Вербалізація емоцій в українських онлайн-медіа

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Анотація

Актуальність дослідження зумовлена тенденцією сучасного медіадискурсу до емотивності, оцінності, важливістю емоційних мовних засобів у процесі сприймання журналістського тексту. Беззаперечним сьогодні є зростання популярності цифрових медіа, що увиразнює необхідність вивчення мови емоцій в онлайн-середовищі. Предметом студій є мовні прийоми та засоби вираження емоційності в текстах загальнонаціональних новинних ресурсів «Українська правда» та «Дзеркало тижня». Мета дослідження полягає у моніторингу та систематизації найпоширеніших вербальних маркерів емоційності в онлайн-виданнях, виділенні конотативних домінант емоційних мовних одиниць у контексті аналізованих тем. Методика дослідження охоплює комплекс загальнонаукових методів: концептуальний аналіз, контент-аналіз, індукція, аналіз та синтез, порівняння, систематизація та класифікація. Новизна розвідки полягає в типологізації мовних засобів та прийомів вираження емоційного спектру в онлайн-текстах.

У результаті дослідження з'ясовано, що важливим компонентом медіатексту є емоційна реакція на нього аудиторії. Емоції вербалізуються за допомогою емотивів – мовних одиниць різних рівнів (лексичного, морфологічного, синтаксичного, стилістичного). Контент-аналіз загальноукраїнських онлайн-видань «Дзеркало тижня» та «Українська правда» упродовж вересня 2020 – березня 2021 рр. засвідчив домінування емотивів із негативною конотацією, співвідносною з емоціями та переживаннями журналістів і реципієнтів щодо конфліктно-чутливих тем (Covid-19, порушення прав і свобод людини, насильства, корупції). Найчастіше використано метафори та епітети, іншомовну лексику, якісно-оцінні прикметники та фразеологізми, суб'єктивно-модальні синтаксичні конструкції з оцінною семантикою, розмовно-просторічну лексику, неологізми. Емоційно-експресивні засоби демонструють домінування пейоративного конструювання дійсності, спричиняють прогнозований емоційний ефект в аудиторії та тенденційно моделюють мовну картину сучасних медіатекстів в оналайн-просторі.

Ключові слова: *медіадискурс; онлайн-видання; аудиторія; емоційність; мовна одиниця; вербальні емотиви.*

1. Introduction

The statement of problem. Under the conditions of uncertainty caused by sudden cardinal changes in society, there is a significant increase in the role of information, which actualizes the problem of its consumption by citizens of Ukraine and the global security environment in general. Cyclicality of key processes i.e. from the Covid-19 pandemic to a large-scale Russian-Ukrainian war affects the audience's increase in the amplitude of emotional fluctuations, leads to a loss of meaning, support and control over life, which is combined with the framed uncertainty of the

duration and fullness of the present and future. Especially in the conditions of the pandemic, the mass media play a significant role, the content of which is a certain degree of reflection on the understanding of reality.

Modern media discourse is characterized by a tendency towards emotionality and evaluativeness, which leads to the continuous search for different ways of expression. The emotionality of one or another language unit is determined by the subjective attitude of the author (positive, neutral or negative), it can serve to describe feelings, 'to convey emotional nuances in the evaluation of phenomena, events, people' (Holianych et al.,

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2011), and also affect the emotional intentions of the audience.

Ukrainians increasingly turn to the Internet as the main source of information. According to the USAID-Internews survey Media Consumption Survey, held in 2020, 62 % of respondents will find out news on social media platforms. This is the only indicator that decreased from 68 % in 2019, while consumption of TV news dropped to 52 % compared to 66 % in the previous year and 77 % in 2017–2018. The part of Ukrainian Internet users grew from 71 % in 2015 to 90 % in 2020 (USAID-Internews, 2020). It reflects the world's upward trend in popularity of digital media on the contrary to the traditional one. The Ukrainian mass media audience can be classified as emotional introverts, sensors that have expressed externality and executiveness. The influence of informative flows may cause those or others emotions, feelings, give a positive or negative meaning events (Synorub, 2013).

The topicality of the topic is due to insufficient research on the emotional load of the media text language, the main means of emotional expression in the modern discourse of online publications, since 'media reality also affects the nature of social relations, giving rise to new socio- and information-psychological phenomena: infophobia, infopandemic, information noise, information loads and stresses' (Poplavska et al., 2021). That's why the necessity to create a clear system of verbal means of expressing emotions their functional signs and pressure grows. In this context, it is updated question essence and expediency of the use of a complex of emotional i.e. expressive means and methods of their implementation in the Ukrainian online space.

The aim of the study is to analyze language markers of emotionality in modern Ukrainian online media in the context of social challenges.

Implementation of the research goal needs performing of the following **tasks**:

- to show the essence of the concept 'emotionality';

- to single out verbal markers emotions in media texts of online publications;

- to carry out content analysis of media materials of availability emotional verbal means;

- to analyze the connotative dominants of emotional language units in the context of the studied topics.

The *object* of research is the media texts in Ukrainian online publications *Ukrainska Pravda* and *Dzerkalo Tyzhnia*.

The *subject* of research is language techniques and means of expression of emotionality in the texts of online publications.

Chronological limits research: September 2020 – March 2021.

Problem development status. The scientific understanding of the functioning of emotional journalistic broadcasting covers the intelligence of Ukrainian and foreign researchers. In particular, the Polish researcher A. Wiezhbytska (1999) proposed to create a universal language of emotions, formed on 'emotional universals', understandable for representatives of all cultures; T. Dobzhynska (2008) analyzed language means of expressing emotions; emotional analysis of semantics was carried out by N. Boyko (2001). Stylistic aspects of emotionality as one of the semantic components of expressiveness became the subject of studies by the Ukrainian linguist V. Chabanenko (2002).

The emotional expressiveness of journalistic texts was investigated through the prism of linguistic-stylistic and perceptual analysis by M. Yatsymirska (2007), N. Dashchenko (2020), N. Dragan-Ivanets (2009). T. Koval (2011) presented a comprehensive classification of means of expressing the emotional content of a language unit in newspaper discourse. Emotionally expressive word combinations as a tool of figurative thinking a journalist emphasized H. Shapovalova (2003). The emotional bias of information content as a means of manipulative rhetoric on television was considered by O. Kushnir (2021); the use of hate speech, emotionally expressive lexemes in Internet discourse was studied by O. Medinska (2018, 2021) and H. Synorub (2018).

Materials and methods. Nowadays, the social development of society is marked by the growing influence of the media, which form an information continuum on a global scale and are an integral part of professional and personal life. Internet communication eliminates any geographical distance and forms the newest phenomenon of Homo Medius, which requires the involvement of new information platforms with modern technological capabilities for quality development. The growth of the audience, the speed of message transmission, the oversaturation of information flows encourage recipients to clip-based perception of materials, which is most actively manifested in the online space and is realized through the rapid development of innovative media communications.

Verbal and non-verbal means of emotional expression are actively used to involve the audience

in the interactive process. In this context, we highlight the need to research information platforms in the online environment, which are effective platforms for the mediatization of current problem-thematic spectrums (social, political, educational, economic, etc.). According to the results of the media quality rank carried out by the Institute of Mass Information (IMI, 2021), among the ten sites of national news resources that are included in the top three are *Dzerkalo Tyzhnia* (https://zn.ua/) and *Ukrainska Pravda* (https://www.pravda.com.ua/).

Research methods. A complex of general scientific methods (theoretical and empirical) was used in the scientific research: the method of conceptual analysis — to find out the definitions of the concepts of 'emotionality'; content analysis — to identify emotional and evaluative units in media texts of online publications; induction method — for building synergistic connections in Internet communication; the method of analysis and synthesis — for the study of emotionality verbal markers; the method of comparison emotionality — to find out the specifics of the creation of emoticons in online publications; method of systematization and classification — for typology language means and methods of expressing the emotional spectrum in online texts.

The scientific novelty of the obtained results. The article analyzes the concept of 'emotionality' in scientific discourse, identifies verbal markers of emotionality in online media texts, identifies emotionally evaluative units of different levels of language and substantiates strategies for their use in the context of creating modern media messages, analyzes the connotative dominants of emotional language units in the context of the studied topics.

2. Results and discussion

The problem of emotionality in the context of the process of media effective influence on the audience is one of the leading ones in the modern theory of mass communication. For the most part, it is considered as a change in the behavior and perceptions of the recipients. Perception of a media text depends on the semantic load of tokens, their impact on the emotional, motivational and cognitive spheres of the individual.

An important component of the completed and compositionally harmonious media text there is an emotional reaction to it. Emotions are those immediate experiences that are recorded in human language. They are multifaceted, they concern both biological and spiritual levels of human existence, behavior and experience (Izard, 2000).

Emotions have internal and external causes of occurrence. The external ones contain those you can take away specific the situation, the state of affairs which stimulates appropriate emotional reaction. The internal reasons are determined by subjective attitude, intellectual assessment of the state of affairs as desired or undesirable for the individual. There is no emotion of a sustainable nature (Mander, 2014).

In process perception media content recipients succumb to emotional impact. That is why the journalist should present emotionally balanced in information that will contribute knowledge and self-discovery identity of the recipient. 'Several theories of emotions are associated with journalistic creativity: informative, motivational, cognitive, needs theory' (Yatsymirska, 2007).

In scientific discourses, there are lots of typologies of emotions based on positive or negative dominants. An American scientist K. Izard distinguishes ten basic varieties of emotions (Izard, 2000): joy, interest, surprise, sadness, anger, disgust, contempt, fear, shame, guilt. All other emotional states, in his opinion, arise based of several of them and are their derivatives.

Depending on the subjective value of experiences, the following types of emotions are distinguished: altruistic — experiences that arise when there is a need for cooperation, help, care of others; communicative — the need for communication; glorious — the need for self-affirmation and glory; practical — caused by activity, its change during work, success and failure; mobilization — the need to overcome danger; romantic — attraction to everything unusual, secret; epistemological — the need for knowledge, harmony; aesthetic — lyrical experiences, desire for beauty, pleasure, harmony; hedonistic — the need for spiritual and physical comfort, pleasure; acquisitive — a desire to accumulate, save, collect (Zanyuk, 1997, p. 107–108).

To indicate emotionality as a property language sign in linguistics there is a special term 'emotionality'. It is understood as a way of verbalizing emotions, expressing a person's feelings, moods, and experiences through linguistic means. A linguistic unit that has an emotional component in its meaning is called an emotive. According to the Ukrainian scientist U. Kemin, 'emotionality is a psychological category that reflects the mental state of a person, and

emotionality is a linguistic category where emotions are expressed verbally' (Kemin, 2020).

Emotionality is expressed by units of different levels of language (lexical, morphological, syntactic, stylistic). Despite their productivity, the most common means of expressing an emotional state in media texts is emotionally colored vocabulary, which serves to describe feelings, as well as to convey emotional shades in the assessment of phenomena, events, people, etc. (Holianych et al., 2011, p. 65).

For a practical study of emotionality verbal markers in the materials of all-Ukrainian online media, we used the method of content analysis. Its key principle is the selection of categories in the media texts of online publications and those characteristics that can be quantified for further quantitative analysis. In the context of the sampling methodology, the process of selecting observation units corresponding to the research tasks was carried out. In the analyzed media texts, semantic categories are lexical means and syntactic constructions that reflect the inner emotions and experiences of journalists and recipients.

The volume (the number of media that must be researched to obtain quality information) — 2, type (a specific scheme of the selection procedure is built) and assessment of the quality of the sample — determination of the probability and degree of accuracy with which the results of the analysis of the sample population can be transferred to the content of online publications.

For the study, a selection of all-Ukrainian online publications, characterized by representativeness and the possibility of comparison, was made. Monitoring was carried out for the period from September 2020 to March 2021 of the most rated online media of Ukraine: *Dzerkalo Tyzhnia* — a Ukrainian online media and *Ukrainska Pravda* — a Ukrainian socio-political online media. The materials were examined for the use of language means of emotional expression in online media texts. To the selected thematic categories belonged to Covid-19, vaccination, healthy lifestyle, violence, corruption, legal protection of citizens.

According to the results of the content analysis, the emotives identified in journalistic publications are divided into two groups: words with both positive and negative emotional colors. Media texts are dominated by subjective emotional evaluation, which is often expressed by lexical, syntactic and stylistic means. Their dominance in the coverage of

events, facts or phenomena is determined by the topicality of the topic in the context of specific social and political realities.

The results of the study proved that the emotional vocabulary in the materials published in the all-Ukrainian editions *Dzerkalo Tyzhnia* and *Ukrainska Pravda* from September 2020 to March 2021 mostly contains a negative emotional connotation (words denoting irritation, dissatisfaction, contempt, concern, grief etc.), correlated with the internal emotions and experiences of journalists and recipients. In 2020, the rapid growth of interest in the coronavirus disease Covid-19 in news was observed whereas the next year news demonstrated the interest in vaccination, caused a record number of publications with a negative emotional color in selected online media.

We have singled out a complex of dominant languages tools for expressing an assessment of the chosen topic in the Ukrainian online publication Dzerkalo Tyzhnia, namely:

- qualitatively valuable adjectives, adverbs: *strict quarantine restrictions, a 'more contagious' variant of the coronavirus, a 'catastrophic moral failure', a crushing defeat, record deadlines, a frantic pace (52 units)*;

- a combination evaluation word (noun, adjective, verb etc.) with adverbs of measure and degree that indicate the highest degree manifestation signs: *a very positive person, that's all Hello, more deaths, convincingly show, a lot stricter, unprecedented powerful measures, successfully ignored by the government, a fantastically huge amount, enough tense moment, less accurate testing, really big impact (43 units)*;

- metaphors: *vaccination failure, raging pandemic, bypassing the ban, vaccine race, labeling people, 'humanitarian convoy', bringing people back to their senses, inoculation by incompetence, lick wounds, in the public eye, against the background of vaccination, the last straw, Odesa 'turned red', Covid-19 demonstrated, hostages of the pandemic, the pandemic 'revived' respect, political euphoria, political circus, increasing cases of infection and deaths, medicine was powerless, the pandemic demonstrated, the pandemic worsened, there is nothing to breathe in the country, the disease has become younger reservoirs of infections (84 units)*;

- epithets: *difficult times, unforeseen situation, encouraging news, fatalities, clinical trials, adaptive*

quarantine, biological weapons, quarantine zones, bad habits, startling facts, tiny percentages, global factors, major breakthrough, irreparable, dirtiest, unreasonable, intense outbreak, epidemic boom, dangerous manifestations, high rate (84 units);

- foreign vocabulary: *lockdown, collapse, coronavirus, strain, ombudsman, beneficiary, speculation, advance, names of vaccines: COVAX, Pfizer, 'vaccines against Covid-19, vaccination passports and fake negative tests for coronavirus are sold on the darknet', decentralization, et cetera, copywriting, project, status quo , specialist, force majeure, pathogen, pandemic, digitization , incident, index, rating, audit, sabotage, force majeure, UNICEF, BCG vaccine, patient, relapse, fatality, ultra-processed (36 units);*

- phraseological units: *fascination is in full swing, gives the green light, give the go-ahead, bowl of imbalances and distortions, alpha and omega, the atmosphere is thickening, Achilles' heel, heeling, bear favor (9 units);*

- subjective-modal syntactic constructions with evaluative semantics, etc.: *'quarantine will lead to a crisis that everyone will feel sooner or later', 'nothing can't be fixed', 'burned out in three days', 'governors and ministers are at the stern, mayors are at the oars', 'vaccine nationalism is becoming a real problem', 'oxygen can both save and kill', 'unfortunately, people have learned to use science for the benefit of war', 'The virus does not was a creation of nature, but rather an artificial "invention" of man', 'the huge number of dead exceeds previous estimates and surprised even the authors of the study' (32 units)* (Fig. 1).

Highlighted linguistic structures are used for the expression of subjective attitude to the reported, emotional evaluations, reactions, conditioned certain communicative situations. In the texts about the situation with Covid-19 in the online media DzerkaloTyzhnia the verbal means of emotionality serve to reveal the essence, phenomenon or fact in more detail, to reproduce the picture of the depicted more fully, to compare different realities and events, to create voluminous, bright and atypical images. The dominant verbal markers of emotional expression in media messages are metaphors and epithets, which give dynamism and originality to the texts, make them interesting for recipients, and allow to convey thoughts, certain feelings, the author's vision of the world as accurately as possible. Journalists often use foreign language vocabulary due to the need to

nominate different thematic groups in accordance with the communicative situation, the desire for language economy, the tendency to clearly differentiate words according to semantics and spheres of use.

The active mediatization of the topic of Covid-19 in Ukraine and the world in the online media Ukrainska Pravda was also reflected in the linguistic and stylistic content of journalistic texts. Therefore, we singled out key language markers, namely:

- qualitative valuable adjectives, adverbs: *national isolation, strict isolation, the strictest restrictions, the highest level of vaccination, a threatening situation, controversial statements, a famous Englishman, a deadly virus, colossal economic losses, a high level of infection, key risk factors, insufficient physical activity, general physical inertia, lack of mobility, real tests, better-off sections of the population, sad statistics, blatant statistics, catastrophic underfunding, fatal outcome (56 units);*

- a combination of an evaluative word (noun, adjective, verb, etc.) with adverbs of measure and degree, indicating the highest degree of symptom manifestation: *irresponsibly arrogant, scandalously famous Ukrainian judge, deliberately belittle, much more serious than the seasonal flu, the number of patients is much higher, very serious syndromes, very serious treatment, very expensive (25 units);*

- phraseological units: *undermine trust, as in a pharmacy, you should not nurture illusions, bring people back to their senses, Gordian knot, like thunder from a clear sky, Damocles' sword, rise like a Phoenix from the ashes (8 units);*

- metaphors: *put guilt, speechless testing, strict control, against the background of criticism and accusations, undermines reputation of Ukraine, clear conscience, 'important keys' of origins coronavirus, ritual action, jump sick, fatigue from coronavirus, increase sick, shook Ukraine, to feed Cancer, boxes bravery, smiling depression, taste information, taste details, time crawls like a snail, jumps pressure, twists the knees, Heart attacks and strokes much 'got younger', numbers grow, statistics say, to mow healthy heart (63 units);*

- epithets: *fatalities, hybrid weapons, quarantine measures, scrupulous tests, safe vaccine, infected animals, medical error, oncological diseases, the most absurd perspectives, genetic diseases, viral infections, birth defects, modern technologies, acquired diseases, stable condition, groundless fears,*
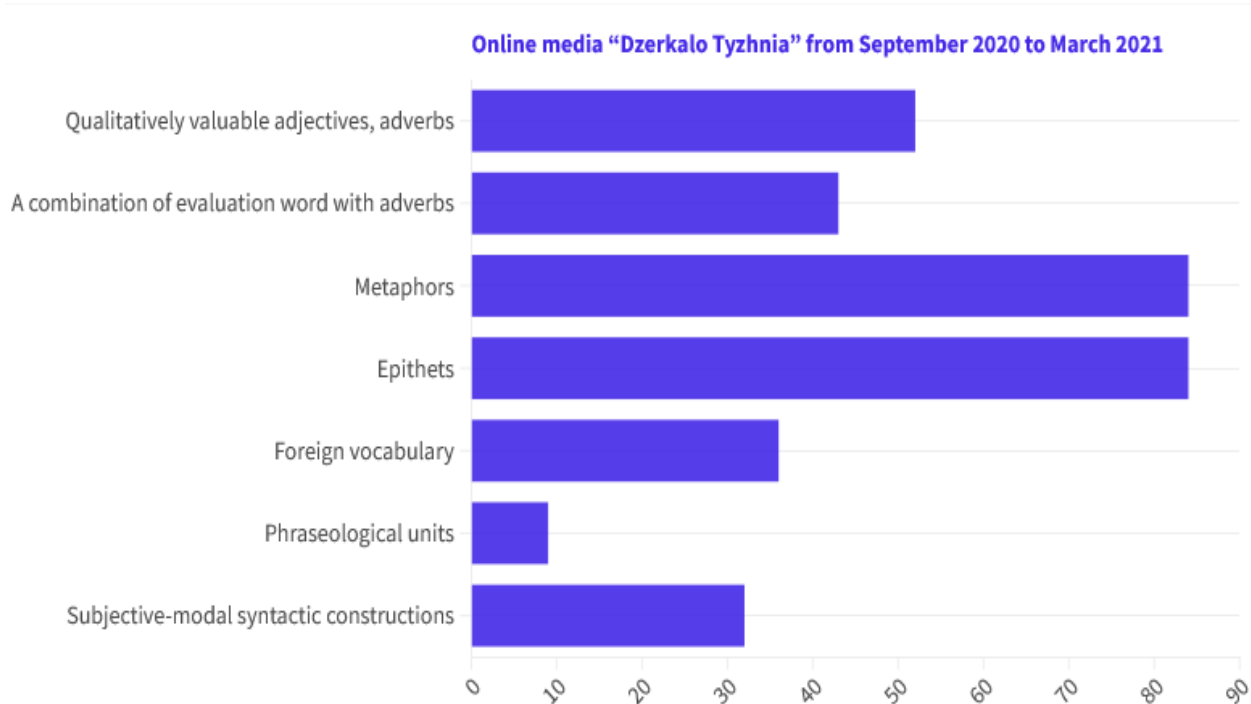
Online media "Dzerkalo Tyzhnia" from September 2020 to March 2021

Figure 1. Complex of dominant linguistic means about Covid-19 in the online media *Dzerkalo Tyzhnia*

unacceptable actions, reliable information, potential vector, alternative methods, vivid manifestations, terrible condition, special conditions, universal technique, scientific approaches, excessive, humane procedures, beautiful body, beautiful example (77 units);

- colloquial vocabulary: *Zelensky threatened hanging patients, get stuck in history, legal paper red tape etc. (14 units);*
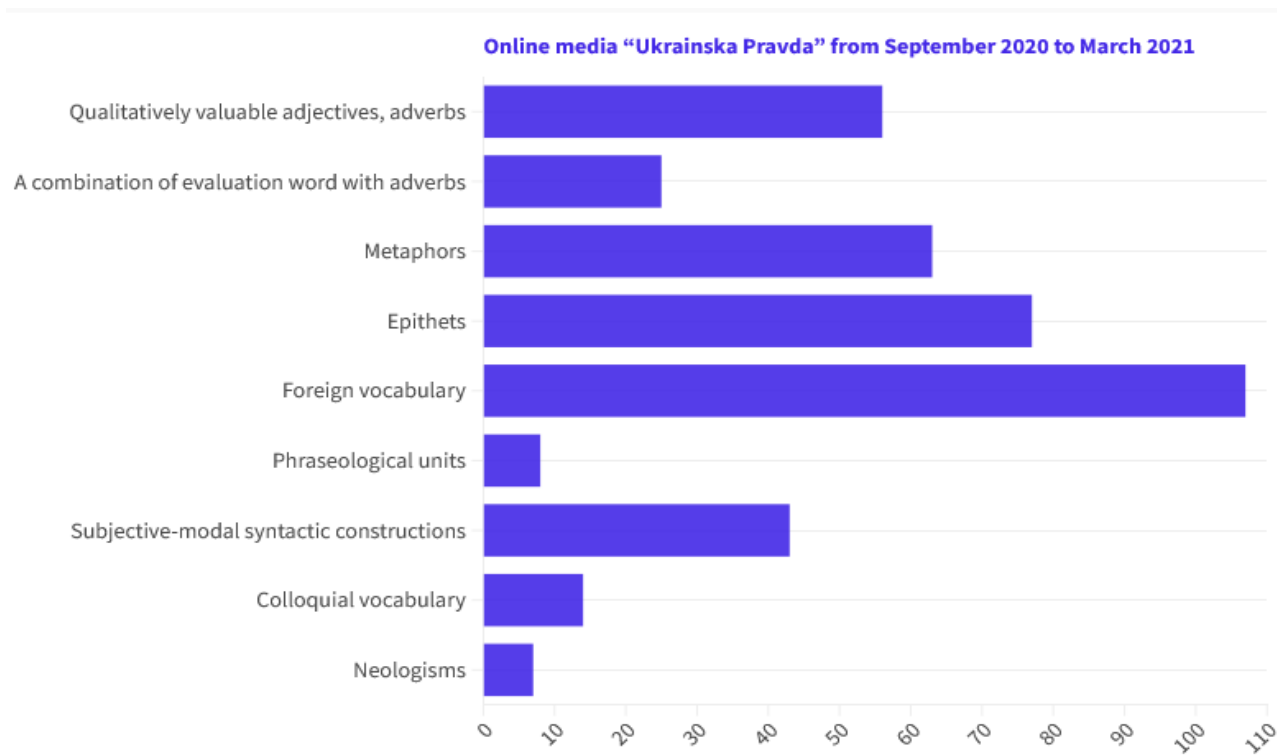- neologisms: *COVID-boom, COVID-vaccines, coronavirus disease, vaccination passport, 25 MP vaccines (7 units);*

Online media "Ukrainska Pravda" from September 2020 to March 2021

Figure 2. Complex of dominant linguistic means about Covid-19 in the online media *Ukrainska Pravda*

- foreign vocabulary: *lockdown, fake, isolation, anti-rating, vaccine, impeachment, backlash, anti-leaders, virus, crisis, reaction, ex-president, aegis, low coster, epidemic, infection, signal, pandemic, infection, lethality, anti-epidemiological norms, expertise, statistics, auditors, disability, hemodialysis, donor, procedure, stroke, coronavirus, thrombus, heart attack, stroke, thromboembolism, artery, thrombolysis, eczema, expert, computer tomography, oncology, dermatologist, laureate, walking dog, bacon, ischemia, antibiotics, antibiotic resistance, infectious disease specialist, HIV infection AIDS, tuberculosis, malaria, moderator, phrase, remission, distress, podcast, discomfort, agent, tandem, challenge, bravado, spoiler, turbulence, message, syndrome or Cushing's syndrome, off-label, effect, symptom, hallucination, license, drug, import, aldente, blender, myocarditis, congress, depression, evolution, technology, vacuum, alpha male, space, cancer patients (107 units)*;

- subjective-modal syntactic constructions with evaluative semantics: *'Without oxygen, people in those beds will die', 'Death from coronavirus is death alone, without the opportunity to say goodbye to relatives… We should support people in their grief and think about how to express our condolences', COVID-19 killed only those 'who were already a burden', do not eat sugar and meat – it can lead to cancer; you have cancer, because you accumulate resentment, mortality rates are not of much interest to the government (43 units)* (Fig. 2.).

While analyzing the texts, it has been found out that the online media 'Ukrainska Pravda' is quantitatively distinguished a group of tokens which represent author's attitude to the subject of mediatization. There are objective-modal syntactic constructions with evaluative semantics is important means expression emotionally colored values, stylistic expressiveness, imagery etc. They perform semantic and stylistic functions in media discourse. In media materials, quality-evaluative adjectives are actively used, which express the originality of lexical meanings and give the texts emotionality, originality, strengthen its persuasiveness, ensure the impact of the material, convey a multifaceted palette of feelings and emotionally expressive evaluations of events and facts by the author. The use of colloquialisms serves as a means of creating ironic or satirical-exposing ideological content in the message, emotionally expressive assessments of events and facts: a familiar-conversational tone, negatively socially characterizing individuals or social phenomena, events. It is common for journalistic publications to feature a significant number of neologisms, which not only can give linguistic signs semantic novelty but also convey the author's attitude towards the object of mediatization. These devices are also influenced by linguistic and aesthetic intentions of journalists who strive for novelty and freshness in expressions.

The content analysis of journalistic materials about Covid-19 in the Ukrainian online medias *Ukrainska Pravda* and *Dzerkalo Tyzhnia* proved the dominance of emotionally colored language units with negative connotations. Most often, lexical and syntactic markers were tested: metaphors, epithets, foreign vocabulary *Dzerkalo Tyzhnia*); quality-valued adjectives, neologisms, spatial vocabulary and subjective-modal syntactic constructions (*Ukrainska Pravda*). The used language units serve as an effective means of mediatization of the outlined problem in the communicative discourse of interaction between journalists and the audience.

In the online publications of *Dzerkalo Tyzhnia* and *Ukrainska Pravda*, among the most frequently presented issues there are the topics of various forms of violence (in the family, bullying, mobbing), corruption, and legal protection of citizens (various forms of discrimination), which determined by the quality of social protection, moral, ethical and legal culture of Ukrainian citizens, the possibility of psychological adaptation in unstable, conflicting realities at the personal and group levels.

We have singled out the most used language markers when covering legal topics , in particular about the abuse of rights and the observance of human freedoms in the Ukrainian online media *Dzerkalo Tyzhnia*, namely :

- metaphors: *state vertical, internal kitchen, playing on details, oligarchic appetites, anti-corruption hooks, hitting monopolies, billions of hryvnias settled, not selling cases, a necklace of similar cases, 'digitalizing' the criminal process, political neophyte, snatching assets, paws of officials, privatization engine, corruption feeder, hot phase of confrontation, money laundering, Kremlin owner, trigger, Odesa Themis, control 'package' of votes, chances are melting, political order stands, vagaries of history, pillar of Moldovan power, knock out confessions, everything is decided by money, tarnish reputation, these billions settle, the social sphere 'goes' (77 units)*;
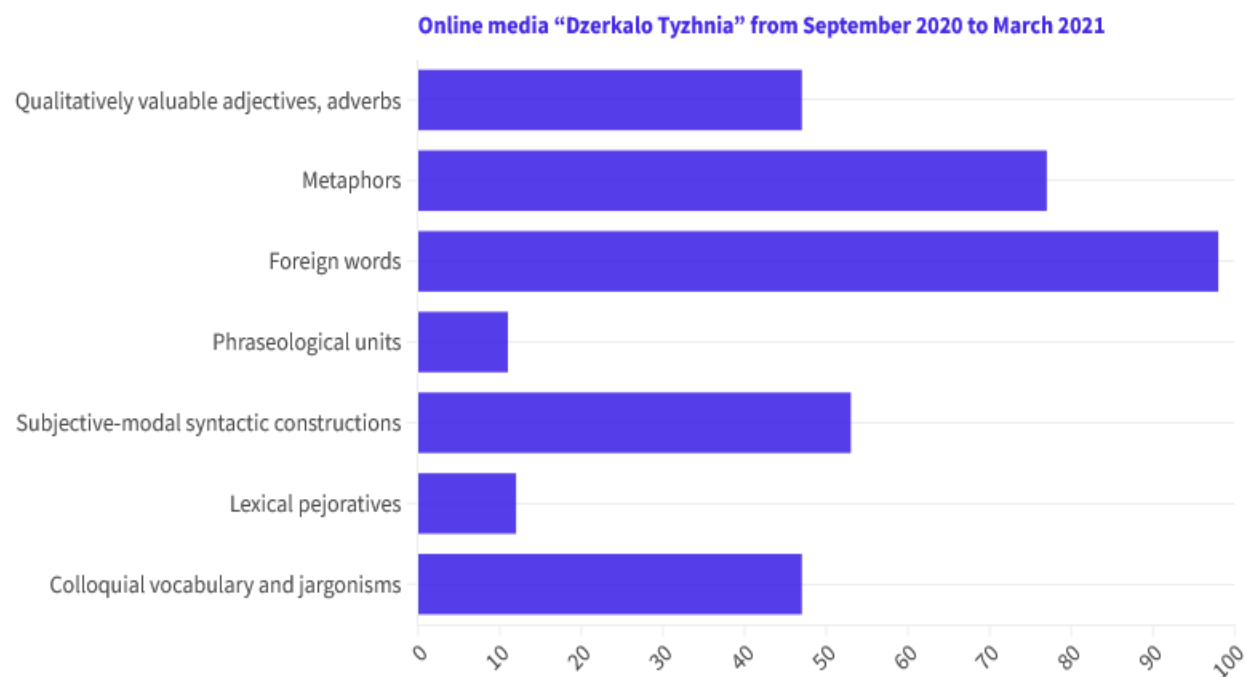
Figure 3. Linguistic markers in the coverage of human rights and freedoms abuses in the Ukrainian online media *Dzerkalo Tyzhnia*

- phraseological units: *stone stumbling, playing one goal, bending over stick, do not carry garbage from the house became the last drop, misled (11 units);*

- foreign words: *website, passage, messages, stakeholder, 'prefect', digitize, developer, businesswoman, business jet, impeachment, trolls, curiosity, contraband, counterfeit, fake, populism, illusion, ruts, anachronism, destructive, minimization, media holding, lobbies, restructuring, label, incident, pornography, industry, abuse, presumption, agency, management, fake, trolling, raids, exarch, press secretary, bureau, integration, fiscalization, detinization, digitalization, aporia (98 units);*

- colloquial vocabulary and jargonisms: *to loosen the grip, one's own person, 'covered up' prosecutors, rollback, 'fit in' the order was intercepted journalists, in retrospect, on conscience, the photos are characteristic triangles, "repeated the cinematic fate of his hero, the Baldbeard", 'bumping', scoop, snitch, mess things up, smeared, kickback, criminal authority, gang, scum, creature, have nightmares, get stuck, stupid creature (47 units);*

- qualitatively valuable adjectives, adverbs: *successive attacks, each subsequent one is worse and worthless, as vivid a manifestation, extreme degree of mistrust, warring camps, tame director of*

NABU, radical decision, little progress, severe torture, act of extreme cruelty, terrible distortion of reality, good guy, court political scientists, a famous actor, an immoral act, the loudest cases of abuse, church Moscow, the Belarusian dictator (47 units);

- lexical pejoratives: *novice deputies, female judges, Russian occupiers, terrorists of the so-called DPR, 'spies' of the SBU, local 'tzarok', eye candy, 'sneaky' judges (12 units);*

- subjective-modal syntactic constructions with evaluative semantics, etc.: *'If Crimea is not a sandwich, then Navalny is not a democrat', 'The very choice of a judge, a demonstrative supporter of Stalin... ', 'The judge was given two years in prison for bribery and embezzlement drunk driver', '...alluding to the gigantic ambitions of the guarantor and his short stature', '...activities of the "power wing" of an interregional criminal group', terrible attacks, fierce repulsion, "Themselves to blame": Ukrainian schoolchildren are taught to justify rapists and robbers', 'A 15-year-old Ukrainian received many injuries: he has a punctured skull, multiple fractures of his arms, ribs , stab wounds, eye injuries', 'Isolation' – a place of pain and fear in Donetsk, the telephone fraud industry, victims of modern slavery, victims of domestic violence, ill-treatment, the dark side of this trend, being left without heat during the heating season, Ternopil residents are used to their mayor, Ternopil residents trust the mayor, despite the fact*
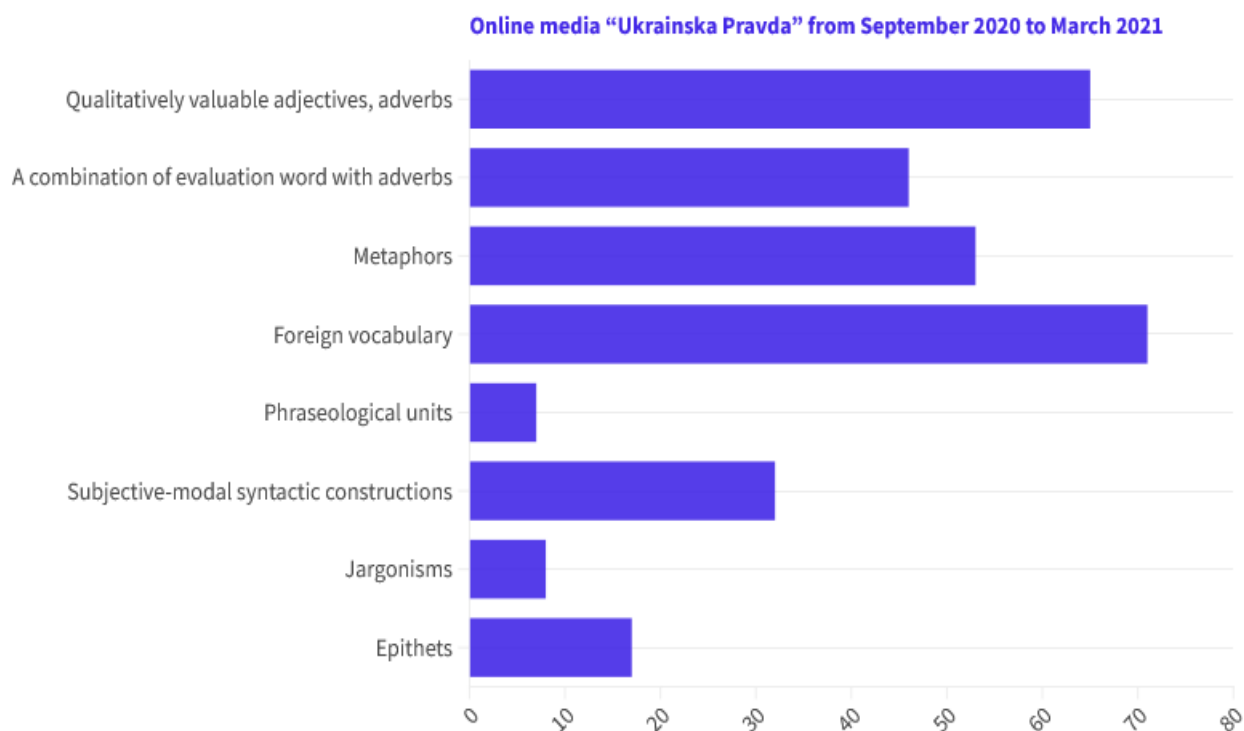
Online media "Ukrainska Pravda" from September 2020 to March 2021

Figure 4. Languages markers of lighting abuses of human rights and freedoms in Ukrainian Internet media *Ukrainian Pravda*

that *'war' was not declared against the Ukrainian oligarchs, 'How President Zelensky is failing in the fight against corruption, covering people from his environment (53 units)* (Fig. 3.).

Therefore, according to the results of the content analysis of the materials from the online media *Dzerkalo Tyzhnia*, it was established that the level of use in media texts of emotionally colored units with a negative connotation of certain social phenomena is sufficiently high. The negative emotional coloring of texts is formed at the lexical and syntactic language levels with the predominance of ironic, sarcastic, and generally pejorative construction of reality.

In the online media *Ukrainska Pravda* to cover the topics of human rights and freedoms abuse, journalists most often use the following linguistic constructions of different levels:

- qualitatively valuable adjectives, adverbs: *notorious Ukrainian court, illegal violence, cruel treatment, affected region, ordinary people, ordinary police officers, demonstrative police brutality, peaceful protest actions, active resistance, donor money, criminal behavior, hypermasculine environment, Ukrainian-speaking schoolgirl (65 units)*;

- a combination of an evaluative word (noun, adjective, verb, etc.) with adverbs of measure and degree, indicating the highest degree of manifestation of the characteristic: *the most populist options for conducting the discussion, actively condemns, harshly*

detained, *actively beat the demonstrators with batons, hit a lying person from dispersal, money in especially large sizes, extremely difficult (46 units)*;

- metaphors: *'whiten' the judicial system that is rotten through and through, 'Zelenskyi's anti-corruption hundred-meter campaign', '...many events did not make it', materials 'held hostage', the hand of the USA was found, 'The time of broken compasses', hope is melting, the country degrades, undermines freedom, a nation shares pain, 'green card' for radicals, passions must lie down, break the music industry, exit from the crisis, get in trouble with the law (53 units)*;

- epithets: *prolonged abuse, gross violations, scandalous case, inadequate condition, irresponsible actions, false statements, angry man, unprecedented case, non-existent evidence, loud scandal (17 units)*;

- foreign vocabulary: *infrastructure, announcement, troll, enthusiasts, degrades, bastion, approbation, companion, incriminate, monitoring, website, rimus, attack, falsified, mayor, figures, LGBT pride, taboo, come-out, discrimination, crisis, sanctions, website, prime minister, pandemic, embargo, arbitration, demonstrator, press servic, stereotype (71 units)*;

- phraseological units: *'sticks in the wheel' were inserted, a cornerstone, bake crayfish, push a pig, spin like squirrels in a wheel (7 units)*;

- jargonisms: *to decide clean up this matter, cop, hide, bookmark (8 units)*;

- subjective-modal syntactic constructions with evaluative semantics, etc.: *'In recent months, the name of the head of the OP has been mentioned almost after every important appointment', '...one can only guess in what kind of friendly, almost family atmosphere, the staff of the National Agency currently works', '... is outraged by the health and life of Ukrainians, when policemen beat, maim, rape, illegally detain and violate human rights in other ways', he threatened to punish, 'But even such seemingly liberal wording caused a wave of indignation', called for the extermination of the citizens of this nation, called for the extermination of the Jews, a 'heel' behind the wheel, to curse , Mrs. Vereshchuk 'flew' into the air with a green umbrella, 'she does not hold on to power with bruised hands' (32 units)* (Fig. 4.).

According to the results of the content analysis of the materials of the online publications *Ukrainian Pravda* it was established that the dominant category of verbalization of emotions is the stylistic means of lexicology and phraseology (epithets, phraseological units, metaphors, neologisms, archaisms, spatial vocabulary, etc.) – more than 160 units. A spectrum of morphological markers (more than 100 positions) is also actively used. Subjective-modal syntactic constructions with evaluative semantics (more than 30 units) are influential, but the least quantitatively represented in journalistic publications. Distinguished verbal means of mediatization of legal topics in the Ukrainian Internet media *Ukrainska Pravda* reproduce the negative emotions of journalists and rebroadcast them through the prism of relevant audience reception.

Based on the results of a comparative quantitative and qualitative analysis of journalistic materials in the Ukrainian online media *Ukrainska Pravda* and *Dzerkalo Tyzhnia*, it is possible to conclude that there is a wide range of verbalization of negative emotions in materials about violence, corruption, legal protection of citizens and personal safety. Foreign language vocabulary, metaphors, subjective-modal syntactic constructions with evaluative semantics (*Dzerkalo Tyzhnia*); epithets, phraseological units, metaphors, neologisms, archaisms, colloquial vocabulary (*Ukrainska Pravda*).

The analyzed verbal markers cause primarily asthenic emotions, which lead to the emergence of a state of anxiety, weakening of a person's activity, demobilizing him, cause suffering, restlessness, fear (Covid-19, violence, corruption, legal protection of citizens). Mobilization emotions are also actively verbalized, which cause a feeling of strong will and emotional tension associated with the need to overcome danger, interest in fighting (mobilization of one's physical and mental abilities aimed at overcoming danger e.g. Covid-19, violence). It is worth highlighting the linguistic representation of altruistic emotions and feelings that arise in the need for cooperation help, care of others (Covid -19, violence, legal protection of citizens).

3. Conclusions

The problematic and thematic analysis of the modern media discourse proved the dominance of conflict and sensitive issues that increase the emotional load during their coverage and reception. The process of verbalization of emotions in modern media texts of the Ukrainian online space represents the subjective attitude of the journalist to the subject of mediatization, in particular the outlined topic, as well as the peculiarities of its perception by the audience in the context of social realities. The main means of expressing emotions in journalistic materials are emoticons, with the help of which authors convey feelings, emotional nuances of the depiction of phenomena, facts, events, characters, and also activate the public's attention to what is essential in the publications.

The tendency to emotionality determines the search for different ways of its expression at all levels of language. Productive in media texts Ukrainian online publications *Ukrainska Pravda* and *Dzerkalo Tyzhnia* is an emotional presentation of selected topics by means of vocabulary, morphology, syntax and stylistics. Emotionally expressive speech units contribute to the expression of the subject of mediatization, form new semantic shades of speech units, help to establish active contact with the audience. Their skillful use in the appropriate thematic focus diversifies the text, makes it emotionally saturated and expressive.

The carried out content analysis allowed us to distinguish two groups of emotions: units with a positive emotional evaluation and those that reproduce a negative range of feelings. The choice of specific language means is carried out by journalists in accordance with the topic, which causes the predicted emotional effect in the audience. In the process of mediatization conflict and sensitive issues in selected online media language with a negative connotation (indicating irritation, dissatisfaction, contempt, worry, sadness, etc.) is dominated, it demonstrates sow anxiety, panic, enmity, cause emotional imbalance, and provoke the transformation of value orientations. The negative emotional connotation is related to the inner

emotions and experiences of journalists and recipients. This, first of all, actualizes the need to rethink professional standards in the field of social communications due to new challenges.

In the all-Ukrainian editions *Dzerkalo Tyzhnia* and *Ukrainska Pravda* from September 2020 to March 2021, the most actively mediatized topics related to the culture of preserving health in extreme conditions (Covid-19, vaccination, etc.), observance/violation of human rights and freedoms, violence and, corruption, etc. To get this, metaphors and epithets are most often tested, which give texts persuasiveness, originality, imagery; foreign language vocabulary that implicates the local situation in the global thematic context; qualitatively valuable adjectives and idioms that enhance the expression of the message; subjective-modal syntactic constructions with evaluative semantics, which serve as a means of stylistic expressiveness; colloquial and colloquial vocabulary, which contributes to the equal understanding of media material by all participants of the same communication-semantic field; neologisms that help introduce new semantic categories into the process of learning about social challenges.

Distinguished verbal means of emotionality convey the journalist's attitude to the depicted event, express his admiration, approval, surprise, or vice versa, irony or contempt, stimulating the appropriate reaction of the audience. The negative emotional connotation of texts is formed at the lexical and syntactic language levels with the dominance of pejorative construction of reality. Meanwhile, the selected language dominants allow to reveal the essence of a phenomenon or fact, to emphasize atypical images, to deepen their persuasiveness and effectiveness. We consider the used motifs appropriate and justified from the point of view of the stylistics of the media text, as they are functionally loaded, giving it dynamism and accuracy.

The results of a comparative quantitative-qualitative analysis of journalistic publications in the nationwide online media *Ukrainska Pravda* and *Dzerkalo Tyzhnia* proved the use of a number of heterogeneous language markers of verbalization of primarily negative emotions, which tended to model the linguistic picture of modern media texts in the online space.

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Kushnir Oksana, Bila Nataliya, Medynska Olesia and Synorub Halyna. Verbalisation of emotions in Ukrainian online media

The relevance of the research is determined by the tendency of modern media discourse towards emotionality, evaluativeness, the importance of emotional language means the process of perceiving a journalistic text. Undeniable today is the growing popularity of digital media, which emphasizes the need to learn the language of emotions in the online environment. The subject of studies is language techniques and means of emotional expression in the texts of national news resources "Ukrainska Pravda" and "Dzerkalo Tyzhnia". The study aims to monitor and systematize the most common verbal markers of emotionality in online publications, to highlight the dominant connotative emotional language units in the context of the analyzed topics. The research methodology includes a complex of general scientific methods: conceptual analysis, content analysis, induction, analysis and synthesis, comparison, systematization an classification. The novelty of intelligence lies in typology language means and methods of expressing the emotional spectrum in online texts.

As a result of the research, it was found that an important component of the media text is the audience's emotional reaction to it. Emotions are verbalized with the help of emotives i.e. language units of different levels (lexical, morphological, syntactic, stylistic). The content analysis of the all-Ukrainian online editions "Dzerkalo Tyzhnia" and "Ukrainska Pravda" from September 2020 to March 2021 showed the dominance of emotions with a negative connotation, corresponding to the emotions and experiences of journalists and recipients regarding conflict i.e. sensitive topics (Covid-19, violation of human rights and freedoms, violence, corruption). Metaphors and epithets, foreign vocabulary, qualitatively evaluative adjectives and idioms, subjective modal syntactic constructions with evaluative semantics, colloquial and colloquial vocabulary, neologisms are most often used. Emotionally expressive means demonstrate the dominance of a pejorative construction of reality, cause a predicted emotional effect in the audience and tend to model the language picture of modern media texts in the online space.

Keywords: media discourse; online publication; audience; emotionality; language unit; verbal emotions.

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