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The concept of “value” is pivotal in interdisciplinary research, encompassing philosophy, cultural studies, ethics, sociology, and psychology. In contemporary linguistics, values are explored to understand how language reflects and shapes speakers’ worldviews. They are integral to cognitive linguistics and linguistic-cultural studies, serving as fundamental elements of the linguistic worldview.

Language and thought, as core linguistic categories, are deeply interconnected, mutually predicated. Consequently, value as a thinking operation and its semantic manifestation – evaluation become the object of scientific interest of linguists. The category of evaluation is a key focus of axiological linguistics, or *linguo-axiology*. This study builds on the work of Ukrainian scholars such as O. Areshenkov, S. Yermolenko, A. Zahnitko, M. Koneva, T. Kosmeda, T. Kots, Zh. Krasnobaeva-Chorna, O. Ostrovska, G. Prykhodko, O. Selivanova, O. Styshov, O. Khaliman, and others.

In the process of functioning and development, the Ukrainian language has developed multi-level expressive means with a distinct evaluative potential. At the same time, it is natural that even a neutral linguistic unit in a certain context can perform an evaluative function.

T. Kots emphasizes that evaluation, in particular in the language of the media, “reveals a connection with emotionality, expressiveness, but is not identified with the aforementioned concepts” [1, p. 18].

Originating in philosophy, the term “value” denotes the significance of phenomena for individuals or societies. In linguistics, values are concepts that express positive or negative attitudes toward reality, guiding both individual and collective worldviews.

Values are not universal, varying across cultural, historical, and ideological contexts. This variability makes them a subject of linguistic inquiry since language acts as a tool for their representation, interpretation, and transmission. Values are viewed as part of the conceptual system that structures human experience. Concepts such as *freedom*, *love*, *labor*, and *dignity* carry axiological properties, with their linguistic expressions reflecting cultural identities.

T. Kots defines “evaluation as a linguistic term encompasses different-level language units with evaluative semantics and conveys the speaker’s positive or negative attitude to the named object, phenomenon, concept. A positive or negative semantic scale of evaluation is formed in accordance with the social, national-cultural, and moral values defined in society. Logical (rational) and emotional (irrational) evaluation in the text often interact. Logical evaluation is motivated by objective thoughts, and emotional evaluation is motivated by the subject's feelings towards the object (person, object,

phenomenon, event, etc.)” [1, p. 18].

Axiological linguistics views language as a repository of cultural meanings, with values marking cultural identity. Through linguistic units such as words, phraseologisms, aphorisms, and proverbs, central cultural values are expressed and preserved. For instance, cultural units like bread and salt, native land, or honor reflect Ukrainian collectivist, humanist, and existential values. Comparative analysis reveals cultural differences: the value of success in English-speaking contexts emphasizes individualism, while in Ukrainian discourse it may bear connotations of skepticism or social distrust.

The concept of “value” is a complex, multifaceted phenomenon in linguistics, sustaining ongoing scholarly interest. Its research within modern linguistic paradigms allows us to identify the mechanisms of formation and transmission of sociocultural meanings through language. Contemporary linguistic research shows that language does not merely reflect values but plays an active role in their modeling, normalization, and institutionalization in society.

LITERATURE

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THE «SPACE-TIME» CATEGORY IN SOCIAL MEDIA COMMUNICATION

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At the current stage of social development, rapid digitalization has rendered social networks a familiar and integral part of everyday human life. Virtual space imperceptibly extends real life, supplementing it with new options, expressions, and services. The possibilities of virtual communication appear practically limitless, provided there is an Internet connection.

Time and space are fundamental categories in the humanities, serving as identifiers and dimensions for understanding the world, organizing experience, and linguistically representing reality. The digital environment, particularly social networks, has transformed the concept of communicative interaction, leading to a re-interpretation of time and space categories.

The term "space-time," having expanded its semantic scope, has transitioned from applied sciences into the humanities and is now widely used. In linguistics, this