evaluation in speech are represented by grammatical structures expressing feelings of sadness, indignation, reproach, condemnation, etc. Such feelings are caused directly either by the structure of the sentence, or its lexical content.

At the beginning of the 21 century journalists are actively using pejoratives. Words with negative meanings are used in texts on various topics in order to accentuate the attention of readers on certain negative processes taking place in modern society, politics, and economics.

Unusual, but rather emotional, is the use of medical terminology in figurative meaning to indicate processes and states in social and political life: «...так звані “реформи” перевищують поріг життєздатності України, як системи і гарантують економічний **колапс**» (Vilna Ukrayina, 24.04.2015); «Політичний інфаркт або **агонія** за владою» (Narodna volya, 13.03.2016); «Синдром набутого **бюджетодефіциту**» (Dzerkalo tyzhnya, 10.04.2016); «Запровадження мораторію на продаж земель свідчить про **імпотентність реформ**» (Silski visti, 11.10.2016).

Since the economic situation in Ukraine is not easy, a number of economic terms with negative meanings have been identified. Several groups of units with negative meaning in the field of economy and economic life of the country are allocated: words with direct meaning (both terms and commonly used words), negatively colored words with figurative meaning («Чи вистачить цих лазівок, щоб олігархічні **п'явки** в 2015 році залишили державу без прибутків, стане очевидним згодом» (Silski visti, 30.01.2015); «**Роздягання**» міністерських зарплат до окладів без надбавок і премій було лише прелюдією до урядового обрізання» (Vysokyі Zamok, 15.01.2015); «Кримінальний «**букет**» для Єфремова» (Ukrayina moloda, 20.02.2015)), негативні слова-оказіоналізми («Сподіватися від путінського «**кривосуддя**» на виправдальний вердикт у справі української льотчиці – на грані фантастики» (Vysokyі Zamok, 01.10.2015); «Російський народ захворів Путіним і **рашизмом**» (Hazeta ro-ukrayinsky, 01.02.2015); «У прийдешньому ж телесезоні деякі експерти передчувають тотальну перемогу нині домінуючому українському жанру, ім'я якому – «**стабілізець**»» (Dzerkalo tuzhnya, 19.06.2016)), jargon words («Мін'юст хоче ліквідувати Господарський кодекс – як рудимент «**совка**»» (Ekspres, 30.11.2015); «У ГПУ вважають «**показухою**» публічні арешти високопосадовців» (Dzerkalo tuzhnya, 19.04.2015); «Сміх крізь сльози: у соцмережах **тролять** Гонтарєву через падіння гривні» (Hazeta ro-ukrayinsky, 07.11.2014).

Over the past few years, Ukraine has been in a state of unacknowledged war. This topic is actively discussed in the media, which has led to the activation of names in the military sphere. Military vocabulary, which names individuals and characterizes the processes is allocated. According to our observations, lexemes of foreign origin are most often used for the nomination of persons that are related to the processes on the territory of the АТО: *«Також донеччани попереджають один одного, що в місті орудують **мародери**»* (Siegodnia, 15.11.2014); *«**Терористи** вкорінюються в кабінетах»* (Holos Ukrayiny, 16.10.2014); *«**Сепаратисти** просунулись на захід з моменту «припинення вогню»* (Ukrayinska pravda, 12.11.2014).

At the beginning of the 21 century in the language of Ukrainian print media we notice the active use of foreign words that have a distinct negative meaning or acquire it in an appropriate context. In the language of mass media there are innovations of foreign origin that are the most distinctive phenomenon of language and literary development, which contribute to the replenishment of the vocabulary resources of the literary language. Under the influence of extralinguistic factors, in particular due to the difficult relations between Ukraine and the Russian Federation, military actions in the east, etc., some of these tokens have got negative meaning. The words of foreign origin authors give both in the direct and in the figurative meaning, actively involve in the word-formation of foreign affixes: *«СБУ розслідує **антиукраїнську** діяльність Ківалова»* (Holos Ukrayiny, 18.04.2015); *«**Причина: організація і проведення квазівиборів** на Донбасі 2 листопада, що стало **грубим порушенням Мінського протоколу від 5 вересня і поставило під загрозу зриву весь мирний процес**»* (Ukrayina moloda, 05.11.2014); *«**Порошенко: скасування псевдовиборів** на Донбасі допоможе його повернути»* (Ukrayinska pravda, 06.10.2015).

In the last decade, the number of occasional words has significantly increased in the language of modern Ukrainian mass-media. In particular, the use of expressive-emotional, figurative lexical and phraseological means has increased to figuratively submitte a certain material, interest the reader, encourage him to think, analyze facts

of reality, etc. It contributes to the author's searches in the domain of language-expressive means, stimulates experimentation with the word [Styshov 2001], e.g.: *«Путіноккіо: німецька газета проаналізувала брехню в інтерв'ю Путіна»* (Ukrayinska pravda, 18.11.2014); *«У нас майдан приніс людям нові «квитанції тарифмору», знищення гривневих заощаджень, сплеск безробіття, шаленство цін – фактично геноцид»* (Vilna Ukrayina, 30.06.2015); *«Економічно обгрунтований тарифоцид. Підвищення цін на ЖКГ може стати початком соціального колапсу в державі»* (Vechirniy Kyiv, 14.07.2016).

The actual material gathered in the language of the Ukrainian periodicals testifies that occasional words can perform the most diverse stylistic functions. In each separate context, these lexical units have a distinctly negative meaning.

In addition to the nominative function, occasional words perform a number of expressive-stylistic functions. This is due to the fact that the information in newspapers and magazines is intended for the readers' emotional perception, so the appearance of the original lexemes is the basis for searching for non-standard speech and reproduction of a particular language situation.

For the language of print media, the use of polysemic words is typical. The development of polysemy is a general process, which is reflected and fixed in the language of the media. The use of a neutral word or a special term in a figurative meaning gives it an emotional and expressive color.

The use of words in figurative meanings in order to create a vivid image, expression of evaluation, emotional attitude to the subject of speech is intended to affect the addressee. The journalistic text, besides the actual information function, is intended to act on some aspects of the perception of the addressee of communication, on his emotional and intellectual spheres, to induce a certain activity [Serbenska 2001]: *«Вовк: У кожній загибелі «рупорів» ПР [партії регіонів] може бути економічна складова»* (Ukrayins'ka pravda, 19.04.2015); *«От читаймо уривок з його поеми «Сон» – хіба це не про наших «тузів» у Верховній Раді...»* (Vilna Ukrayina, 14.03.2015); *«Ніхто особливо й не приховував, що бюджетний аврал – це спроба позбутися «лециат», у які затиснутий уряд»* (Silski visti, 30.12.2014).

The vocabulary, used in figurative meaning, is the most expressive means of creating a journalistic text. And in general practice, many words are real or potentially related to polysemy.

The socio-political processes of recent years have led to changes in the lexico-semantic system of the Ukrainian language. Nineties of the 20 century initiated a new stage in the development of the Ukrainian language. Political, economic, socio-cultural changes have become one of the main factors of a powerful «slang explosion» [Stavytska 2004]. The rejection of the bureaucratic elements of the «chancellery» led to the filling of the formed lacuna by elements of other stylistic layers, in particular, verbal-spoken and slang vocabulary. This led to the active use of slang units in the language of the Ukrainian periodicals, in which the expressive and verbal vocabulary plays a significant role for the presentation of facts and events and the accompanying evaluation. It is precisely because the nominative function of the slang is closely related to imagery; they are also used in the language of newspapers to provide a description of the facts and events some evaluation: «*Росія висловлює готовність відправити в Україну кримських «зеків»* (Den, 29.05.2016); «*За радянських часів багато людей було розстріляно за подібним звинуваченням, звідси – негативне відношення до так званих «стукачів»* (Ukrayinska hazeta, 19.05.2016); «*Львівські «менти» взяли «на гарячому» у справі автозłodіїв співробітника прокуратури»* (Ukrayina moloda, 21.01.2009).

The use of slang units in the printed media indicates a clear, pejorative, disparaging meaning; the author gives an evaluation of a certain process, personality or action without the additional use of other expressive means

The trend towards vulgarization of language in Ukraine, is not distinguished neither by a novelty nor intensity among similar processes in the post-soviet space or in historical terms – in the language of any country where there have been revolutionary or just socially significant social changes. Moreover, in an era of rapid development of mass media and the Internet, these processes are activated in language and communication spheres of stable, with political and socio-cultural perspective countries, becoming a consuming phenomenon»[Shumarova 2010].

However, the culture and purity of the language of Ukrainian mass media today becomes particularly acute due to the activation of the privileged status of the Russian language in the ruling circles.

The problem of the language surzhik has a number of objective prerequisites, in particular the historical character associated with the Russian factor. Surzhik poses a threat to the normative functioning of the Ukrainian literary language, which is still under Russian pressure. The use of surzhik units in the language of periodicals is a constant phenomenon aimed at reproducing the speech of Russian-speaking officials or Russified citizens. However, such tools generally clog the language of the press: «Так відбувається і з найближчими **«напередніками»** свіжо призначеного Синютки» (Vilna Ukrayina, 30.01.2015); «Москаль розповів про **«баршиню»**, яка керує лісами України» (Ekspres, 10.02.2017); «У ДНР **«аналчєнци»** перекваліфікуються на гірників» (Holos Ukrayiny, 17.07.2015).

Surzhik poses a threat to the normal functioning of the Ukrainian literary language, which is still under Russian pressure. «Propagation of language is a typical consequence of the coexistence of languages, one of which undergoes prolonged and planned pressure as the language of the colonized nation. Ukrainian subzin – surzhik, – having its own specific, became the object of linguistic research already at the stage of total spread, threatening the life of the national language» [Dziubyshyna-Melnyk, 2010, p. 16].

In order to express the newspaper texts a significant influence is obtained by using of headings with foreign words with negative markings. Such headings are inherent in texts of political themes: «ВР визнала Росію **агресором**» (Vysoky Zamok, 27.01.2015); «Міжнародна **маргіналізація** Путіна» (Holos Ukrayiny, 18.11.2014); «Друга хвиля **люстрації** і «чистка» торкнеться ГПУ, Мін'юсту і СБУ» (Hazeta po-ukrayinsky, 10.11.2014).

The most expressive group of slang units in terms of emotionally expressive saturation in the headings of publications on socio-political topics are lexemes (nouns and verbs) that denote objects, actions and conditions that characterize specific politicians, state and public figures. Such linguistic units in the titles of the

publication act as means of negative evaluation of the activities of government officials, political leaders, etc.: «38-річний кримчанин у Києві став серійним банкоматним **«кидалою»**» (Ekspres, 12.02.2016); «Через **«великі почуття»** замовила дружину коханця» (Vysoky Zamok, 13.03.2015); «Нас **«валять»** всі, хто може. На Банковій і Грушевського мовчать» (Ukrayinska pravda, 16.03.2016).

The use of words in figurative meanings in order to create a vivid image, expression of evaluation, emotional attitude to the subject of the speech is intended to influence the addressee. The newspaper headline, besides the actual information function, is intended to influence certain aspects of the perception of the addressee of communication, his emotional and intellectual spheres, to induce a certain activity. The vocabulary, used in figurative meaning, is one of the most powerful means of creating a journalistic text, the heading in particular: «На Одещині на хабарі **«погоріли»** двоє суддів» (Holos Ukrayiny, 02.05.2015); «Про **«врізани»** пенсії і будівельну амністію» (Vilne zhyttya, 11.06.2015); «Ярема розповів, що **«гальмує»** розслідування вбивств на Майдані» (Dzerkalo tyzhnya, 15.11.2014).

The presence of words with a figurative meaning is inherent in the headings relating to the various aspects of the existence of a society. Such lexemes function in the headlines for socio-political texts.

The active means of creating of emotional and evaluative vocabulary in the language of newspapers are prefixes, many of which have intensified their positions lately. Prefixes, like the basics, streamline the vocabulary within certain contrasts that set up system bindings between units. These contradictions relate to the evaluation of quality attributes, time slices, the attitude of the public to individuals or to the phenomena of social life, behavior and activities of people [Klymenko, Karpilovska, Kysliuk 2008]. Active word-formation prefixes are **анти-, контр-, а-, псевдо-, лже-**. Suffixes, which journalists actively use to create new lexemes, are: **-філ, -фоб, -ад -іст** та **-ант**: «**«Коаліціада»** в новому парламенті обіцяє бути затяжною» (Vysoky Zamok, 27.10.2014); «**«Путініст»** Орбан обговорив з Порошенком необхідність збереження санкцій проти Росії» (Dzerkalo tyzhnya, 17.03.2016);

«Попри тертя, коаліціанти приречені співпрацювати. Інакше програють усі» (Vysoky Zamok, 16.12.2014).

Each period of the history of literary language makes a significant contribution to the development of lexical composition. Linguistic features of the creation of words - the most important indicator of the direction of movement of the linguistic norm. The journalistic style of the beginning of the 21 century fully represents the word-forming processes of the time, because it introduces into the dictionary a new terminology, a professional, socially political, sacred, and other vocabulary. This functional species at all times was a peculiar test area for lexical nominations. Here language tools were on the stages of verification, selection and consolidation in general use. M. Zhovtobriukh noted that «all new words were made according to the laws of the Ukrainian language, the exceptions were not significant and very rare, and they almost did not violate the general laws of the Ukrainian word-formation» [Zhovtobriukh 1970, p. 84].

Ukrainian periodicals today is an indicator of everything new in the society, because it responds instantly to any changes and events. The language of newspaper periodicals is an effective means to transmitt the information, the specific of which is determined primarily by its functional nature – to be a means of influence on the reader. Therefore, the arsenal of language means of the press is marked by the breadth and variety.

Thus, at the beginning of the 21 century in the language of Ukrainian print media, the use of vocabulary with a negative evaluative meaning was actualized, that was caused by a number of non-language factors: economic and political crises, occupation of Crimea, military actions in the east of Ukraine, criminalization of society, social problems, etc.

In the language of the press we are tracing new lexical-semantic expressions of foreign words used with a negative evaluation: 1) notation of famous persons (*провокатор, екстреміст, шулер*), 2) designation of actions, signs and processes of the Russian authorities (*сфальсифікований, пресинг, шантажувати*),

3) characteristic of the socio-political sphere (*люструвати, конфлікт, диктатор*). Many lexemes with a negative evaluation are traced only in a certain context.

The functioning of the terminological vocabulary with a figurative meaning was activated, as well as words that moved in general use from medical terminology. This refutes the previously recognized thesis that foreign words are mostly terms and rarely expand their semantics.

The language of Ukrainian periodicals is dominated by a negative evaluated vocabulary, which denotes economic concepts, processes and states. In the texts on economic topics are widely represented words with figurative meaning and words from other lexico-semantic groups.

Under the influence of extralinguistic factors, the terms in the language of the Ukrainian periodicals expanded their meaning, that eliminated their isolation in one terminology system. The mobility of borders in the meanings of such lexemes indicates the loss of their uniqueness and extends the scope of their use.

In the last few years in the language of newspaper journalism, under the influence of extralinguistic factors, in particular through the antiterrorist operation in the east of Ukraine, military subject was updated. It uses negatively evaluated vocabulary, which denotes individuals (*агресор, терорист, сепаратист, диверсант, окупант, мародер, бойовик*) and processes and phenomenon (*диверсія, тероризм, екстремізм, затити, чубитися, обстріл*).

Significant use of occasional negative lexemes, in particular for the characteristic of the President of the Russian Federation, for the nomination of processes occurring inside and outside the country.

Terminological vocabulary with a figurative meaning expands the sphere of the use, first of all in political texts. Relations between the Russian Federation and Ukraine also are described by lexemes with figurative meaning, which are recorded in lexicographic works, but require further interpretation.

Negative processes and conditions are transmitted by the authors in slang language. Most of all, it concerns of socio-political texts and materials about money. The functioning of the slang in the language of Ukrainian periodicals, in particular in

social and political journalism, shows that they go beyond the scope of their traditional oral-colloquial use in social dialects and serve as means of expressing mainly negative evaluation and expression of newspaper texts. The replenishment of journalistic materials by these slangs is due to the criminalization, politicization of Ukrainian society in various spheres and at different levels, for example: *кеш, зелений, бабло, бакси, лимон*.

Among the sub-standard vocabulary in the language of modern newspaper periodicals are widely represented *surzhik*, with the help of which the political realities of modern Ukraine are ironically characterized.

The language of the Ukrainian press is characterized by a tendency towards the increasing of use of sub-standard vocabulary. It is used to intensify the expressive-emotional coloration of information and to provide newspaper texts of a negative evaluative character.

Negative evaluated vocabulary has its own word-creation means. The most productive are prefixes *анти-, недо-, контр-, лже-, псевдо-, квазі-* and suffixes *-фiл, -фоб, -ад, -ант*.

Became popular in the newspaper language at the beginning of the 21 century new semantic and stylistic connotations of lexemes with the meaning of feminine and from-noun formations.

Negative evaluation is transmitted by the authors with the help of new from-abbreviation formations. The emergence of one-word entities was largely contributed to the effect in the language of the law of economy of linguistic efforts and means.

There is a tendency to express a negative evaluation in the headings. Most actively it creates foreign lexemes, words with figurative meaning and slang.

The use of vocabulary with a negative meaning is characteristic for Ukrainian periodicals of all forms of ownership and various thematic directions.

At the beginning of the 21 century in the language of the Ukrainian newspaper periodicals we see the functioning of a negatively-marked vocabulary. The authors use lexemes that are outside the literary standard, which shakes the norms of the Ukrainian literary language. Such vocabulary sometimes vulgarises journalistic texts

that violate the rules of language culture. Occasional vocabulary is mostly isolated in newspaper texts by quotes, thus testifying to the deliberate violation by the author of literary norms.

The language of modern newspaper periodicals is favorable to the various expressions of linguistic design, and at the same time is a sphere that is especially sensitive to the appearance of new valuing lexemes.