CHAPTER 5
WORD IN THEMATIC CLASTERS

5.1. Ukrainian social-political vocabulary
in internet-newspapers in 2012–2017

Lexicon is a large and flexible system that constantly modifies under the influence of both its own internal laws and social events. The set of nominations which denote phenomena of social and political life and express worldview and ideological position of a person is called social-political vocabulary.

The linguistic research of the social-political vocabulary is based on two different paradigms: internal (structural) and external (anthropocentric). The structural paradigm involves analysis of lexical set structure, paradigmatic and syntagmatic relations, semantics, frequency of use, and systematic changes. The anthropocentric paradigm puts the emphasis on connections between a language and human activities or social phenomena (cognition, communication, ideology, social stratification, culture, etc.).

Numerous definitions of the social-political vocabulary in the structural studies are ambiguous and sometimes contradictory. It is defined as a part of the general vocabulary that includes nominations of events and concepts from the social and political life [Buriachok 1983; Protchenko 1985; Zagrebelnyi 2013], part of the language lexical system which reflects the features of these sphere of life (Li Yong Hi 2003), structurally heterogeneous macrostructure of units of different origin [Kholiavko 2004; Drozdova 2004], specific lexical-semantic subsystem of a language [Kriuchkova 1989; Kapush 2000; Snisarenko 2012], open system of nominations [Yemchura 2015; Mykhailenko 2009], multidimentional word corpus [Moroz 2005], part of the social sciences terminology [Leichik 1986; Akimova 2013], complex of lexemes and phraseological units which have a common seme [Muradova 1986; Zavarzina 2015].

The anthropocentric approach studies the social-political vocabulary when it intersects with grammar, rhetoric strategies and communicational tactics. As a

vocabulary set it rarely becomes a separate object of investigation. Analyzing the wide array of discourse studies, John Gastil distinguishes five features of political lexicon: general vocabulary, technical words, imprecise words, euphemisms, and loaded words [Gastil 1992, p. 474].

Reflecting the main features of the social-political vocabulary, we define it as an open macrostructure of units of various origins which are heterogeneous in structure, presence/absence of an ideological component and stylistic stratification. They denote the actual concepts of social and political life of a society in the non-specific communication. This chapter analyzes the social-political vocabulary of the Ukrainian language in 2012–2017. Research is based on publications of the Ukrainian internet-newspapers («Ukraiinska Pravda», «Tyzhden», «Ekspres», etc.) in the target period.

Since social-political vocabulary is extremely sensitive to extralingual context, we shall begin with establishing of the external factors that have influenced its development during the analyzed period. The most important one is the social and political events in Ukraine. We distinguish three stages during 2012–2017 and their distinctive features:

1) January 2012 – November 2013 (low interest of citizens and the media in political life, pro-Russian government, political and economic stagnation);

2) December 2013 – February 2014 (social awakening, high level of civic consciousness, Revolution of Dignity, the outstanding role of the social networks and internet-media in the protest movement);

3) March 2014 – December 2018 (hybrid war, especially its informational and military components, multidirectional reforming of the Ukrainian public sector).

Apart from the Ukrainian reality, the social-political vocabulary is influenced by global factors. Some of them have been active since the end of the previous century. Those are:

1) modernization (scientific and technological development, growing influence of information on social life, «third industrialization», urbanization, secularization and development of bureaucratic establishments);

2) emergence of a society of mass consumption with a standardized lifestyle, views, and values;

3) globalization and expansion of boundaries in the economics, politics, and culture [Yemchura 2015, p. 56].

The target period is marked with an advent of a new but incredibly powerful factor. This is a post-truth politics, the approach to reality interpretation when «appeals to emotion are dominant and factual rebuttals or fact checks are ignored on the basis that they are mere assertions» [Suiter 2016, p. 25]. The consequences of the post-truth politics are the decrease of trust to the international organizations, the growing number of the right-wing populists in the world politics, and the radicalization of international conflicts. The structure and functioning of the social-political vocabulary, especially in the media discourse, reflect mentioned processes.

Now we will thoroughly examine active changes in semantics, structure, and functioning of the social-political vocabulary of the Ukrainian language caused by the interaction of extra- and intralingual factors.

The social-political vocabulary is semantically diverse and covers all areas of particular interest for public life. Iryna Kholiavko, having conducted the semantic-functional analysis of the social-political vocabulary of the last decade of the 20th century, distinguished the following core categories of the political discourse: «Society. State», «Politics», «Social classes and stratification», «Law», «Economics», «Morals» [Kholiavko 2004]. However, the thematic structure of socio-political vocabulary is dynamic. The language of the internet-newspapers in 2012–2017 reveals existing of slightly different associative fields that systematize the social and political life: «Society. State», «Politics», «Law», «Economics», «Military». Apparently, two categories («Social classes and stratification» and «Morals») have disappeared. The reason of this process is that after the collapse of the Soviet regime in the 1990s, many phenomena of social structure, ethical concepts, and corresponding vocabulary have been reconsidered and reevaluated. Nowadays, this process has ended, and lexemes of two former core categories belong to the associative field «Society. State».

Analyzing quantitative and qualitative semantic changes in the Ukrainian social-political vocabulary, it is worth to mention that annexation of the Crimea, military conflict in Donbas, and potential intervention in the third time segment of the target period (March 2014 – December 2017) have resulted into the new associative field «Military». The language of the internet-newspapers reflects the activation of the vocabulary from the thematic groups «Military organization» and «War». They do not include the whole military terminology but only the most important lexical units.

For instance, the **thematic group «War»** consists of two lexical-semantic groups (LSG) «Type of conflict» and «Participants» and two thematic subgroups (TS) «Strategy and tactics» and «Warfare».

LSG «Type of conflict» includes units which describe the war, depending on its sphere and method: *гібридна війна, інформаційна війна, громадянська війна, АТО (Антитерористична операція),* etc.

Nominations of people that participate in warfare due to their status and features belong to the **LSG «Participants»**: *учасник бойових дій, військовий, вояк, доброволець, найманець, «кіборг», бойовик, терорист, сепаратист, поранений, полонений, безвісти зниклий,* etc.

TS «Strategy and tactics» combines units with terminological origin in the field of military affairs that are related to the management of forces during the war. In the language of the internet-media, only some nomination groups are distributed:

1) placing of forces: *зона бойових дій, лінія розмежування, сіра зона, гаряча точка, фронт, тил,* etc.;

2) interactions between enemies outside a combat: *окупація, колабораціонізм, полон,* etc.

TS «Warfare» consists of the common (*обстріл, засідка, атака, диверсія, вогонь, штурм, оборона,* etc.) and proper nominations (*Іловайський котел, бої за Дебальцеве, бої за Донецький аеропорт*).

The content of the steady associative fields is also dynamic. The bright example is the associative field "Politics". The constant representation of foreign affairs issues in the internet-newspapers allows us to identify a **thematic group «International**

affairs» in the social-political vocabulary of the Ukrainian language. It consist of three thematic subgroups «Subjects of international affairs», «International interaction», and «Global problems of humanity».

TS **«Subjects of international affairs»** includes:

1) names of states: *Україна, США, РФ, Німеччина, Франція, СРСР,* etc.;

2) names of international organizations and their departments: *ООН, ЮНЕСКО, Євросоюз, Світовий банк, ОБСЄ, Рада безпеки ООН, Міжнародний комітет Червоного Хреста,* etc.;

3) names of quasi-states, terrorist organizations: *ДНР, ЛНР, Новоросія, Республіка Абхазія, Аль-Каїда, ІДІЛ, Талібан,* etc.;

4) nominations of diplomatic representatives: *амбасадор, дипломат, дипломатична місія, консул, посол.*

TS **«International interaction»** consists of the nominations of:

1) phenomena and notions of international relations: *війна, блокада, анексія, санкція, агресія, ізоляціонізм, нейтралітет, протекціонізм,* etc.;

2) formats of diplomatic meetings: *асамблея, переговори, саміт, форум, Тристороння контактна група, Нормандська четвірка,* etc.;

3) diplomatic agreements and other documents: *Будапештський меморандум, Мінські угоди / домовленості / документи, Мінськ-2, Угода про асоціацію з ЄС,* etc.

TS **«Global problems of humanity»** includes units which denote key issues of international cooperation and possible ways of solving such problems: *глобалізація, екологічна безпека, екологічна криза, міграційна криза, міжнародна безпека, нерозповсюдження ядерної зброї, сталий розвиток, тероризм,* etc.

Addressing the structural dynamics of the socio-political vocabulary of the Ukrainian language in 2012–2017, we observe an intensive process of neologization. Lexical innovations provide a lingual reflection of specific social-political and historical phenomena of extra-linguistic reality. Alla Kapush distinguishes following criteria for identifying innovations: units appear and actively function during the target period; lexemes (or their new meanings) have not been codified in dictionaries

in previous years; new units have special marking in dictionaries during the period of investigation; native speakers note that these units are new [Kapush 2000, p. 7].

The first way of producing socio-political neolexicon is to activate the usage of word-formation resources. In the modern Ukrainian language, there exist following methods of word-formation: morphological, lexical-semantic, and morphological-syntactic. Morphological word-formation combines derivation with the help of affixes, creation of compounds and abbreviations. The social-political vocabulary of the Ukrainian language in 2012–2017 includes all types of morphological neologisms.

Comparing to previous studies of social-political neologisms [Styshov 2003], the productiveness of **prefixation** demonstrates a substantial growth. The prefix ***не-*** does not have an evaluative component and expresses only a negation of the notion nominated by stem: *недержавний, нелюстрований, ненасильницький, неокупований, непартійний, непублічний, неурядовий*. The stylistic neutrality of neologisms helps them to enter the terminology of social sciences, for instance, *неурядова організація, ненасильницький спротив*.

On the contrary, the prefix ***анти-*** that expresses rejection and resistance has an evaluative seme. Thus, it is productive in formation nouns and agjectives that belong to the thematic group «Ideology»: *антиглобаліст, антикомсомолець, антикорупція, Антимайдан, антицінності; антидискримінаційний, антиолігархічний, антиросійський, антисистемний, антитерористичний, антитруханівський, антиукраїнський, антиурядовий*. In the analyzed period, the pair of prefixes ***до-*** and ***пост-*** carries a temporal meaning. Their derivatives either form antonymic relations (*домайданівський – постмайданівський, домайданний – постмайданний, довиборчий – поствиборчий*) or stay without the paradigm (*пострадянський*). Both prefixes also obtain homonymic meanings: added to verb stems, ***до-*** means repetition or intensification of action: *докапіталізувати*.

The Ukrainian prefix ***пост-*** has adopted a new meaning from English: "a period or phenomenon when the notion expressed with the stem loses its essence, features or actuality" (*постдемократія, постімперіалізм, постполітика, постправда*).

During 2012–2017, the prefix *євро-* has resulted in numerous derivatives: *єврозона, євроінтегратор, євроінтеграція, Євромайдан, єврооптиміст, євроскептик, євроскептицизм*.

The new prefix *e-* has emerged in the Ukrainian language as a result of calques of English words *e-mail, e-learning, e-service* in the language of internet-newspapers. In 2008, Yevheniia Karpilovska observed only three units derived with its help and defined *e-* as an abbreviation of an adjective *електронний* [Karpilovska 2008, p. 154]. In 2012–2017, because of expanding informational technologies, some processes of social and politic life convert into digital format, so the prefix *e-* has become highly productive: *е-вибори, е-голосування, е-декларування, е-здоров'я (е-медицина), е-комерція, е-навчання, е-податки, е-тендер, е-урядування* тощо. Most of these words have synonymic word combinations with *електронний* in the internet-media: *За його словами, законодавча норма про перевірку **е-декларації** протягом 90 днів була вилучена як нереалістична, і на даний момент членам агентства не потрібно терміново перевіряти всі декларації* (expres.ua, 12.11.2016); *Для участі в **електронному голосуванні** виборець повинен скористатися спеціальною ідентифікаційною картою (ID-картою), яка є документом, що посвідчує особу, нарівні з паспортом* (unian.ua, 26.09.2013). However, some neologisms do not demonstrate such synonymic phrases – e.g., *е-здоров'я, е-податки, е-декларант*. It allows assuming that the abbreviation *e-* has transformed into prefix: *Генпрокуратура вперше передала до суду справу **е-декларанта*** (umoloda.kiev.ua, 08.02.2017).

Prefix *де-* with meaning «to deprive of something or cancel an action nominated by original verb» or «to carry out an action opposite to the original one» also form social-political neologisms: *декомунізувати, деолігархізувати, деполітизувати, децентралізувати*. These verbs become a base for derivation of nouns which nominate different courses in the state policy. The only registered exception is a noun *дегуманітаризація* formed from the noun *гуманітаризація*. The unit *дегуманітаризувати* is potentially possible in the system of the Ukrainian language but it has not been observed in the language of internet-media.

The prefixes ***псевдо-*** and ***квазі-*** that mean «false» or «faked» are less frequent: *псевдовибори, псевдожурналіст, псевдореферендум, квазідержава, квазіполітичний*. We have also detected rare examples of neologisms with prefixes ***віп-***, ***гіпер-***, ***топ-***, ***супер-*** that express the higher level of the feature or action: *ВІП-агітатор, гіпергероїзація, топ-активіст, супербанк, супердержбанк*.

Few social-political lexemes are formed with the help of prefixes ***мікро-*** (*мікрокредитування*), ***онлайн-*** (*онлайн-петиція*), ***пере-*** (*переорієнтувати*), ***пра-*** (*пратітушки*) and ***ре-*** (*реінвестиція)*.

Whereas a large part of the productive prefixes in social-political neolexicon has come from other languages, the most productive suffixes of the social-political vocabulary are the original Ukrainian formants. **Suffixation** often leads to transferring a word to different part of speech. It results in new nouns, adjectives, verbs and adverbs.

Nouns make up the largest layer of social-political suffixal derivatives. Among the suffixes that form nominations of people, the absolute productive leaders are ***-ець*** and ***-івець*** because such neologisms characterize a person by their party affiliation: *ляшківець, опоблоківець, порошенківець, тимошенківець, ударівець*; participation in the protest: *автомайданівець, майданівець*; place of work: *беркутівець, омонівець*; ideological views: *бандерівець*, and parameters: *самовисуванець*.

Suffix ***-ник*** names an agent of an action. It formed the social-political units *мітингувальник, переговірник/переговорник*.

Some of the neologisms were formed with the help the suffixes ***-изм/-ізм*** and ***-ист/-іст*** which are traditionally used to denote certain ideological concepts and their representatives respectively: *рашист, рашизм, мультикультуралізм, путінізм*. Due to the relative neutrality of affixes, the expressiveness of new lexemes is provided with using of stylistically marked stems.

In the language of internet-media, we observed active functioning of evaluative nominations of supporters or opponents of certain worldview, formed with the suffixes ***-філ***: *єлизаветофіл, зрадофіл, путінофіл*; and ***-фоб***: *ісламофоб, українофоб*.

The general tendency to intellectualization of the Ukrainian literary language emphasized by the authors of the monograph «Dynamic processes in the modern Ukrainian lexicon» [DPSUL, p. 3] has also influenced the social-political vocabulary. It causes an increasing of derived *abstract nouns*. They are formed from nouns with the suffixes: *-ств(о)* *(зрадофільство, казнокрадство, кнопкодавство)*, *-фобі(я)* *(бандерофобія, українофобія)*, *-краті(я)* *(путінократія)*, *-ин(а)* *(«Кісєльовщина»)*. The suffix *-ість* help to derive abstract nouns from the adjectives: *елітарність, європейськість, непублічність*. In the social-political vocabulary, two productive suffixes form nouns by adding to verb stems: *-аці(я)*: *декомунізація, децентралізація, шустеризація*; *-нн(я)*: *агресування, санкціонування, тітушкування*.

Some social-political neologisms are formed with the unusual suffixes for this part of vocabulary: *-н(я)* (affix that derive collective nouns) – *тітушня*; *-ик* (diminutive suffix, here in ironic meaning of disrespect) – *фашик*; *-к(а)* (name for spelling standard as in *кулішівка, драгоманівка*, here with irony): *азірівка*.

The new social-political *adjectives* in the internet-newspapers are derived with a few suffixes: *-ськ(ий)* – *вишиватницький, грантоїдський, ісламофобський*; *-ійн(ий)* – *дерегуляційний, санкційний*; *-ичн(ий)* – *аферистичний, єврооптимістичний, технократичний*; *-н(ий)* – *шароварний*; *-ов(ий)* – *фейковий*.

New verbs in the social-political life are rare. They are formed with the productive suffixes *-ува(ти)*: *легітимізувати, тітушкувати, фашизувати*; *-и(ти)*: *волонтерити*; or with the combination of a suffix and a postfix *-ува(ти)ся*: *тушкуватися*.

We also found one neologism-**adverb** which is formed by adding the suffix *-и* to the adjective: *антипутінськи*.

Other forms of affixation (prefixation-suffixation, back formation, etc.) are non-productive in the socio-political vocabulary of the Ukrainian language.

Compounds are actively formed both from non-derived stems (*Автомайдан, жлобостайл, порохобот*), non-derived + derived ones (*афробандерівець*) or

isolated syntagmas (*ура-патріот, роуд-шоу, театр-крематорій, ура-підтримка*). Also there are examples of derived compounds (*грантожер, казнокрад, конпкодав, ленінопад*) and abbreviation (*АТО ← Антитерористична операція, НАБУ ← Національне антикорупційне бюро України, НАЗК ← Національне агентство з питань запобігання корупції, держзрада ← державна зрада, енергонезалежність ← енергетична незалежність, Нацрада реформ ← Національна рада реформ, центробанк ← центральний банк, інформатака ← інформаційна атака*).

Blending which is quite rare for the Ukrainian language has resulted into almost dozen new socio-political nominations. It is a method of merging parts of words which simultaneously emerge in the speaker's consciousness when there is a need to denote some notion or situation into a new word. The associative nature of blending causes the peculiar expression and stylistic connotation of neologisms. Thus, we observe activation of previously non-productive mean of word-formation:

Бандюкович ← бандит + Янукович;

бикоко ← бик + рококо;

вишиватник ← вишиванка + вата;

Донбабве ← Донецьк + Зімбабве;

Луганда ← Луганськ + Уганда;

майдаун ← майдан + даун;

олігархономіка ← олігархія + економіка;

Путлер ← Путін + Гітлер;

фашизоїдний ← фашистський + шизоїдний.

Contraction (*безпілотник ← безпілотний (літальний апарат) + ник; безвіз ← безвізовий (режим) + ∅*) is less productive in analyzed period.

Lexical-semantic method of word-formation is influenced by tendencies of the modern Ukrainian literary language development which have been defined by Svitlana Bybyk: 1) the rise of the syntactic connectivity of words; 2) the adoption of metaphorical derivatives into meaning structure as lexical-semantic variants

(hereinafter LSV); 3) increasing the level of expressive potential of lexical units [LNMP 2013, p. 75].

According to Lyubov Struhanets, the difficulties in research of semantic neologisms are caused by semantic ambiguity: whether a new meaning is completely formed or it is just a case of widening lexical and syntactic connectivity of a word [Struhanets 2002, p. 180]. So, the analysis of neosemants is impossible without consideration of new syntagmatic connections in the lexical system.

For instance, we observe an extreme syntagmatic connections widening of the lexeme *сотня*: nominations of structural components of Maidan (*львівська сотня, рогатинська сотня, вінницька сотня, сокальська сотня, гуцульська сотня, бойківська сотня, медична сотня, жіноча сотня, козацька сотня, республіканська сотня*), names of informal civic unions (*мистецька сотня, банківська сотня, канцелярська сотня, тилова сотня*), *Небесна сотня*, ironic *диванна сотня, фейсбучна сотня,* etc.

Semantic changes are manifested not only in syntagmatic but also in paradigmatic links between lexical units. Neosemants have become synonyms (*сепаратист, бойовик, терорист*) and antonyms (*зрада – перемога*). The last opposition is interesting due to the fact that the units have emerged from hashtags (specially designed keywords for search in social networks) and are often used with the symbol *#*. These unique lexemes-markers respectively contain semes «disapproval» and «approval» and realize their axiological potential when the speaker evaluates actions of the government, non-governmental organizations or average citizens. In the internet-newspapers, they provide the emotionality of a title: *Україна у 2016. Головні перемоги і зради* (tyzhden.ua, 26.02.2016); *Е-декларації: чия #перемога?* (pravda.com.ua, 17.03.2016). The functioning of these lexemes confirms morphological heterogeneity: existing of the nouns *зрада* і *перемога* and their conversion into interjection. In the first case, they have nominative function and refer to certain person's action or set of actions and evaluate it: *Екологічна зрада чи корупція «по-європейськи»?* (pravda.com.ua, 18.11.2016); *Однак знову повернімося до питання: чи можна назвати таке падіння #зрадою?*

(pravda.com.ua, 30.09.2015). Belonging these lexemes to content word is also proved with derived adjectives *зрадний – переможний*: *Голосування триватиме до 30 грудня, у підсумку ми дізнаємось, чи **зрадним**, чи **переможним** був для української столиці 2016 рік* (hmarochos.kiev.ua, 28.11.2016). Otherwise, the hashtags demonstrates no conjugation, express emotion and evaluation without nominative function – all this features are main characteristics of interjection: *За лаштунками тотальної **#перемога** у фейсбуці й торжества «громадянського суспільства» – інтриги, боротьба за державницькі позиції та страх відмовитися від амбіцій заради євроінтеграції* (pravda.com.ua, 18.03.2016); *Там розумієш, що ми живемо між власними **#зрада** та **#перемога**, а решта світу знаходиться в іншому вимірі* (mrpl.city, 28.01.2017). The paradigmatic connections between the pair *зрада – перемога* and interjection *ганьба* indicate that the three tokens are used with irony when commenting or spreading absurd news in social networks.

Morphological-syntactic method of word-formation, or conversion, is creation of a new word by transition of an existing word into another part of speech. In 2012–2017, the socio-political vocabulary of the Ukrainian language contains only two neologisms *майданутий* and *легітимний,* formed by the model Agj. → N.

The socio-political vocabulary is filled up not only with internal word-forming resources, but also through contact with other languages. During the analyzed period, we recorded more than 50 loan units of socio-political nature in the language of internet-publications. They are particularly interesting in regards to the socio-normative aspect, since they often have variants and require coordination with the norms of the Ukrainian literary language.

The increase in the number of transcribed borrowings is caused by English as the language of international communication – and the largest donor of foreign lexemes. The English language has a historical spelling, thus there is a gap between the spelling and the pronunciation. As a result, transcription into Cyrillic alphabet becomes more concentrated on pronunciation. For instance, eng. *crowdfunding – краудфандинг*, *establishment – істебліишмент*, *fakewriter – фейкрайтер*.

The prominent part of loanwords from English is related to the development of information technologies and social networks which have a direct impact on social and political life. As follows, the language of internet-newspapers during Euromaidan absorbed lexemes *streamer, hashtag, fake, fake information*, etc. The subsequent start of the hybrid war led to the borrowing of nominations that denote notions of negative activity in the virtual space (*хактивізм, троль, тролінг, фейкрайтер*, etc.) and importance of diplomatic activity in social networks (*твіттер-дипломатія, твіпломат, фейсбук-дипломат*): *Фахівці зазначають, що Майдан активізував небачений рівень **тролінгу** на українських сайтах* (tyzhden.ua, 14.04.2014); *У кращих традиціях суворої епохи **«Твіттер»-дипломатії** президент Дональд Трамп завдав нищівного удару по обережно вибудованому картковому будиночку близькосхідної політики* (unian.ua, 07.06.2017).

On the formal level, the socio-political vocabulary is made up of not only single lexemes but also multicomponent collocations. The examples of the productive three-component models are the following:

«adjective + adjective + noun»: *тристороння контактна група*;

«adverb + participle + noun»: *тимчасово окупована територія, внутрішньо переміщена особа*;

«noun + noun + noun»: *режим припинення вогню*;

«noun + noun + (preposition) + noun»: *війна всіх проти всіх*;

«noun + adjective + noun»: *пшонка головного мозку*.

Sometimes, the components of the socio-political multicomponent nominations are used in metaphorical meaning. When it is the case, the integral seme in the word semantic structure is replaced by the differential or potential seme (*податкова гавань, урядовий легіонер, велика Україна*, etc.).

Functioning of the socio-political lexicon in the internet-publications is also influenced by following tendencies: units expressiveness, speech democratization, and mixig codes in discourse.

The tendency towards expressiveness of linguistic forms in the socio-political vocabulary is caused by the significant number of units with the ideological

component. For example, the thematic field «Direct subjects of politics» consists of few stylistically neutral and numerous expressive nominations of governmental structures representatives. There are one-component (*кнопкодав, кнопкодав-рецидивіст, ставленик, соратник, олігарх, тушка, функціонер*, collective jargon *рішали,* etc) and two-component units (*новоспечений нардеп, одіозний нардеп, наймит парламентаризму*).

In the post-truth era, when the recipient's emotional reaction to information, rather than pure facts, matters, the media often work as a propagandist. Pop-culture becomes an important source of the expressiveness in socio-political discourse.

We have found two pop-culture products which have affected functioning of the socio-political vocabulary. The first one is J. R. R. Tolkien's book «The Lord of the Rings» and the films with the same name. Toponym Mordor – the name of the dark country ruled by the main antagonist [Manakhov 2014, p. 160] – has been regularly used to denote Russia: *От і посольства, чітко асоціюючи нас із передпокоєм до* ***Мордору***, *вважають за необхідне давати відмови певному відсотку українців, які прагнуть побачити світ* (tyzhden.ua, 01.05.2013); *Тож не варто забувати, що через спільний візовий простір Білорусь стає, принаймні формально, територією* ***Мордору***, *де затримати і посадити можуть кого завгодно і за що завгодно, не кажучи вже про тих, в кого відповідне «забарвлення»* (tyzhden.ua, 14.02.2017). Users in social media use other allusions to «The Lord of the Rings»: *Україна – це як* ***«Перстень влади»***, *як тільки потрапляє в руки ти втрачаєш розум* (twitter.com, @imgsh, 07.03.2017).

In recent years, a series of epic fantasy novels «A Song of Ice and Fire» has become extraordinary popular worldwide and Ukraine as well as a TV-show «Game of Thrones». Their main theme is the struggle for power, it makes the artistic world an excellent material for the stylistic enrichment of political discourse. For example, the motto of the Starks' family «Winter is coming» which hints at the approach of a terrible disaster in the book is used in the headlines of the online media when it comes to a possible political crisis: ***Зима близько****: Об'єднаному Королівству Великобританії і Північної Ірландії загрожує розпад* (expres.ua, 21.10.2016);

Зима близько. Що далі? Вибуховий потенціал нагромаджується і в Україні, і назовні. (dt.ua, 01.12.2017). Moreover, users of the social networks involve other phenomena of fantasy world: *Як можна звільняти **Вінтерфел**, поки Ахметов не сидить?* (twitter.com, @U_A_Geek, 03.06.2016); ***ніч темна і повна** українців* (twitter.com, @yuridm, 07.09.2017), etc.

As we see, the influence of pop-culture on the socio-political discourse requires a more detailed study of the material of internet-communication in social networks, because the media, targeting different age categories, use the concepts that are understandable only to young people rather cautiously.

The tendency towards expressiveness of language units partly resonates with the speech democratization in society. O. Taranenko characterizes this phenomenon as a blurring of stylistic and stylistic constraints, increasing variability of language units and word usage in general, loosening of language and literary norms, and massive and uncontrolled flow of stylistically lowered vocabulary [Taranenko 2002, p. 34].

Democratization of modern media discourse creates good conditions for approaching literary and non-literary elements. New negatively connoted LSVs of commonly used lexemes come from slang and jargon (*совок, бабки, рішали, дерибан, договірняк, віджати, відшити, злити, кинути, педалювати, шити*). In most cases, the jargon verbs with sememe «unfaithful / criminal action» distribute their expressive force to the whole context because of the stylistic determination: *Чи не «**кине**» вже згаданий Віталій Ковальчук співробітників виборчих штабів, агітаторів, спостерігачів і членів виборчих комісій, які працюють на кампанію Порошенка, так само, як він зробив це в партії «УДАР» у 2012 році?* (pravda.com.ua, 11.05.2014); *«**Договорняк**», про який так довго й безрезультатно кричали притомні громадяни, проявився в усій красі — і не відмиєшся* (tyzhden.ua, 29.10.2015). The constellation is another stylistic instrument when slang words are mixed with bookish lexemes in one sentence: *Усе це радше тимчасовий **блеф**, потрібний, аби **розвести** на **бабки** добродушних спонсорів, упевнених, що Україна таки спроможна стати **останнім бастіоном** на шляху кремлівської орди, а ще хоче й може змінитися, влитись у родину європейських*

народів і **засяяти еталоном демократії** та **храмом торжества закону** (tyzhden.ua, 29.10.2015). Furthermore, the irony is produced by using slang and jargon in puns: *Як **вимести «совок»** зі столичних ЖЕКів?* (pravda.com.ua, 27.04.2015).

Mixing codes in discourse – switching of codes, interlingual interference resulted from direct and indirect speech contacts – leads to the functioning of a large number of non-modified foreign units in the text. Borys Azhniuk suggests a term «marginal bilinguism» for this tendency [Azhniuk 2008, с. 190]. For instance, it may be English *too big to fail* (*З іншого боку – вирішивши проблему **too big to fail** банку (надто великого, щоб збанкрутувати), ми вочевидь отримали проблему **too big to sell** (надто великого, щоб бути проданим)* (pravda.com.ua, 28.12.2016)), or German *Realpolitik* (*Говорила про дотримання принципів і реальну оцінку ситуації там, де її німецькі та європейські колеги починали дискусію в дусі **Realpolitik*** (tyzhden.ua, 01.07.2016)).

They may have additional stylistic connotations. For example, *homo sovieticus*, a changed form of Latin term *homo sapiens*, becomes an ironic nomination for people with Soviet mentality: *Є усталена думка, що 20 років – це замало, аби мозок homo sovieticus зміг переформатуватися в мозок людини вільної, Мойсей, мовляв, аж 40 літ водив свій народ пустелею* (tyzhden.ua, 14.01.2013).

Including intp the text deliberate calques from the Russian language with full or partial preservation of the features of its sound form is another source of the emergence of new words with a negative connotation [Kots 2010, p. 124]. It helps to devalue and express a critical attitude towards the ideologues actively promoted by the Russian government such as units *русская вєсна, русский мір, кримнаш*, etc. Ukrainian journalists use when they report speech of terrorists, speaking of those involved in the DPR and LPR, or metaphorically: *Але якщо Україна буде налаштована проросійськи, з розумінням, що ми – брати, єдина родина, це і є **русскій мір**, тоді це можливо* (pravda.com.ua, 17.05.2017).

To sum up, the socio-political vocabulary of the Ukrainian literary language demands the continuous attention of the scholars, especially in the codification and

normalization. Further research should analyze functioning of this lexical set in the language of fiction and sociolinguistic parameters of evaluative socio-political units.

5.2. Football vocabulary of the Ukrainian language
on the beginning of 21st century

At the beginning of the 21**st** century football vocabulary is actively functioning in Ukrainian literary language that is related to football as a multifaceted socio-cultural phenomenon: sport, business and means of political influence, game and mass spectacle.

The interest of linguists in language of football has increased in recent decades due to study of various areas of language activity of society. Despite researchers' attention to the theoretical and practical issues of sports terminology, in Ukrainian linguistics there is still not system analysis of football vocabulary. The relevance of the research leds to the following factors: a) the growing popularity of football as a sport; b) increasing the number of participants in football communication, deterministic operation of sports channels on TV, regular broadcasting of football matches, the opening of sports (including football) portals, discussion about the problems of football in chat rooms and forums on the Internet; c) necessity for a comprehensive description of the football lexicon, representing the segment of Ukrainian language picture of the world; d) requirements of regimentation and codification of football vocabulary; e) the development of electronic glossaries, creation of electronic thesauri, development of corpus linguistics; f) necessity of preparing materials for systematic improvement of language culture of journalists who broadcast football programs or matches.

The fundamental in studying semantic-structural and functional parameters of the football vocabulary of Ukrainian literary language of 21**st** century are studios of Ukrainian and foreign linguists in which determined sports language (M. Panochko, B. Zilbert, O. Borowska, M. Martyniuk, T. Yeshchenko, L. Karpets, I. Sushynska, Y. Vokalchuk, O. Malysheva); the peculiarities of football vocabulary are clarified