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**STYLISTIC MEANS OF AGGRESSION MANIFESTATION IN  
PRESENT-DAY ENGLISH MEDIA DISCOURSE**

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## INTRODUCTION

Scolars' interest in studying aggression as a phenomenon of speech communication and stylistic means of its expression has emerged relatively recently (Ignatieva, 2013). This is partly due to the rapid development of social media, as well as the popularity of the Internet, where it is much more difficult to verify the reliability and adequacy of the presentation of material compared to printed sources. In the online space, a person has an opportunity to freely express thoughts that are often aggressively colored. Aggression as a person's speech behavior is manifested in the expression of negative emotions through intonation or certain words that enhance the meaning of the statement (Guz, 2010).

The media have a great influence on modern humans. They propagate views, ideas and thus create an information field under the influence of which our values and interests are formed. A.V. Olyanych points out that today mass information communication is a leading type of discourse that penetrates into practically all types of institutional and even daily communication (Olyanych, 2004).

Aggression in the media is considered as one of the means of manipulating people's consciousness. It is a tool with the help of which modern media are able to form or enhance target audiences' negative perception of an issue, cultural phenomenon, social problem, and religion. (Guz, 2010). For example, abusive words have the potential to reinforce society's negative attitudes toward a politician or the process. Aggressive speech strategies aim to cultivate a number of destructive feelings in the audience – from irritation to hatred and anger. The most popular method of journalists in achieving expression is the usage of negative vocabulary, in particular abusive, rude, and caustic words.

Ways and means of aggression manifestation are studied and analyzed by representatives of a number of disciplines: linguistics (Guz O.P., Shcherbinina Y. V., Halperin I.R.), sociology, psycholinguistics (Freud S., Levitov N.D., Bandura A., Buss A. H., Miller N. E., Berkowitz L.), cognitive and social psychology (Baron R.), pragmalinguistics (Zagnitko A.) and others.

**The topicality** of this study is stipulated by increasing interest in the factors of speech behavior in modern English discourse, and in particular – the insufficient study of the reasons for the use of verbal aggression, its types and impact on people.

**The object** of the paper is modern English-language media discourse.

**The subject-matter** of the present study is stylistic means of expressing aggression in modern media discourse.

**The theoretical value** of the results is determined by the fact that it is one of the few attempts to explore stylistic means of expressing aggression in English media discourse: online publications, headlines, social media such as Facebook and YouTube, as well as creolized texts. The paper surveys their applicability and provides a classification of verbal aggression. Its results and conclusions serve as a contribution to media linguistics, stylistics, and philology.

**The practical value** of the master's paper lies in the fact that the results of the research can be used in the development of lectures and practical courses in modern English, elective courses and practical seminars in English stylistics and media linguistics, as well as in the process of writing master's papers, dissertations and theses.

**The aim** of this work is to provide a detailed outline of stylistic means of expressing aggression in modern English media discourse.

The aim of this study is achieved by the following **tasks**:

- to elicit the concept of verbal aggression as a manifestation of destructive speech behavior;
- to survey the concept of aggression in different scholarly disciplines;
- to systematize scholarly approaches to the study of various aspects of speech aggression;
- to elicit stylistic features of verbal aggression in modern media discourse;
- to substantiate the psychological aspect of the phenomenon of aggression;
- to identify the main forms and types of verbal aggression and explore the frequency of their use in media discourse;

- to examine the manifestations of verbal aggression in electronic online publications, as well as in the comments of Facebook, Instagram and YouTube users.

**Methods of research** used in the paper include analysis and synthesis (to identify the components of verbal aggression); critical analysis (study of the problem of classification of verbal aggression); theoretical synthesis (generalization of theoretical information about the concept of verbal aggression in modern media discourse); system analysis (selection of actual material and its grouping); method of induction (to specify the general conclusions); descriptive method (description of the peculiarities of the use of linguistic and stylistic means of expressing verbal aggression in modern English discourse); method of statistical data (detection of the frequency of use of a variety of linguistic and stylistic means of expressing verbal aggression).

**The novelty** of the paper lies in introducing the theoretical basis for a further research in the field of stylistic means of “verbal aggression” expression in modern English discourse, in particular – English online publications, headlines, creolized texts, and social media such as Facebook, Instagram and YouTube.

**Compositionally**, the paper consists of the introduction, two chapters, conclusions to each chapter, general conclusions, resume and the list of references and the list of illustrative material.

In the **Introduction** the paper presents the object and the subject of the research, underlines the topicality of the problem under study, mentions the novelty of the gained results, sets the main aim and the tasks by which it is achieved, considers the research methods, and discusses the content of each chapter separately.

**Chapter One** offers a review of existing points of view on the phenomenon of speech aggression, clarifies the nature (to the extent necessary for the substantive presentation of the material) and strategic potential of aggressive speech actions. It also outlines a classification of verbal aggression and provides the analysis of the attempts of its terminological identification.

**Chapter Two** surveys linguistic and stylistic features of expressing aggression in present-day English media discourse – online publications, headlines, creolized texts, and social media such as Facebook, Instagram and YouTube.



# **CHAPTER ONE**

## **THEORETICAL PRINCIPLES OF STUDYING LANGUAGE**

### **AGGRESSION IN MODERN MEDIA DISCOURSE**

The end of the 20<sup>th</sup> century and the beginning of the new millennium were marked by significant changes on a global scale in media life. The media and new communication technologies have developed very rapidly. This had a great impact on the functioning of the language.

The pace of development of the modern world with its constant desire to accelerate all life processes and liberation from conventions, the leading trends of modern world development – globalization, social instability, escalation of armed conflicts, struggle for spheres of influence, propaganda of violence in the media, in particular, the unprecedented increase of the level of aggression in both domestic and social spheres. Since the 1960s aggression and violence have become one of the most urgent issues for discussion.

The sharp increase in the production of speech and text in the field of mass communication in the second half of the 20<sup>th</sup>-early 21<sup>st</sup> century was accompanied by an increase in research on various aspects of the functioning of language in the media, in particular – stylistic means of aggression expression and aggression in modern media discourse.

#### **1.1. Aggression in Psychological Studies**

The concept of aggression originated in the field of psychology. Then it entered linguistics and journalism. Aggression was first mentioned in 1905 as a derivative of Freud's theory of libido: it is a part of an individual's sexual development and takes various forms (Netreba M.). Freud aimed to derive all manifestations of human behavior from one basic instinct of life, designated as Eros. This life instinct was called libido, which functioned to enhance and reproduce life. Freud also affirmed that feelings of anger and hostility lead to conflict and unconscious guilt, just as sexual desires do. These consequences trigger protective

activities. In addition, he noted that many impulses contain both sexual and aggressive components. Sadism, masochism, and ambivalence can be explained in terms of the varying degrees of conflict between these trains or their merging. According to Freud, the instinct of death forces the individual to direct aggressive actions against the social and physical environment to save themselves from self-destruction (Freud, 1920).

In psychology, aggression is seen primarily as an emotion that manifests itself through the attack, desire and willingness to harm, strike and destroy. This phenomenon of human nature cannot be clearly and unambiguously interpreted due to its complexity and diversity. The definition of aggression is often cited in the definition proposed by American psychologist Robert Beron: "Aggression is any form of behavior aimed at humiliating or harming another living being who does not want such an attitude" (Beron, 2001, p. 352).

M.D. Levitov (Levitov, 1964, p. 332) distinguishes cognitive, emotional, and volitional components of aggression. The cognitive component includes awareness of a situation as threatening. The emotional component comprehends the expression of negative emotions, such as anger or rage. The volitional component manifests itself as purposefulness, persistence, determination, and initiative.

There are a great number of different theoretical perspectives in modern science. Each of which gives its vision of the nature and origins of aggression. The most common among the theories that explain the origin, development, mechanisms, and forms of aggressive behavior are psychoanalytic, ethological, frustrating, and behavioral (Kuzyk O.). The founder of the psychoanalytic approach ("train theory") to the understanding of aggression, Sigmund Freud and his followers consider the innate instinct of destruction to be the source of aggression. Energy must be constantly discharged through the external expression of emotions, thus reducing the risk of uncontrolled violence, according to Freud's research (Freud, 2015, p. 320).

The ethological approach found its justification in the works by K. Lorenz, who believed that aggression originates from the innate instinct of the struggle for survival, which developed in the process of evolution. Aggressive energy

spontaneously and constantly accumulates in an organism in the course of its vital activity and the presence of the corresponding stimuli breaks out (Lorenz, 1994, p.352).

In behaviorist concepts, aggression is seen as a specific form of social behavior that is acquired, assimilated and maintained as a result of an individual's observations of the aggressive actions of others. This view of the nature of human aggression was embodied in the works by A. Bandura (Bandura, 1983, p. 140) as well as in works by A.G. Buss (Buss, 1962, p. 180). According to Bandura, learning by observation involves four interrelated processes. First of all, it is needed to notice or pay attention to the cues, behavior, and results of a simulated event. The observations must then be encoded in some form of memory representation. Thirdly, these cognitive processes are transformed into new models of imitative responses. Finally, given the appropriate incentives, the modeled behavior will be performed. According to Bandura, aggression is defined as “Behavior that results in personal injury and physical destruction. The injury may be physical or it may involve psychological impairment through disparagement and abusive exercise of coercive power” (Bandura, 1983, p.2).

Frustration (from Latin “frustration” – deception, failure, unfulfilled hope) concept of aggression implies that aggression is always a consequence of frustration experienced by an individual (Dollard, Doob & Mowrer, 1939). This view was somewhat modified in the works by N.E. Miller (Miller, 1948, p. 155-178) and L. Berkowitz who believed that an individual who has experienced frustration, the urge to aggression, facing external obstacles or suppressed by fear of punishment, can resort to aggressive actions in some cases (Berkowitz, 1993).

A systemic socio-psychological approach is also quite common. In this approach, aggression is seen as a result of a whole range of biological, psychological and social factors. A growing number of scholars believe that such a complex phenomenon as aggression cannot be understood or explored within the framework of one approach only.

We can outline the most characteristic aspects of the phenomenon of aggression based on these statements:

- 1) causing harm (trouble, physical pain, property damage);
- 2) purposefulness, conscious nature of these actions;
- 3) the victim has the motivation to avoid such treatment;
- 4) violation of ethical or civilizational norms in the process of carrying out an act of aggression (Kuzyk, 2019).

In view of the above, in our work aggression is defined as a destructive type of behavior, the purpose of which is to cause physical and/or psychological harm to another individual. It should also be noted that the essence of aggression can be understood only on the basis of a systematic, comprehensive approach to its study by discarding traditional attempts to explain the complex phenomenon of aggression as caused by one factor only. Neither theoretical approach seems to be able to explain the whole range of aggressive behavior manifestations. However, they create a fairly holistic system of scholarly ideas about the nature and patterns of functioning of this phenomenon, which enriches our understanding of the problem of aggression as one of the central problems of psychology.

## **1.2. Aggression in Modern Linguistic Studies**

In present-day linguistics one of the central problems of studying aggression in its verbal manifestations is the search for the most adequate definition of this phenomenon. The status of language aggression as a linguistic phenomenon is quite uncertain. First of all, the term “verbal aggression” has no unambiguous interpretation. With a narrow understanding of the term, verbal aggression is considered as a verbal act that replaces aggressive physical action: insult, ridicule, threat, hostile remark, malice, categorical demand without the use of conventional etiquette (Kuzyk O.). With the widest possible interpretation of the term, verbal aggression encompasses all types of offensive, dominant speech behavior. In this

case, communication is generally unthinkable without aggressive manifestations (Bart, 1989).

Secondly, researchers use a variety of terms. The problem of determining the status of verbal aggression in modern linguistics has led to the existence of such expressions as verbal (vocal, language, speech, communicative) aggression, the language of struggle, language extremism, speech conflict, which have become almost terminological (Kuzyk O.). However, the status of verbal aggression as a linguistic phenomenon is ambiguous. Along with the most common term “language aggression”, such phrases as “verbal aggression”, “communicative aggression” are used, and different nominations can occur within one article. The term “verbal aggression” has become the most widely used in linguistics and this very term will be employed in our paper.

The definition offered by A.G. Buss (Buss, 1961, p. 469–473) is most often used. The researcher defines verbal aggression as the expression of negative feelings which can be objectified through the form (quarrel, violence) and through the content of verbal appeals to others (threats, curses, insults).

Y.V. Shcherbinina considers verbal aggression as a verbal expression of negative feelings, emotions, intentions in a form unacceptable for a given speech situation, aimed at harming the object (Shcherbinina, 2006).

The phenomenon of language aggression is assessed in the linguistic literature ambiguously. On the one hand, verbal aggression in all its manifestations is viewed as a phenomenon, of course, undesirable, on the other hand – verbal aggression is seen either as a perfectly acceptable speech action that promotes emotional relief or as a manifestation of breakthrough strategies in business communication (Kuzyk O.).

Thus, using the term “verbal aggression”, the researchers emphasize the pathogenicity of speech actions inherent in this phenomenon, the deconstructive nature of communicative interaction, highlighting mainly specifically negative emotional coloring of speech units and violations of speech and behavioral norms as characteristic features.

Summarizing the above, we can conclude that the absence of a universal term and an all-embracing common definition, indicates, on the one hand, that language aggression is a much more complex and multifaceted phenomenon than linguists sometimes think. On the other hand, despite the considerable number of modern research studies that deal with this problem in one way or another, language aggression still requires a multifaceted study.

### **1.3. Verbal Aggression as Manifestation of Destructive Speech Behavior**

The level of violence around the world has been growing rapidly in recent years. The whole world has in fact become a zone of global danger. The phenomenon of language aggression has become quite topical due to the development of social media and mass media. Now aggression is one of the most serious problems of humankind.

In general, aggression is understood as any kind of behavior that harms another person. These are actions that violate the physical or mental integrity of another person, aimed at causing them material harm, prevent from carrying out intentions of reference (Kuzyk O.). In this regard, M.D. Levitov notes that the concept of aggression combines various forms of behavior and results ranging from evil jokes, gossip, and hostile fantasies to such destructive forms of behavior as banditry and murder (Levitov, 1972, p.168-173). Accordingly, the concept of aggression has a broad interpretation.

Linguists, in particular A. Zagnitko (Zagnitko, 2012), insist on distinguishing between two concepts: language aggression and speech aggression. Language aggression is the forcible imposition on the people, the nationality of another (non-native) language as a means of communication, education, science, culture, the desire to turn this non-native language into a manifestation of self-identification of the reference ethnic group. Speech aggression is considered as an oral expression of human anger and hostility, a written text with vulgarities, words of obscene language

to express to a partner in communication one's indignation, contempt. In the context of language, media scholars use the term "speech aggression".

It is also necessary to distinguish aggression from hostility. The latter comes from the English language "hate speech". In a general sense, hate speech is any self-expression with elements of denial of the principle of equality of all human rights (Sheliukh, 2012). Therefore, such quality as secrecy distinguishes hostility from aggression, which is "external" in nature that is actively expressed in relation to others.

In our research, we follow the theory of K.E. Izard (Izard, 1980), where hostility is regarded as a complex motivational state and aggression is the behavior resulting from this state. Also, the author emphasizes that hostility is a state that does not include speech or physical activity, whereas aggression is a "physical" act, which also enabled speech.

Thus, aggression is a manifestation, a realization of a certain state (hostility), and certain features of the psyche (aggression) in situations of human interaction. Hostile language is any self-expression with elements of denial of the principle of equality of all people in the rights of reference. Hate speech describes and/or hierarchically compares different groups of people and evaluates the personal qualities of specific people on the basis of their belonging to one or another group.

Linguistic and media experts distinguish between the following manifestations of hate speech: calls for violence, for example: "*TRUMP GET OUT!!*" (06.01.2021, Facebook); veiled calls for violence and discrimination, for example: "*Bad Gypsies and Good Roma*" (University of Oregon, 2014); allegations of the criminality of an ethnic or religious group, for example: "*Officials Say Hate Crimes Against Jews Are Growing In The Aftermath Of Gaza Violence*" (NPR News, 2021).

The specifics of the verbal aggression in media discourse, from the point of view of linguistic influence, are based on the speaker's recognition of his position and the idea that it should be unconditionally accepted by the addressee. The basis of verbal aggression is formed on negatively directed emotional speech influence on

the addressee, which contradicts the positive way of communication and leads to the destabilization of relations of participants of communication. This type of verbal behavior is characterized by a double intention. Firstly, it is a conscious orientation of the speaker on subject-object type of relationship that can be expressed both through the content of the statements and destructive forms of verbal behavior. Secondly, aggressive communication is always characterized by the presence or expression of a negative attitude towards the addressee or the subject of speech who is not present during the communication process (Shestakova, 2011, p. 22).

After analyzing and summarizing various approaches to understanding the nature of the problem, we define verbal aggression as a form of verbal behavior which is based on the recognition of both communicants of the subject-object relationship type and negative impact on the recipient, and which is indicated by negative evaluative lexical units.

#### **1.4. Types of Verbal Aggression**

It should be noted that verbal aggression cannot be understood as a form of the same type of behavior that reflects a single motivation. This term is used to denote a variety of actions and manifestations that are very heterogeneous in situations of manifestation, motivation, forms of expression.

A.K. Mikhalska (Mikhalska, 1996) singles out the following basis for the classification of types of verbal aggression: by the degree of severity (from weak to strong) and by the intensity of manifestation. Strong manifestations of verbal aggression include: swearing, extremely emotionally and expressively expressed direct condemnation, rude demand, pronounced in a sharply raised tone (“shout”), especially hostile remarks, caustic ridicule. Weak manifestations of verbal aggression include, for example, not very rude, but with no apology and the necessary formulas of politeness, refusal, hidden reproach, indirect condemnation, indirect insult.



According to a fair remark by A.K. Mikhalska (Mikhalska, 1996), “such language acts are difficult to consider aggressive at all, as not every condemnation or refusal is aggression”. In this regard, it should be emphasized once again that the question of the degree of aggressiveness of a statement should be decided each time individually - in the context of a particular language situation; and, obviously, the main criterion here is the result - the impact of the statement on the recipient, his response. Especially important is the classification of verbal aggression according to the degree of awareness of those who speak and purposefulness, which primarily allows to establish the presence of aggression.

On this basis, it is necessary to distinguish between conscious, purposeful language aggression and unconscious or insufficiently conscious (reactive). Conscious verbal aggression is rather associated with the expression of negative feelings and emotions and it is aggressive speech behavior. Purposeful - expresses negative intentions and it is a language activity. It is also divided into subspecies: instrumental and intentional aggression. The term “deliberate aggression” is used in cases where the main purpose of the aggressor is to cause suffering to the addressee. It is a verbal aggression provoked by internal impulses. Instrumental aggression is the opposite of intentional and manifests itself when causing harm is not an end aim for the aggressor. Such aggression is caused by an external stimulus and is used to coerce, self-affirm, increase self-esteem and fulfill various desires of the individual.

N.D. Levitov (Levitov, 1972) proposes to distinguish proactive and defensive aggression. When the aggressor is the initiator, they talk about proactive language aggression or “language attack”. In response to aggression, defensive aggression is observed, which is a defensive reaction. By nature, the method of expression can be divided into explicit and implicit verbal aggression. Explicit forms of aggressive statements can be divided into three groups:

- 1) statements in which aggression is expressed in content. Remarks, which are characterized by a pronounced exclamatory intonation and suggestive voice; often - the increased pace of speech as a continuous flow of images, comments, demands, obvious threats;

2) statements in which aggression is expressed only through formal features. In such statements there is no outwardly aggressive content (message of information, appeal, question, attempt to persuade, justification), but the aggression is clearly contained in the tone, timbre, tempo of speech;

3) explicit aggression, concluded only in the content of the statement. This type of speech aggression should include statements that are malicious gossip in content, obvious slander, but on formal grounds (intonation, timbre, tempo of speech) are neutral.

Hidden manifestations of verbal aggression are almost always manipulative. They have an indirect effect on the recipient. This type of aggression is realized in hostile hints, ironic remarks, hidden threats; sometimes - in the form of gossip, denunciations, slander, disguised as an innocent message, information about the recipient. According to the number of participants in the communication situation, there are mass and socially closed language aggression. A.K. Mikhalska singles out situations of language aggression, with the participation of a mass of people under the leadership of the leader, when all participants unite in an act of language aggression against a common "enemy". We observe such situations at mass events, such as political rallies, football matches, and rock concerts (Mikhalska, 1996).

Thus, the types of language aggression can be classified on various grounds, the most important of which, as we have found, are the intensity of manifestation, the degree of awareness of the subject, the nature of expression and the number of participants in the communication situation.

**1.4.1. Approaches to the Classification of Verbal Aggression.** Language means of different levels take part in the expression of verbal aggression. However, the main means of expressing a negative assessment are lexical units. Some researchers dealing with the problem of aggression, in particular verbal aggression, have attempted to systematize and classify the concept of verbal aggression in speech. The first attempts were made by psychologist A. Buss in 1976. He proposed four types of verbal aggression (Buss, 1962, p. 180):

1. Verbal, active, direct (that is a direct verbal abuse or humiliation of the addressee): *“Charles, shut up loser!”* (Facebook, 01.06.2021).

2. Verbal, active, indirect (spreading gossip about a third person): *“Donald Trump for the Hall of Shame!”* (Facebook, 01.06.2021).

3. Verbal, passive, direct (refusal to speak with an addressee): *“S.V. Dáte had waited five long years to ask Donald Trump one question: “Mr President, after three and a half years [of Trump’s presidency], do you regret at all, all the lying you’ve done to the American people?” Confronted with Dáte’s question at Thursday’s White House briefing, Trump responded with a question of his own. “All the what?” he said. Trump: “That who has done?” “You have done,” said Dáte, who is the Huffington Post’s White House correspondent. “Tens of thousands–”, he began to say before Trump cut him off and called on another journalist, who asked a question about payroll tax (The Guardian, 2020).*

4. Verbal, passive, indirect (refusal to provide verbal explanations) (Beron, 2001): *“How do you say Trump doesn't respect women when you went after the women and instead of saying, “Hey Bill, What are you doing”, Montesano asked. Ivanka Trump used the events to hone in on her father’s positive traits, framing him as a strong leader who helped many employees rise through the ranks of his company. “There are a lot of people who manage people well, and there are other people who meet people and inspire people,” she said. “We have thousands of employees at the Trump organization and he sets these large and lofty goals but he also helps people realize them and he helps people grow into their full potential.” Following the event, Ivanka Trump ignored questions from reporters seeking comment on the allegations” (ABC News. 2016).*

Despite the fact that this classification does not cover the whole variety of manifestations of verbal aggression, it has a certain value and it is used as a basis for building other classifications (Beron, Rychardson, 2001).

According to the classic four types of verbal aggressive actions of A. Buss (Buss, 1971, pp.7-18), Y. Shcherbinina proposes to classify verbal aggression on the following grounds:

- 1) by severity (from mild to severe);
- 2) by the degree of awareness (reflection) by the speaker and the purposefulness of language influence (conscious, purposeful, proactive and unconscious, purposeful, reactive language aggression);
- 3) by nature, mode of expression (open (direct) and hidden (indirect) verbal aggression);
- 4) in relation to the object (transient and non-transient (displaced) language aggression);
- 5) by the number of participants in the communication situation (mass and socially closed (group, interpersonal) language aggression) (Shcherbinina, 2008, p. 133-150).

Y.V. Shcherbinina, following L.M. Semenyuk, M.Y. Fedosyuk, T.V. Shmeleva, also identifies such forms of verbal aggression as insult, threat, rude demand and others, based on the concept of speech genre and explaining that the study of verbal manifestations of aggression in terms of speech genre theory expands the range of aspects of research, allowing to consider not only purposeful, proactive speech aggression, but also behavioral and instrumental (Shcherbinina, 2006).

The insult is a word or expression that contains an offensive characteristic of the addressee, for example: “*Charles Awuzie, you’re an idiot*” (Facebook, 06.01.2021). Defensive insult is a reaction to a previous manifestation of aggression. From a psychological point of view, a person who uses a protective insult has a burst of negative emotions (emotional catharsis). This can be seen in this example: “*Biden slapped back at the president’s attacks over and over using his own searing rhetoric, calling Trump “a clown”, “a racist” and “a liar.” At one point when Trump kept interrupting, Biden charged, “Will you shut up, man?”*” (AP News, 2020).

Intentional insult is a deliberately directed aggression, the addressee purposefully selects words in order to humiliate them more. Indirect insult is usually softer as it does not contain invective and harsh direct statements, but forces the addressee to unravel the implicature. For example: “*Trump: “You said you went to Delaware State, but you forgot the name of your college. You didn’t go to Delaware*

*State. ... There's nothing smart about you, Joe*" (AP News, 2020). In this case, the speaker emphasizes the falsity of his opponent's words, but he does not speak directly with aggression.

A hostile remark is an expression of a negative attitude towards people. One of the ways of making such a remark is "nit-picking": the speaker finds fault with certain moments of the addressee's speech – awkward formulations, speech errors, lame examples or flimsy arguments. A hostile remark can also be expressed in the form of spiteful wishes or curses, which are practically the same thing, for example: *"On May 31, at 12:06 a.m., Trump tweeted a bizarre, seemingly incomplete message: "Despite the constant negative press covfefe." "Covfefe" appears to be a mangled attempt at typing "coverage", and most users who saw the tweet assumed Trump would delete it and try again. "Not only is covfefe a word, it's the greatest word ever uttered" (Zach Braff, Twitter, 31.05.2017). "Ask your doctor if Covfefe is right for you" (Travon Free, Twitter, 31.05.2017).*

The threat is an expressed intention to cause physical, material or any other harm to the addressee. Threats often fit the construction "if ..., then ...," where in the first part the addressee sets requirements, if they are not satisfied the addressee is threatened (in the second part). There are much more indirect ways of expressing threats. Such threats may not contain accurate information about the consequences for the addressee. Threat can also be expressed through intonation and hostile innuendo. For example: *"Mr Biden told ABC he had warned Mr Putin about a potential response to alleged election meddling during a call in late January. "He will pay a price," Mr Biden said in the interview, broadcast on Wednesday" (BBC News, 2020).*

A rude demand usually manifests itself in the speaker's desire to get rid of the interlocutor or force him to perform an action. For example: *" "Will you shut up, man?" said Biden" (NBC News, 2020). Or another example: " "No, that's enough," he said, adding. "The problem is, you don't write the truth". Collins continued to press, but Trump replied, "No, not CNN. I told you, CNN is fake news. Don't talk to me. " " (BostonNews, 2020).*

A rude refusal is an impolite, uncivilized refusal of a request. For example: *“Noel Gallagher refuses to wear face masks: “There’s too many fucking liberties being taken away”* (NME News, 2020). Censure and reproach should be considered verbally aggressive acts conditionally, because not every censure, as well as a reproach, is expressed in an aggressive form. The accusation, on the other hand, is always aggressive.

Therefore, verbal aggression today has become the subject of serious discussions and research by philologists, linguists, sociologists, philosophers, culturologists, psychologists. There is no single classification of types of aggression (see Appendix A). Therefore, for a more accurate understanding of this concept, it is necessary to rely on the classifications by different scholars.

**1.4.2. Explicit and Implicit Language Aggression.** In the works by V. Apresyan and L. Fedorova, speech aggression is divided into explicit and implicit (Apresyan, 2003), (Fedorova, 2004). Explicit aggression is expressed with a clear intention to harm, insult, humiliate the object of expression. Such language aggression is based on the emotionally expressive fund of language and is expressed with the help of stylistically marked language units (colloquialism, jargon, obscene vocabulary). Explicit aggression is traced in the comment *“suck on this Hillary and Bill. I have a cigar for you Bill and a dress for your mess DUMBASS”* (Memegenerator, 2018). Implicit aggression realizes the hidden negative intentions of the addressee united by a common attitude – the desire to veil a negative attitude towards the object of aggression, to present this attitude in the form approved by linguistic, cultural, and media norms. For example: *“Trump brought the chaotic nature of his presidency to the debate stage”, said Alex Conant, a Republican strategist. “He needed to knock Biden off his game, but he may have just reminded independent voters why they’ve turned against him”* (AP News, 2020).

In recent years, even the most popular and respectable newspapers such as *The New York Times*, *Taylor & Francis Online*, *POLITICOPRO*, *BBC News*, *The*

*Atlantic*, *SHOWTIME*, *USA Today* abound in colloquial, rude, slang, and even abusive words and expressions.

Implicitly, language aggression is manifested through language demagoguery. Linguistic demagoguery is a method of indirectly influencing the reader when the ideas that need to be instilled in him or her are not expressed directly but are gradually suggested by using the opportunities that are presented by linguistic mechanisms (Bulygina, 2020).

E. Y. Bulygina (2020) distinguishes the following grammatical means of expressing implicit aggression:

- the use of an imperative “*Don’t ever use the word smart with me!*” (AP News, 2020).

- the use of a question – “aggressive” questions are used in a certain range of situations. They are used when, in the opinion of a speaker, the addressee is not observant enough or not smart, does not notice the obvious, or does not do what the situation requires. Their purpose is to reproach the addressee. For example: “*When the anchor throws to Carly Fiorina for her reaction to Trump's momentum, Trump's expression sours in schoolboy disgust as the camera bores in on Fiorina. “Look at that face!” he cries. “Would anyone vote for that? Can you imagine that, the face of our next president?!!”* (USA Today, 2015).

Also, linguists distinguish the following lexical means to express implicit aggression:

- the use of metaphor (Bulygina, Steksova, 2000). There are many titles of online publications that make it clear that journalists are trying to impose a worldview through the prism of the metaphor. Such an example of the metaphor is used in the article in the online newspaper *SHOWTIME*: “*THE CIRCUS: INSIDE THE GREATEST POLITICAL SHOW ON EARTH*”.

- the use of pragmatically colored words instead of neutral ones (Kotova, 2017). One of the ways to express implicit aggression is to use hyperbole. For example: “*You are a killer*” (Instagram, 2021).

Thus, language aggression is becoming a common phenomenon in the modern press, although its consequences are negative for consumers of information. Implicit aggression is more insidious than explicit because it bypasses the threshold of consciousness and affects the unconscious sphere of human.

### **1.5. Features of Verbal Aggression Manifestation in Modern Media Discourse**

The modern human is immersed not only in information but also in the emotional sphere, which is often formed by the media. Our mood is really determined by the subject matter and style of newspapers, magazines, TV and radio materials because the idea of the modern world is mostly formed by the media. A political or economic event only has certain significance for us when it is covered by the media. Nowadays, social structure cannot fully exist without communicative support in any country. The media have a significant impact on society and its development. According to A.V. Olyanych, mass communication today is a leading type of discourse, which penetrates almost all types of institutional and even daily communication (Olyanych, 2004, p. 303-322).

It is the use of the media to manipulate that poses the greatest danger to citizens and democratic societies. It is covert management of people's political consciousness and behavior to force them to act (or not to act) against their interests (Puhachev, 1999). Manipulation is based on misrepresentation and outright deception.

Aggressive media texts initiate an appropriate media environment that has the characteristics of an “aggressive” environment, potentially destructive, capable of causing physical and mental harm, causing destructive changes not only at the



individual but also at the social level. Accordingly, aggression is an essential feature of modern journalism and the media space created by it (Petrova, 2010).

In order to attract the attention of most readers, to influence their thoughts, feelings and even actions, the media use a variety of language tools, syntactic constructions and techniques. Journalists try to develop new forms of communication, new means of expression, while often using language units with the semantics of aggression. For example: *“Trump Is Killing People on His Way Out of the White House”* (Intelligencer, 2020); *“Biden tells factory worker 'you're full of shit' in tense argument”* (CNBC, 2020); *“Majority now believe that Joe Biden is kind of an idiot”* (Washington Examiner, 2021).

Analyzing online publications and social media we came to the conclusion that tactics related to direct or indirect aggression are quite popular in mass-media texts. Active direct aggression includes threats, insults, accusations, curses, creating a negative image, statements that reduce the status of a political opponent, injecting details, discrediting allegations. Active indirect aggression includes tactics of ridicule, irony, reproach, indignation, stinging words and so on.

Verbal aggression in mass media texts is primarily a means of manipulating mass consciousness, through which the media can cause, support or reinforce the negative attitude of the audience to a particular object, namely a politician or a process, a state, a nation or religion. Aggressive speech strategies are designed to form destructive feelings in the recipient: hatred, anger, rage, revenge. And as is well known, the average reader is much more impressed by a rude word than a neutral one. It is through the use of stylistically colored words that the reader most vividly and clearly presents the position of the author (Guz, 2010).

Verbal aggression is an extremely powerful expressive element in creating emotionally charged texts. First of all, the use of negatively evaluative vocabulary

(abusive, rude, unfriendly, caustic words) is the most popular method of journalists in achieving expression. For example: *“Joe Biden is a fucking lying bastard!”* (Reddit, 2010). It is worth noting that present-day mass media discourse, political in particular, is characterized by a tendency of using words that insult opponents, which is a violation of ethical norms, rules of decency and dignity (Guz, 2010).

The notion of “opponent”, obligatory in the context of a civilized discussion, is often equated with the analog of “enemy”, which is why verbal battles become fierce and aggressive. Clear arguments and calm discussion are replaced by insults with the use of mutual reproaches, accusations, insults, sharp and unappealable assessments (Guz, 2010).

A lot of linguists (M.V Grechikhin, O.V Demidov, G.V Zavrzhina, N.O Ostroushko) consider verbal aggression as one of the most important means of influencing the reader in the media discourse (Grechikhin, 2007, p. 72-75), (Demidov, 2004, p. 90-94), (Zavrzhina, 2007). Forms and ways of expressing speech aggression primarily depend on the ethnocultural features of communication and political orientation. The media of totalitarian authoritarian states are dominated by direct forms of verbal aggression, which are achieved by tactics of insult, contempt, accusation, threats, curses and the like. In contrast, in the media of democracies, verbal aggression is mostly expressed through forms of indirect communication. N.O Ostroushko refers to such signs of verbal aggression which are the most common and popular in mass media discourse: labels, abusive vocabulary, ironic nominations, markers of alienation, political terms (negative-evaluative ambivalent terms, political pejoratives, dysphemisms), anthropology, ethnonyms (Ostroushko, 2003, p. 24).

Thus, verbal aggression is a special type of speech behavior that can be carried out in any type of discourse, including mass media. The internal structure of media serves as a means of transmitting intolerant information with extensive use of specialized and non-specialized invectives, which are considered language units of verbal aggression.

### **Conclusions to Chapter One**

1. In psychology, aggression is seen as an emotion. Its most characteristic features are harm, purposefulness, motivation, and violation of ethical norms. The analysis of theoretical psychological insights into the phenomenon of aggression conferred the possibility to identify four most common approaches to its study. These include psychoanalytic, ethological, frustrating, and behavioral approaches.

2. Nowadays one of the central problems of studying the phenomenon of “verbal aggression” in the field of linguistics is the search for the most adequate definition of this phenomenon. This definition does not have an unambiguous interpretation and many linguists expound on this term differently. The definition of “verbal aggression” proposed by A.G. Buss is most often used for its terminological identification. The researcher defines verbal aggression as the expression of negative feelings that can be objectified. In a narrow sense, the term “verbal aggression” is considered a verbal act that replaces aggressive physical actions. In a general sense, verbal aggression encompasses all kinds of offensive speech behavior patterns.

3. There are a copious number of definitions of the term “verbal aggression”. After analyzing and summarizing different approaches, we came to define verbal aggression as a purposeful, motivated, conflict-generating speech behavior focused on negative impact on the psychological and emotional state of the recipient and / or

to obtain an aggressive reaction. Expression of verbal aggression always involves the presence of the object to which the aggression is directed. This object can be a participant in a communicative act (the addressee) or the subject of a speech action.

4. Since the phenomenon of verbal aggression has not been fully studied, researchers are trying to classify the concept of verbal aggression. In general, the main means of expressing verbal aggression include not only nominative units and phrases aimed at offending an opponent directly, but also encompass irony and invective tactics. A distinction is also made between explicit and implicit verbal aggression.

5. Speech aggression is a common phenomenon in modern media discourse. It has a special variety of means and methods of implementation. Verbal aggression in the media seems to be no less dangerous than physical. After all, some real hostility may be hidden in a word and in its figurative meaning.

## CHAPTER TWO

### STYLISTIC MEANS OF EXPRESSING AGGRESSION IN MODERN MEDIA DISCOURSE

The role of the media acquires special significance. Applying a set of verbal and nonverbal resources, knowledge of human psychology, using language rules and manipulative potential of a language, the media can directly affect human consciousness. It is able to neutralize personality and perception of reality.

Unfortunately, verbal aggression spreads at a very fast pace in the information space, thus displacing speech tolerance. Verbal aggression in the media is a means of showing power and verbal violence against readers.

#### **2.1. Linguistic and Stylistic Means of Expressing Aggression in English Online Publications**

To illustrate the use of linguistic and stylistic means of expressing aggression in English-language online publications, it is appropriate to refer to an article “*You are a rude, terrible person*”: *Trump insults CNN reporter who challenged him*” from *The Washington Post* (*The Washington Post*, 2018).

“President Trump *lashed out* at a reporter for CNN who *challenged* him on his immigration rhetoric during a news conference and refused to give up his microphone to allow other questions to proceed.

“*That’s enough. That’s enough. That’s enough. That’s enough,*” Trump told Jim Acosta, who covers the White House for the network, as a female aide tried to *grab* the microphone. “*That’s enough. Put down the mic.*”

“CNN *should be ashamed* of itself having you working for them,” Trump told Acosta. “*You are a rude, terrible person. You shouldn’t be working for CNN. You’re a very rude person. ... You shouldn’t treat people that way.*”

The exchange took place during a White House news conference related to the midterm elections. Acosta continued speaking and remained standing after

Trump dismissed his questions about immigration and special counsel Robert S. Mueller III's investigation of Russian meddling in the 2016 election.

Acosta *challenged* the president for calling a caravan of migrants in Mexico slowly making its way toward the U.S. border an "invasion." He also brought up Trump's electioneering campaign advertisement on immigration that major television networks refused to air because of content they considered offensive. The advertisement, which mentioned the caravan, depicted people climbing over walls.

*"Do you think they were actors? They weren't actors. They didn't come from Hollywood," Trump said, referring to the footage.*

This is not Trump's first *antagonistic encounter* with Acosta. He has refused to take Acosta's questions several times, and Acosta has become a focus of Trump supporters' *anger* at rallies.

CNN released a statement after the exchange through one of its official Twitter accounts: *"The President's ongoing attacks on the press have gone too far,"* the statement read. *:They are not only dangerous, they are disturbingly un-American. While President Trump has made it clear he does not respect a free press, he has a sworn obligation to protect it. A free press is vital to democracy, and we stand behind Jim Acosta and his fellow journalists everywhere."*

Journalists chose Donald Trump's most aggressive phrase for the headline to get more readers' attention. *"You are a rude, terrible person": Trump insults CNN reporter who challenged him"*. The phrase *"You are a rude, terrible person"* can be attributed to the type of invective with a pronounced negative color. The filling of this slot primarily includes a construction with the token *«insults»*, which is associated with the image of the enemy.

In this article, journalists specifically select emotionally-colored words, such as: *lashed out, challenged, antagonistic encounter, anger*. Donald Trump expresses verbal aggression towards his opponent using a number of linguistic and stylistic means. Firstly, it is invective: *"You are a rude, terrible person. You shouldn't be working for CNN. You're a very rude person. ... You shouldn't treat people that way."* These words clearly convey a negative attitude towards a person, as well as a

negative assessment. Secondly, the use of imperative mood: “*That’s enough. Put down the mic.*” At the syntactic level, the imperative sentence is considered the most productive means of actualizing verbal aggression. Thirdly, there are repetitions: “*That’s enough. That’s enough. That’s enough. That’s enough*”. Repetitions in the message are aimed at creating a certain information color in the mind of the recipient, which leads to the creation in the communicative process of grounds for misinformation. The contextual metaphor of «politicians-actors» was also used.: “*Do you think they were actors? They weren’t actors. They didn’t come from Hollywood,*” *Trump said, referring to the footage.* An attitude to politics is created by associating politics with theater as a performance, a well-organized show in the human mind. Associating politics with a theatre creates a certain attitude to the former in people’s minds: they may start perceiving it as a performance, a well-organized show.

Analyzing the phrases of Donald Trump with regard to the classification of A. Buss, we can identify the following types of aggression:

1. Verbal active direct aggression: «*You are a rude, terrible person*»;
2. Verbal passive direct aggression (refusal to speak to the addressee): “*That’s enough. That’s enough. That’s enough. That’s enough,*”;
3. Verbal passive indirect aggression (refusal to provide verbal explanations): “*That’s enough. Put down the mic.*”

In the article, a fragment of which is given above, the means of expressing verbal aggression can be classified into:

1. Lexical, i.e. the use of evaluative language, tokens that denote hostility, for example: “*You are a rude, terrible person*”; “*lashed out*”; “*challenged*”; “*ashamed*”; “*antagonistic encounter*”; “*anger*”.
2. Stylistic, for instance: repetition (“*That’s enough. That’s enough. That’s enough. That’s enough*”); rhetorical question (“*Do you think they were actors?*”); parallel syntax (“*You shouldn’t be working for CNN... You shouldn’t treat people that way*”).

Another example of means of expressing verbal aggression can be traced in the following passage, which is taken from the article “*Trump will forever be known as a loser*” from *Arkansas Times*.

“The degree to which the public — Trump’s substantial share of it — bought all his *lies* or at least a substantial share of them can only be a matter of conjecture. For most people, *lying* was just not a very big deal. Everyone *lies*. Trump did it proudly and with flair. Aside from his *early dog whistles* about a *Black man* being legally unfit for the presidency and *dark-skinned Latinos and Arabs* overrunning the country, Trump’s greatest political asset was calling people *dirty names* — *loser, crook, pimp, trash, sleepy, creep, crazy, shithead, goofy, fraud, lowlife, phony, flake, total flunky*. A class of Americans, including, strangely, evangelical Christians, like rough language like that, especially when it is *applied to women*” (*Arkansas Times, 2020*).

In the passage above, verbal aggression is expressed through invectives of various nominations. Firstly, there are invectives that divide people by nationality, for example “*black man*”, “*dark-skinned Latinos and Arabs*”. Secondly, there are invectives of nomination of animal “*early dog whistles*”.

Among lexical and stylistic means of expression of verbal aggression are evaluative words that render a person’s negative attitude to other people, such as “*dirty names, loser, crook, pimp, trash, sleepy, creep, crazy, shithead, goofy, fraud, lowlife, phony, flake, total flunky*” and a stylistic repetition of a nominative unit “*lies*” in order to establish Trump’s image as a person totally distant from truth and factuality .

Thus, media discourse is a space where verbal active aggression, verbal passive and active aggression are not uncommon. In addition, in the passages above, the realization of the invective meaning may also be reinforced by lexical and stylistic means as well as discriminatory remarks against women and various nationalities.



**2.1.1. Invective Tactics as a Phenomenon of Aggression.** An extremely wide range of phenomena that realize speech aggression are presented in modern mass media discourse. Invective tactics can also be referred to such phenomena. This term means a set of planned aggressive speech actions, carried out using expressive, negative evaluative units. O.S. Issers defines invective tactics as a strategy and a complex of speech actions aimed at achieving communicative goals, which includes planning the process of speech communication depending on the specific conditions of communication and the personalities of the communicants, as well as the implementation of this plan (Issers, 2008).

G.V. Zavrazhina considers invective tactics the most effective in realizing verbal aggression in mass media discourse. The scholar views invective tactics as the supremacy of the planned aggressive moving actions which are carried out with the help of expressive, negatively evaluated units. These units create their own semantic of social “anti-ideal”. Speech aggressive actions are subordinated to the task of lowering the social status and causing psychological damage to the object, which is necessarily present in the invective situation. The author notes that invective tactics can be implemented in such techniques as repetition, comparison, hyperbole, generalization, spreading rumors and assumptions. (Zavrazhina, 2007).

V.I. Zhelvis considers the term “invective” in broad and narrow meanings. In a broad meaning, invective is a verbal expression of aggressive attitude towards an opponent. In a narrow meaning, invective is a verbal violation of ethical taboos, which is carried out by taboo language (Zhelvis, 2001).

O.V. Demidov states the existence of the following types of invectives: invective labels, abusive invectives, verdicts, means of defamation, ironic invectives, stable expressions, and metaphorical invectives (Demidov, 2004).

O.J. Sheigal demonstrates another approach. It allows to group all means of expression of verbal aggression into two large groups: specialized and non-specialized means. The author distinguishes markers of alienation and abusive vocabulary (obscene vocabulary, general pejoratives, offensive words), non-

specialized – labels (special pejoratives, political terms, anthroponyms, ethnonyms), and ironic nominations (Sheigal, 2004).

The label as a subspecies of lexical invective is characterized by several specific features. According to O.L. Dmitriev, it is marked by ideology, subjectivity, and bias (Dmitriev, 1994, p. 90-96).

Labeling tactics are based on stereotypes and are implemented in two ways: 1) through explicit nomination or comparison; 2) via making associations between negatively labeled precedent phenomenon and the addressee through allusions. It does not equate to the tactically conditioned speech action of hanging labels, although it can serve as an indicator of such action. As noted by O.Y. Sheigal, the essence of the label is its focus on accusation: the sign, when converted into a label, is used not so much to characterize the denotation and classify it as to accuse of dangerous qualities for society. The label captures the real or imagined social deviation either from the standpoint of society as a whole or based on ideas about the political expediency of a particular social group (Sheigal, 2004). For example: “*Comic*” is one of the most popular examples of a label in modern political discourse. The President of Ukraine is very often ridiculed for being called a comedian. “*Zelensky win: What does a comic president mean for Ukraine?*” (BBC News, 2019). “*Ukraine comic gets serious about presidential bid*” (Financial Times, 2019). “Ukraine to inaugurate comedian Zelensky as president” (The Times of Israel, 2019). “*Can Ukraine's Comedian President Seriously Shake Things Up?*” (Dealy Beast, 2019).

As we can see, the example of the label “*comedian*” for the current president of Ukraine Volodymyr Zelensky is quite common in English mass media. In Ukrainian mass media discourse, such a label is used even more often. This example illustrates the use of a symbolic sign as a label, which embodies qualities of a politician unacceptable to a society and a political community, characterized by a very negative assessment and portraying Vladimir Zelensky as a very undesirable party leader and candidate for the future president.

*“Petro Poroshenko is a chocolate king”* (Pulitzer Centre, 2019) is another popular labor in modern political discourse. This labor also demeans the status of the former president of Ukraine.

O.P. Guz distinguishes the following means of expressing verbal aggression (see Appendix B) at the present stage of scientific research the problem of verbal aggression (Guz, 2010, p.6):

1. Words and expressions denoting anti-social, socially condemning activities: *“Fucking bullshit from Biden’s mouth everyday”* (Instagram, 13.10.2021); *“Hey Joe you’re a pos and your followers are degenerate zombies”* (Instagram, 15.10.2021).

2. Words with a clear negative color: *““It’s fucking shit,” Dinara Habibullaeva, a Poroshenko advisor, said of the report before the second round. “We have this situation where...the population voted for a showman, an actor who is not well versed in politics, who is a puppet of Kolomoisky and the channel that Kolomoisky controls puts out fakes””* (Pulitzer Centre, 2019).

3. Zoosemantic metaphor: *“Ukraine is oversaturated with political and power “drones...I will not discover a new America if I say that our community lacks not only a deep mind but also a basic mind. Because we need to find a country in the world where the people, as patiently as in Ukraine, feed a huge army of political and power “drones”. ””*(Zemlyaivolya, 2013).

4. Words that have in their meaning a negative, as well as overly expressive assessment of the person: *“Biden believes Putin is a “killer”: The price he’s going to pay, you’ll see shortly”*(Independent, 2021).

5. Offensive words that divide people into “white” and “black”, real Britons and Europeans: *“A black president? For followers of the racist “birther” movement, it was inconceivable. Trump was long the most prominent among them to sow lies about Barack Obama’s background, claiming he was born in Kenya, not the US, and was not Christian”*(DW News, 2017).

Thus, using the above-mentioned vocabulary journalists deliberately demean the honor and dignity of a respondent obscenely. In mass media discourse invective

tactics of verbal aggression are used to achieve greater sensationalism, draw public attention to a publisher, and stir the audience's interest in the problem of spreading profanity as a socio-cultural phenomenon.

**2.1.2. Title as a Textual Means of Implementing Invective Tactics in English Discourse.** The headline of newspapers is the most influential tool for journalistic materials and at the same time a tool that helps to distinguish an article against the background of other newspaper stories. They motivate people to get acquainted with the publication, force them to make a choice, read the material, or even subscribe to the newspaper. Verbal aggression in online headlines affects the readers' feelings and emotions making them adopt a certain stance on an issue.

A comparative analysis of the texts of electronic publications in the United Kingdom and the United States allows us to identify two distinct trends in the use of signs of verbal aggression. The first is characterized by a low level of use of obscene language. This trend is specific to leading cultural and business periodicals in the United Kingdom and the United States, such as *National Review*, *Financial Times*, *The Guardian*, *The Wall Street Journal*, *USA Today*, *Washington Post*, *New York Times*, *New York Post*, *The Times*, *The Sunday Times*. In our opinion, this can be explained by the fact that most of these periodicals belong to a large publishing association whose high-circulation newspapers belong to quality press and are distributed around the world. This requires the authors to adhere more strictly to the principle of speech tolerance and the standards of news objectivity, as well as media ethics, which serves as a filter, due to which negative attitude towards an object of aggression is rendered in a way, consistent with linguistic and cultural norms.

Consider the following typical cases of using verbal aggression to lower the social status of the object of communication in the headlines of English periodicals, for example: "*Donald Trump Says Hillary Clinton Doesn't Have a Presidential Look*" (The New York Times). The phrase "*Doesn't Have a Presidential Look*" is a message text marker that contains the elements of "hate speech". This is a manifestation of gender discrimination. Another example of gender discrimination

is: *“She Doesn’t Have the Stamina”* (Women's Studies in Communication, 2019). Donald Trump mocks Hillary Clinton. He is convinced that women cannot rule the country.

One more example of the using verbal aggression: *“Trump beats Clinton”* from an online newspaper *POLITICOPRO* (POLITICOPRO, 2019). In this title the word “beats” is considered as means of expressing verbal aggression, which is very attractive to readers and viewers. Although while reading the article you realize that no one beat Clinton. Pun is another means of expressing aggression in the media. The word “beat” means to win the election, to gain more votes.

Different types of invectives are used in headings, for example: *“If you Google the word idiot, a picture of Donald Trump comes up?”* (BBC News, 2018). In this case, the title humiliates the person and contains negatively offensive semantics. *“Vindman says Trump is Putin's ‘useful idiot’, considers himself a ‘never-Trumper’”* (USA Today, 2020); *“Crazy Shit Said by Joe Biden: Keep a note of all the gaffes and Bidenisms said by the new President of the United States”* (Amazon, 2021); *“Candace Owens Says Joe Biden Hiding ‘Like a Little B\*\*\*\*’ as Afghanistan Falls”* (Newsweek, 2021); *“F\*\*\* Joe Biden’ Chant Breaks Out at New York Jets NFL Game”* (Newsweek, 2021). In the given material the reader may notice the communicative strategy of discrediting and topical criticism directed on humiliation and accusation.

A similar effect is achieved in the statement by using a number of adjectives of the highest degree of comparison, for example: *“Trump Is the Worst President in History”* (The Atlantic, 2021); *“Joe Biden after 10 months: Worst president ever”* (Abilene Reporter News, 2021).

There are also invectives in the headlines that divide people by nationality, for example: *“Fear of a Black President”* (The Atlantic, 2012); *“Barack Obama elected as America’s first Black president”* (History, 2008); *America's First Black President Nears The End Of A History-Making Run* (NPR, 2016); *Why the next black president could be a Republican* (The Washington Post, 2017).

Consequently, the above examples show that using verbal aggression in headlines influence on reader's perceptions with their subsequent implementation in the perception of texts. Although in fact, cases of verbal aggression in online periodicals are quite rare because periodicals are censored.

**2.1.3. Irony as a Means of Manipulation in the Media.** Among the means of expressing verbal aggression irony seems to be really instrumental. Today, irony is one of the means of manipulation in media discourse. The ironic vision of life has become one of the main characteristics of interpersonal communication. The term “irony” comes from the Greek language and is translated as “feigned indifference” or “feigned ignorance” (Encyclopædia Britannica). Linguists consider irony to be one of the most important attributes of speech behavior, a universal path used in almost any culture. In linguistics, irony combines two features: on the one hand, it involves the technique of “distortion of meaning”, on the other hand – ridicule is an integral part. In media discourse, irony is very often used as an implicit way of verbal aggression manifestation, which performs primarily an invective function. Irony does not contain a destructive character, but this stylistic device is characterized by considerable expressiveness, as it has an emotional and evaluative perlocutionary effect. At the speech level, stylistically neutral language means acquire a clear meaning during the using of irony (Paliei, 2018, p. 1-2).

The main characteristics of irony are the presence of a pragmatic goal and the desire to have an emotional effect on the mind of a recipient. That is why its use plays such an important role in modern media discourse. The primary task of journalists is not to convey objective information to the addressee, but to convey their own model of perception of realities and formations in the minds of the audience of a certain figure, event, or fact. Therefore, irony becomes an extremely effective tool that allows you to express your point of view on world events, without being too categorical and straightforward, as well as to influence the consciousness of the audience and even manipulate it (Paliei, 2018, p. 1-2).

I.R. Halperin interprets irony as a stylistic device by which the interaction of two types of lexical meanings appears in a word: subject-logical and contextual, based on the relation of opposites (Halperin, 1981). I.V. Arnold points out that irony is the expression of ridicule by using a word in a meaning directly opposite to its basic meaning and with directly opposite connotations. The opposite of connotations is to replace the positive evaluation component with negative, gentle emotion – with bullying (Arnold, 1973).

After analyzing the above definitions we can conclude that irony in modern linguistics is generally defined as the use of words in a meaning different from the literal or opposite. This stylistic means of expression of verbal aggression is the contradiction between the literal and the hidden meaning. Of course, irony is not always an expression of aggression, but it is not uncommon to use a verbal act of irony as a veiled expression of negative aggressive emotions. It allows a speaker to implicitly convey their attitude to what is happening.

Irony is often employed in media headlines. The ironic meaning of some titles is easily understood by readers without detailed awareness of the article content itself, underlying message of others is revealed only after reading and carefully comprehending the whole text. Consider the following example of the use of an ironic headline for an article published in “The New Yorker”: “*Trump Voters Celebrate Massive Tax Cut for Everyone but Them*”(The New Yorker, 2017). The irony is obvious, understandable without reading the text of the article. In this example the inconsistency or a conflict between the individual parts of the title, which is the result of comparing words that carry conflicting information and conflicting emotional load is seen. The word “*celebrate*” on the one hand renders the idea of good news. However, at the end of the sentence the phrase “*but them*” is added and the whole headline becomes bitterly ironic. The following example is taken from the same newspaper: “*Cheney receives heart transplant; Bush still on waiting list for brain*”. Again, there is hidden aggression expressed through irony. The author does not say directly that Bush is a bad person, but the reader understands the implied meaning from the context of the sentence (The New Yorker, 2017).

To depict the negative speech portrait of the opponent and to express criticism, denial, reproach, ridicule, people use ironic addresses, greetings, compliments, words of gratitude, sympathy, offers of help. This can be heard during the election debate between Donald Trump and Hillary Clinton. Donald Trump said: *“Is it ok? I want you to be very happy”* (YouTube, The First Presidential Debate). These statements express the addressee's hostility to the addressee, increase tension in communication, reflect a veiled negative attitude and feelings of contempt or resentment. The main goal of a presidential candidate is to win, not to satisfy his competitor during the debate. The ironic use of language etiquette under the rules of aggressive strategy can lead to a conflict.

Users of social media like to use irony in their comments in order to express their negative attitude to something, for example: *“I really love paying \$3.50 a gallon for gas. And I’m even more excited for more bullshit to come”* (Instagram, 2021); or even make jokes, for example *“Donald Trump wants to arm teachers, which is crazy, because if Donald Trump’s teachers had been armed, we probably wouldn’t have to hear his stupid opinions on this issue”*; *“People say Trump is a Putin puppet, a Manchurian candidate, but Trump is so stupid that his subconscious has probably forgotten the trigger phrase”*; *“Donald Trump’s trouble with Stormy Daniels all started after his personal lawyer paid the porn star \$130,000. The payment was flagged as suspicious by banking authorities. Suspicious, because someone actually got paid as promised by Donald Trump”*(INews, 2020).

Thus, irony is an effective means of expressing verbal aggression. The authors widely use different ways of conveying their thoughts through irony using the full range of ironic assessments from ridicule to sarcasm. Irony makes it possible to strengthen the level of emotional influence on the mass addressee, to raise the flow of information to a higher level, combining the main stages of the communication process with the expression of the author's vision and worldview of political realities.

## **2.2. Aggression in Social Media**



Stylistic means of expression of aggression are used much more often in social media in comparison with electronic English publications. In our opinion, this is due to the remoteness and anonymity of communication, as well as the lack of consequences of violations of communication norms. Moreover, social media are publicly available, they are not controlled.

Social media user comments organized in the form of a dialogue have been selected as our research material. Such rich, diverse, and relevant material reflects the development of modern communication processes between Internet users, as nowadays live communication seems to be relocating to social media. The sample included comments from the English-language segment of Facebook (pages of potentially conflicting topics were considered, in particular pages of political, public, and cultural figures) where verbal aggression was manifested in multiple ways.

The analysis of research material revealed that in social media discourse, invectives are primarily expressed by the following nominations: nomination of age, nominations of animals, birds, insects (zoosemisms), nominations of stages, means, features of sexual intercourse, nominations of stages, means, features of sexual intercourse, nominations of a person for intellectual abilities, nominations of human body parts, nominations by place of birth or residence, nominations by place of birth or residence (Shvelidze, 2017, p. 163).

Consider the following Facebook comment from Donald Trump's page “*On 20<sup>th</sup> January 2021, Donald Trump will become FORMER president. Nobody can upturn the will of the people. Trump himself doesn't such power. Mike Pence has already confirmed he has no such authority. Don't let anyone fool you. This election is over*” by Charles Awuzie (Facebook, 06.01.2021). This comment received a lot of president supporters’ negative reactions that can be classified them as follows:

Type of Invective	Example
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Age	1. <i>“Charles Awuzie THE PEOPLE DID NOT MAKE THIS DECISION, THE DEMS CHEATED AND DID IT WITH FRAUDULENT BALLOTS. IF YOU THINK THAT <b>OLD MAN</b> GOT MORE VOTES THAN OBAMA OR HILLARY YOU ARE BLIND OR JUST STUPID”</i> (Facebook, 06.01.2021).
Nominations of animals, birds, insects (zoosemisms)	1. <i>“He is like a <b>dog</b> that has tasted human blood....”</i> (Facebook, 06.01.2021); 2. <i>“Charles Awuzie being a pastor, you my friend are a fraud. A pot stirring fool. A dumb retarded <b>monkey</b>”</i> (Facebook, 06.01.2021).
Nominations of stages, means, and features of sexual intercourse	<i>“Charles Awuzie you really are stupid. The most powerful man in the world was shut down by 4 private companies, and youre plating pocket pool. <b>Fucking</b> asshole. When will they come for you ?”</i> (Facebook, 06.01.2021).
Nominations of a person’s intellectual abilities	1. <i>“Charles Awuzie you’re so <b>stupid</b>. Signing up for communism. Good luck”</i> (Facebook, 06.01.2021); 2. <i>“Charles Awuzie do you enjoy being <b>brainless</b>?”</i> (Facebook, 06.01.2021).

<p>Nominations of human body parts</p>	<ol style="list-style-type: none"> <li>1. “<i>Charles Awuzie God another <b>ass</b> wipe that don't deserve any paper</i>” (Facebook, 06.01.2021);</li> <li>2. “<i>Charles Awuzie yo worry about your shithole country. Wtf is up with all these damn foreigners posting their dumbass views on our country? You and your fruity <b>ass</b> lookin avatar</i>” (Facebook, 06.01.2021);</li> </ol>
<p>Nominations by place of birth or residence</p>	<ol style="list-style-type: none"> <li>1. “<i>Charles Awuzie you're in <b>South Africa</b>, land of many problems! Mind your own business. No one cares about your opinion. Bored?</i> ” (Facebook, 06.01.2021);</li> <li>2. “<i>Charles Awuzie <b>Tend to your own country!!!</b> Your opinion is not wanted!!!</i>” (Facebook, 06.01.2021);</li> <li>3. “<i>Charles Awuzie You think that <b>black people</b> aar winner with democrats its a joke!</i>” (Facebook, 06.01.2021);</li> <li>4. “<i>Charles Awuzie Why are you here <b>stupid African?</b> Do your own business in your dirty country. You have nothing to do with politics in America. Don't say something that you don't even know at all. Because, that makes you sound stupid like an idiot</i>” (Facebook, 06.01.2021);</li> <li>5. “<i>Charles Awuzie <b>Nigeria</b> need your opinion Not American, pls come back home</i>” (Facebook, 06.01.2021);</li> <li>6. “<i>since you live in <b>africa</b>, stay in <b>africa</b></i>” (Facebook, 06.01.2021);</li> <li>7. “<i>Go back to <b>Africa</b></i>” (Facebook, 06.01.2021).</li> </ol>

After analyzing comments from Donald Trump's page on Facebook, we can say that the main means of expressing verbal aggression in these examples are

invectives that indicate the place of birth or residence or indicate a person's race. Invectives referring to stages, means, and features of sexual intercourse were seldom used. All other types of invective were used by people in equal quantities.

In addition, social media often abound in graphon which is also used to render verbal aggression:

- printing the text in capital letters, the purpose of which is to draw attention to the message or imitative raising voice, for example: “*TRUMP GET OUT!*” (Facebook, 06.01.2021); “*GOD SOMEONE SHUT HIM UP*”(Instagram, 15.10.2021); “*LOOSER! WORST PRESIDENT EVER*”(Instagram, 15.10.2021).

- using several exclamation marks, as in the sample: “*Charles Awuzie the election was STOLEN!!!!!!!!!!!!!!!!!!!!*” (Facebook, 06.01.2021).

- using capitalization and several exclamation marks, for example: “*FUCK YOU!!!! FUCK YOUR VACCINE!!!*” (Instagram, 15.10.2021).

- writing words with doubling all the letters, which are perceived as a scream, as in the sample: “*Fuuuuuuucccccckkkk youuuuuuu*” (Instagram, 15.10.2021).

- writing words by combining lowercase and uppercase letters, for instance: “*LeTs PrOtEcT tHe VaCcInAtEd From ThE uNvAcCiNaTeD. ExPLAiNe tTe LoGiC oF ThIs StUpId MaN!*”(Instagram, 15.10.2021).

One of the common means of expressing verbal aggression at the grammatical level is via the imperative mood. For example: “*Donald Trump arrest Mitchell McConnell, already he is a Chinese operative. Charge him with treason. Give him 20 years in jail or the death penalty*” (Facebook, 30.01.2021) or “*Shut up clown, take your poison shot and shove it!!*” (Instagram, 15.10.2021). The imperative mood as an incentive to certain actions, addressed to the interlocutor, is categorical and is perceived as a directive from someone who does not have such powers, and therefore causes outrage and negative reaction.

When it comes to making aggressive comments targeted at a virtual interlocutor, *YouTube* is just as emblematic and representative as *Facebook*. *YouTube* content creators often use invective in the headlines of their videos. We can observe the manifestation of verbal aggression in the following examples:

*“Worst President America ever has that what Biden said..... Trump won't shut mouth”*; *“Wrong. Trump is the worst president in American history. Didn't matter who the Democratic candidate was that succeeded Trump (whether it was Biden or whoever), they were going to be labeled as the worst president of all time from day. Trump is the most hated man in America. It's pure projection for all the hate Trump received running our country into the ground for 4 years. 70% of the country loathes him and his supporters”*(YouTube, 30.09.2020). In this context, invective pragmatics is realized through the use of a special pejorative *“worst”*. According to its lexical meaning the token *“worst”* is not invective despite the specificity of the denotative meaning. Initially it is not intended to degrade human dignity. However, it is directed for a specific person, it lowers social status, as it happens in the above passage, pointing to the fact of career failure of the object of verbal aggression. Also it is used other tokens that express verbal aggression at the lexical level: *“loathes”*, *“Worst President”*, *“the most hated man”*, *“hate”*. At the syntactic level, repetition is used, for instance: *“Worst President America ever has that what Biden said”*; *“Trump is the worst president in American history”*; *“they were going to be labeled as the worst president of all time from day”*. It helps to emphasize a point of view, adds persuasive power and convinces people of its truth. At the grammatical level, we can notice the usage of a superlative degree *“the most hated man”* to lower the social status of the object of the message.

*“Stop talking rubbish!!! What happened to all those quarantine centers which were used to house infected mild symptom Covid 19 patients last year?”*(YouTube, 24.09.2021). In this case, the aggressive intention of the addressee is realized at the grammatical level, through imperative form. Graphon (using several exclamation marks) increases the level of aggression. Besides, the interrogative sentence expresses verbal aggression in an implicit form.

The means of expressing verbal aggression are more often used in the titles. We grouped them by nominations of stages, means, features of sexual intercourse; nominations of a person according to their intellectual abilities; nominations of human body parts and age.

Type of Invective	Example
Age	1. <i>“Aides Think Trump Is Too Old And Tired To Run For President Again”</i> (YouTube, 06.04.2019).
Nominations of stages, means, features of sexual intercourse	1. <i>“Trump is a Fucking Idiot”</i> (YouTube, 01.05.2019); 2. <i>“F**k Joe Biden’ chants break out in NYC by protesters angered by vaccine mandate”</i> (YouTube, 15.09.2021).
Nominations of a person for intellectual abilities	1. <i>“Brainless Trump can't remember conversation he just had with Romanian President”</i> (YouTube, 11.06.2017); 2. <i>“Don't Even Try To Out Stupid Donald Trump”</i> (YouTube, 26.07.2016); 3. <i>“Joe Biden: Trump "might actually be stupid”</i> (YouTube, 21.11.2016).
Nominations of human body parts	1. <i>“Trump on Joe Biden, “He understood how to kiss Barack Obama's ass””</i> (YouTube, 11.10.2019); 2. <i>“Reporter Makes Trump Look Like Total Ass”</i> (YouTube, 09.04.2020).

The invective “*idiot*” is the most common among *YouTube* titles. For example: “*Judd Apatow: Donald Trump is an idiot, sociopath*” (YouTube. 02.11.2016); “*Trump is just an idiot! What will President Trump be like? DEBATE - BBC Newsnight*” (YouTube. 04.01.2017); “*He's an idiot. Joe Biden on President Trump's response to foreign election interference*” (YouTube. 28.10.2019); “*Our President Is An Idiot’: Trump Facing Both Sides Over Emergency Declaration | Deadline | MSNBC*” (YouTube. 16.02.2019). In the examples above, we see the tactics of humiliation, which involves a negative assessment of a person.

Humiliation is carried out through the use of invective vocabulary, as well as rhetorical questions and sentences with exclamation marks. Also, there is a popular using of such invectives in titles as “*loser*”, “*shit*”, “*moron*” and “*liar*”. For example: “*Trump The Loser*” (YouTube. 25.09.2021); “*Is Trump a moron?*” - *The Feed* (YouTube. 05.10.2017); “*Jack Black: Donald Trump's a Piece of Shit*” (YouTube. 18.09.2018); “*Everybody knows he's a liar': Biden says of Trump in first debate*”(YouTube. 30.09.2020); “*President Donald Trump | “Everything Woke Turns to SHIT” | Live Cullman, AL | August 21, 2021*” (YouTube. 22.08.2021). This choice can be related to the author's intention to influence the mind of the reader or viewer and impose their views.

Joe Biden's Instagram page laid the foundation for the field of verbal aggression analysis. His post about vaccination from 01.07.2021 received 3863 comments (see Appendix H). We analyzed all the comments and made an attempt to classify them by nominations.

Type of Invective	Example
Age	1. “ <i>Babbling old clown. You’re the WORST illegitimate president in HUMAN HISTORY</i> ” (Instagram, 07.2021).
Nominations of animals, birds, insects (zoosemisms)	1. “ <i>Theres also free cheese in a rat chat</i> ” (Instagram, 07.2021); 2. “ <i>Don’t trust that snake oil</i> ” (Instagram, 07.2021); 3. “ <i>A bunch of lab rats, good luck you idiots</i> ” (Instagram, 07.2021).

<p>Nominations of stages, means, features of sexual intercourse</p>	<ol style="list-style-type: none"> <li>1. <i>“Fuck your vaccine”</i> (Instagram, 07.2021);</li> <li>2. <i>“Fuk u Biden clown butch”</i> (Instagram, 07.2021);</li> <li>3. <i>“The vaccine is a fucking joke”</i> (Instagram, 07.2021);</li> <li>4. <i>“wtf”</i> (Instagram, 07.2021);</li> <li>5. <i>“suck my dick”</i> (Instagram, 07.2021);</li> <li>6. <i>“F**k you, you are horrible at your job and you and Kamala should be fired”</i> (Instagram, 07.2021);</li> <li>7. <i>“KEEP YOUR F**KIN CIA AWAY FROM OUR COUNTRY BRAZIL. GET OUT!!!”</i> (Instagram, 07.2021);</li> <li>8. <i>“Fvck this \$hit”</i> (Instagram, 07.2021);</li> <li>9. <i>“fack you jo”</i> (Instagram, 07.2021).</li> </ol>
<p>Nominations of a person for Intellectual abilities</p>	<ol style="list-style-type: none"> <li>1. <i>“Bullshit the tax payer pays Joe!! Do you think we are stupid???”</i> (Instagram, 07.2021);</li> <li>2. <i>“Loser” is written for 7 times</i> (Instagram, 07.2021);</li> <li>3. <i>“looser the people don’t want you”</i> (Instagram, 07.2021);</li> <li>4. <i>“hope you fall over and don’t get up again idiot”</i> (Instagram, 07.2021);</li> <li>5. <i>“You’re an idiot, and Trump Won!”</i> (Instagram, 07.2021);</li> </ol>



	6. <i>“Your brain is not clear at all”</i> (Instagram, 07.2021).
Nominations of human body parts	<p>1. <i>“Your bitch ass vaccines are fake nigga worst ass president my dad got the two vaccines and he got COVID bitch ass”</i> (Instagram, 07.2021);</p> <p>2. <i>“The fuk with your government brainwash manipulation and control shots I am not one of these sheep you can stick that shot up your ass where the sun don’t shine you bish ass nizzle I don’t think so not over my dead body kiscck rocks”</i> (Instagram, 07.2021);</p> <p>3. <i>“sleepy joe get your big ass head out of your little ass”</i> (Instagram, 07.2021);</p> <p>4. <i>“shove the vaccine up your ass you shitbag”</i> (Instagram, 07.2021).</p>

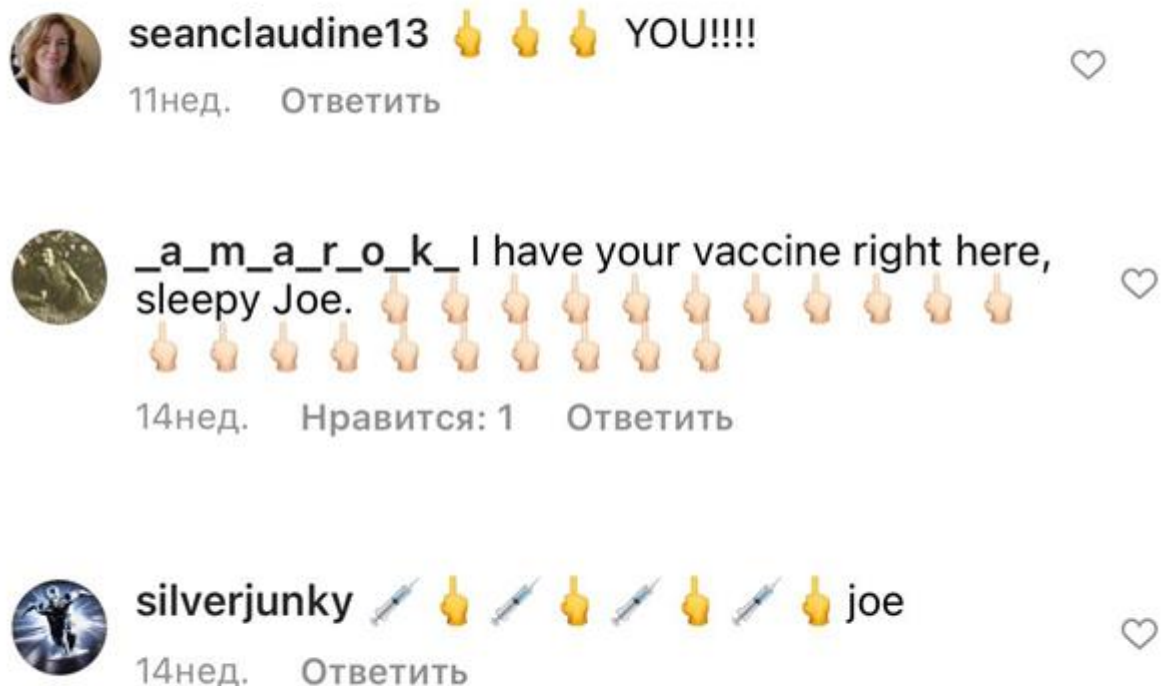
Analysing the given comments we can conclude that quite often people use verbal aggression in their Instagram comments, especially users like to use emoji. We have also noticed a tendency for users to replace some letters in invectives namely with “\*”. In our opinion, users often make mistakes in writing an invective, replacing certain letters so that their messages will not be deleted. Recently, Instagram has started tracking user comments and posts and has started blocking manifestations of aggression and violence.

The table does not include the following comments: *“Fake president”* (Instagram, 07.2021); *“Worst president”* (Instagram, 07.2021); *“clown”* (Instagram, 07.2021); *“You’re a fake president”* (Instagram, 07.2021); *“You are killer”* (Instagram, 07.2021); *“Liar”* (Instagram, 07.2021); *“Creepy sleepy Joe”* (Instagram, 07.2021); *“Joe Biden you’re the worst president ever an that’s Ong joe”*

*biden*” (Instagram, 07.2021); “*No it’s not you’re a liar*” (Instagram, 07.2021); “*Worst most corrupt president ever!!!!*” (Instagram, 07.2021); “*ur so full of sh\*\**” (Instagram, 07.2021); “*Worst leader ever*” (Instagram, 07.2021). Users increase their verbal aggression with exclamation marks and the use of capitalization.

The means of expression of aggression can also include the use of the imperative mood про наказовий спосіб десь вище було. Треба ці абзаци об’єднати, for example: “*Calm down there Joey*” (Instagram, 07.2021); “*Stop lying Biden*” (Instagram, 07.2021); “*Shut up joe*” (Instagram, 07.2021).

As mentioned earlier, emoji are designed to express the emotions of communicators. They are a powerful means of transmitting non-verbal information during online communication. So, we found a huge number of cases of using negative emoji in the comments under Joe Biden's post in Instagram. In some cases they serve as a reinforcement of their negative emotions, and in some cases – as a manifestation of hidden aggression.



In these examples emoji replace the invective but the reader completely understands the message of the comment.

In our opinion, the frequency of verbal aggression in comments is because of writing a message or comment is easier than saying it in real life. This performs a psychosocial response function. We can see more radical statements on the Internet because everyone is very bold in writing their affirmations. However, in fact it has a therapeutic effect. That is, instead of actively protesting (sometimes in a violent and aggressive way) and actually doing something, people write negative comments thus give vent to their feelings and emotions.

Thus, verbal aggression in social media is typically manifested through lexical (invectives of different types, evaluative vocabulary, obscene vocabulary), grammatical (imperative mood) and graphic means.

### **2.3. Aggression in Creolized Texts**

Dialogic Internet discourse allows to use not only purely verbal texts, but also to introduce graphic elements. Y. Sorokin offered to call the texts, the texture of which consists of two inhomogeneous parts creolized (Sorokin, 1990, p. 180-186). By creolization we understand combining the means of different semiotic systems in a complex that meets the conditions of textuality (Bernatskaya, 2000, p. 104-110).

The means of creolization of verbal texts include image components that affect the interpretation of the text, as well as technical elements of a text design that affect its meaning. Among them are: font, color, text background (color or illustrated), iconic typographic symbols (icons, ideograms), graphic design of verbal text (in the form of a figure, in a column). A bright example of creolization is given in Appendix C. In this picture, we see an ironic statement taken from the debate of Donald Trump and Hillary Clinton. Other examples of creolization are featured in Appendices D, E, F, G. The graphic images serve the goal of offending the opponent, humiliating them. Although the pictures on the one hand are entertaining, they cover aggressive hue.

These images are often called memes in the Internet space. An Internet meme is short (usually ironic and witty) information in one form or another (word,

expression, image, video or audio) that quickly becomes popular and is reproduced in new contexts and situations within the Internet through social media, blogs or forums (Khoroshylova V.M). Meme as a unit of information and communication possesses all the properties that are necessary for effective propaganda performances in media (Pavlyuk, 2019):

- 1) expressiveness, ability to concentrate and transmit emotions;
- 2) modern neologic nature and popular anti-official form;
- 3) reactivity as an imminent reaction to topical social events;
- 4) interactivity, serving as an object for comments in a public dialogue and intermediary in interdiscursive transformations;
- 5) viralability as a capacity for rapid dissemination of information and energy in wide circles.

Emoticons, which are specific graphic units designed to express the emotions of communicators, are also a powerful means of transmitting nonverbal information during online communication. For example: *“Is that enough chocolate for your nasty ass?👊”* (Facebook, 06.01.2021); *“these idiots that voted for Joe will be the first to complain about him. 🤔”* (Facebook, 06.01.2021); *“Charles Awuzie once Trump leaves he won’t have the security and all the resources he is taking advantage of now. Also, who in USA or the world would want to do business with this dictator. Trump will have to hide under a rock with his full family. JUSTICE AT LAST👊👊👊”* (Facebook, 06.01.2021); *“Charles Awuzie 👊👊 bye 🤔”* (Facebook, 06.01.2021).

Such emojis further increase the intensity of aggression in the message or, conversely, may hide a certain meaning or mitigate its negative effects. Emoji can be considered a specific language code that needs to be deciphered. Judging by the fact that today almost no personal correspondence is complete without emoticons, we can safely say that emojis have become an independent part of everyday communication. Sometimes they even tend to replace the language: you can write a whole message, using only emoticons.

Summarizing the above, we consider that creolized texts, in general, are widespread as a means of expressing aggression in the media discourse. They combine verbal and nonverbal components that affect the interpretation of the text, as well as elements of text design that affect its meaning. Such tools (among which, in the first place, are Internet memes and emoticons) are often used to implement the strategy of verbal aggression.

### **Conclusions to Chapter Two**

1. In the texts of English online publications verbal aggression is applied as a strategy to attract the readers' attention and to increase popularity of online pages. Strategies of verbal aggression are implemented via a variety of language tools, the central place among which is taken by invectives.
2. The analysis of illustration material revealed that headlines rarely display any stylistic means of aggression manifestation. In our opinion, the main reason for this is that the information in online periodicals is filtered and checked before publication. However, sometimes journalists resort to invective vocabulary in the headlines of online newspapers in order to influence people's thoughts and behavior and increase the number of views and paid subscriptions.
3. In order to shape thoughts of most readers, feelings and even actions, the media actively use various means of expressing verbal aggression, irony as a contradiction between the literal and the hidden meaning being one of the most widespread. With the help of this stylistic means the author can hide his or her aggressive intention and affect human consciousness.
4. To recapitulate the findings of the present research we can draw the following conclusion: invective tactics are the most effective in realizing verbal

aggression in mass media discourse. They lower social status of the opponent and cause psychological damage to the object.

5. Due to users' anonymity, they actively employ a wide range of means to express aggression. Among the most common are lexical and graphic means, for example using invective, printing the text in capital letters, using several exclamation marks, writing words with doubling all the letters, writing words by combining lowercase and uppercase letters, using imperative mood. To express the emotions of communicators and intensification of negative emotions people also use emoji.
6. In addition, social media users frequently utilize creolizations. These include emoji, as well as pictures accompanied with a text, which carry a certain message. In the course of our research, we came to the conclusion that such pictures and emojis can function as a means of detecting aggression independently. They fully illuminate the idea of a message and convey feelings.

## GENERAL CONCLUSIONS

Nowadays more and more significant part of communication of both business and personal nature is carried out in a virtual environment. Computer-mediated communication is an integral part of our daily lives. People spend a lot of time interacting on social media, and often prefer online communication to real. Because of this, many forms of speech behavior, such as verbal aggression, moved to cyberspace. A kind of anonymity and computer mediation create a sense of permissiveness, therefore the Internet becomes a platform for the implementation of destructive behavior, and verbal aggression is an integral part of it. Hence the need to study the specifics of verbal aggression, in particular the peculiarities of its expression in the texts of mass and social media.

In our master's study, an attempt to consider the phenomenon of verbal aggression in present-day media English discourse was made. Emphasis was placed on the texts of electronic publications in the United Kingdom and the United States, as well as social media such as Facebook, Instagram, and YouTube. The study of the peculiarities of the manifestation of verbal aggression in the media discourse allows us to draw a number of important conclusions about the stated problem.

Speech aggression is understood as manifestations of destructive, offensive, dominant speech behavior. Although there is no single definition of verbal aggression, every linguist defines the term differently. Thus, A. Zagnitko generally proposes to distinguish between two concepts: language aggression and speech aggression. Sheliukh also offers to distinguish between hate speech. In our study, we relied on the definition by A.G. Buss that verbal aggression is a form of human verbal behavior that is based on the motivation to harm the recipient and which is used through lexical items.

A. Buss was the first who proposed to systematize verbal aggression and he suggested dividing it into four types: verbal active direct, verbal active indirect, verbal passive direct and verbal passive indirect. Y. Shcherbinina proposed her own classification, which distinguishes insult, hostile remark, threat, rude demand, and rude refusal.

At the lexical level, among the most commonly used markers of verbal aggression are invectives, obscene language, words and expressions that create and spread negative stereotypes about certain groups of people. At the punctuation level, we record the use of several exclamation marks or questions in a row, and on a graphical – writing words in capital letters, combining the writing of words in capital and small letters, as well as doubling the letters imitating a scream. We can also refer here the use of emoji and creolized texts, which might often be aggressive in nature. At the grammatical level, we can highlight imperative sentences and rhetorical questions.

After researching English-language online publications, we came to the conclusion that journalists use verbal aggression in their texts in order to influence people's minds. Verbal aggression has manipulative character. In mass media discourse, the invective as a unit of verbal aggression is used to achieve greater sensationalism, to draw public attention to the publisher, to increase the audience's interest. We also noticed that well-known online publications such as *the National Review*, *the Financial Times*, *The Guardian*, *The Wall Street Journal*, *USA Today*, *the Washington Post*, *the New York Times*, *the New York Post*, *The Times*, and *the Sunday Times* are controlled and are likely being censored. The use of invective vocabulary in these periodicals is not frequent enough, but if we consider the unknown articles or magazines, journalists express their views there more widely, not following the rules of ethics.

In social media, we observe a completely different picture. All users have the opportunity to anonymously express opinions, make suggestions and appeals. We made an attempt to analyze and make classifications of means of expression of verbal aggression in social media. The most productive markers of verbal expression



aggression in social media includes invectives. We can divide them into the following categories: nomination of age, nominations of animals, birds, insects (zoosemisms), nominations of stages, means, features of sexual intercourse, nominations of stages, means, features of sexual intercourse, nominations of a person for intellectual abilities, nominations of human body parts, nominations by place of birth or residence, nominations by place of birth or residence.

Creolized texts are widely used in Internet communication, combining verbal and nonverbal components that affect the interpretation of the text, as well as technical elements of text design that affect its meaning. Active use of graphic elements in Internet communication causes the so-called creolization of language, when in one utterance verbal and graphic means are combined. Together with a wide arsenal of emoticons and other means of conveying emotions creolized language serves for implementation of the strategy of task to humiliate the opponent in Internet discourse.

The prospects for further research concern studying expressions of verbal aggression in media discourse, their classification and studying the peculiarities of the implementation of verbal aggression in various social networks.

## RESUMÉ

Протягом кількох десятиліть в сучасному медійному дискурсі спостерігається посилення рівня агресивності. Саме тому вивчення вербальної агресії стало важливим напрямком сучасної лінгвістики та одним з актуальних завдань науковців, які демонструють широкий спектр підходів до вивчення цього явища. Особливе місце серед них посідають роботи Р. Г. Апресяна, А. Басса, Ю. Щербиніної, А. В. Завражиної та багатьох інших. Вербальна агресія розглядається як цілеспрямована, конфліктогенна, мотивована мовленнєва поведінка, орієнтована на негативний вплив на психологічний та емоційний стан адресата та на отримання агресивної реакції. Вираження вербальної агресії завжди передбачає наявність об'єкта, на який спрямована агресія. Він може бути або адресатом або предметом мовленнєвої дії.

Робота присвячена аналізу засобів вираження вербальної агресії у контексті масмедійного англійського дискурсу як негативізуючої мовної поведінки, що реалізується в деструктивних формах. Розглядаються стилістичні засоби маніфестації вербальної агресії в електронних англійських виданнях, заголовках, виступах президентів та соціальних мережах. Зроблено висновок про те, що агресія може проявлятися як експліцитно, так і імпліцитно. На лексичному рівні серед найбільш уживаних маркерів вербальної агресії виділяємо інвективи, нецензурну лексику, слова та вирази, що створюють та поширюють негативні стереотипи щодо певних груп людей, фамільярні звертання. На пунктуаційному рівні фіксуємо вживання декількох знаків оклику та/або питання поспіль. На граматичному рівні – форми наказового способу, спонукальні речення і риторичні запитання.

Перспективи дослідження вбачаємо у подальшому вивченні та класифікації засобів вираження вербальної агресії в дискурсі соціальних мереж.

**Ключові слова:** вербальна агресія, лінгвістика, масмедійний дискурс, інвективні тактики, мовленнєві стратегії, пейоративна лексика, креолізовані тексти, соціальні мереж

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## APPENDIX A

Classification by	Type	Example
A. Buss	Verbal, active, direct (that is a direct verbal abuse or humiliation of the addressee)	“ <i>Charles, shut up loser!</i> ” (Facebook, 01.06.2021).
	Verbal, active, indirect (spreading gossip about a third person)	“ <i>Donald Trump for the Hall of Shame!</i> ” (Facebook, 01.06.2021).

<p>Verbal, passive, direct (refusal to speak with an addressee)</p>		<p><i>“S.V. Dáte had waited five long years to ask Donald Trump one question: “Mr President, after three and a half years [of Trump’s presidency], do you regret at all, all the lying you’ve done to the American people?” Confronted with Dáte’s question at Thursday’s White House briefing, Trump responded with a question of his own. “All the what?” he said. Trump: “That who has done?” “You have done,” said Dáte, who is the Huffington Post’s White House correspondent. “Tens of thousands–”, he began to say before Trump cut him off and called on another journalist, who asked a question about payroll tax (The Guardian, 2020).</i></p>
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	<p>Verbal, passive, indirect (refusal to provide verbal explanations) (Beron, 2001)</p>	<p><i>“How do you say Trump doesn't respect women when you went after the women and instead of saying, “Hey Bill, What are you doing”, Montesano asked. Ivanka Trump used the events to hone in on her father's positive traits, framing him as a strong leader who helped many employees rise through the ranks of his company. “There are a lot of people who manage people well, and there are other people who meet people and inspire people,” she said. “We have thousands of employees at the Trump organization and he sets these large and lofty goals but he also helps people realize them and he helps people grow into their full potential.” Following the event, Ivanka Trump ignored questions from reporters seeking comment on the allegations” (ABC News. 2016).</i></p>
	<p>The insult</p>	<p><i>“Charles Awuzie, you're an idiot” (Facebook, 06.01.2021).</i></p>



Y.Shcherbinina	Defensive insult	<p><i>“Biden slapped back at the president’s attacks over and over using his own searing rhetoric, calling Trump “a clown,” “a racist” and “a liar.” At one point when Trump kept interrupting, Biden charged, “Will you shut up, man?”” (AP News, 2020).</i></p>
	Intentional insult	<p><i>“Trump: “You said you went to Delaware State, but you forgot the name of your college. You didn’t go to Delaware State. ... There’s nothing smart about you, Joe” (AP News, 2020).</i></p>

A hostile remark	<p><i>“On May 31, at 12:06 a.m., Trump tweeted a bizarre, seemingly incomplete message: “Despite the constant negative press covfefe.” “Covfefe” appears to be a mangled attempt at typing “coverage”, and most users who saw the tweet assumed Trump would delete it and try again. “Not only is covfefe a word, it’s the greatest word ever uttered” (Zach Braff, Twitter, 31.05.2017). “Ask your doctor if Covfefe is right for you” (Travon Free, Twitter, 31.05.2017).</i></p>
The threat	<p><i>“Mr Biden told ABC he had warned Mr Putin about a potential response to alleged election meddling during a call in late January. “He will pay a price,” Mr Biden said in the interview, broadcast on Wednesday (BBC News, 2020).</i></p>

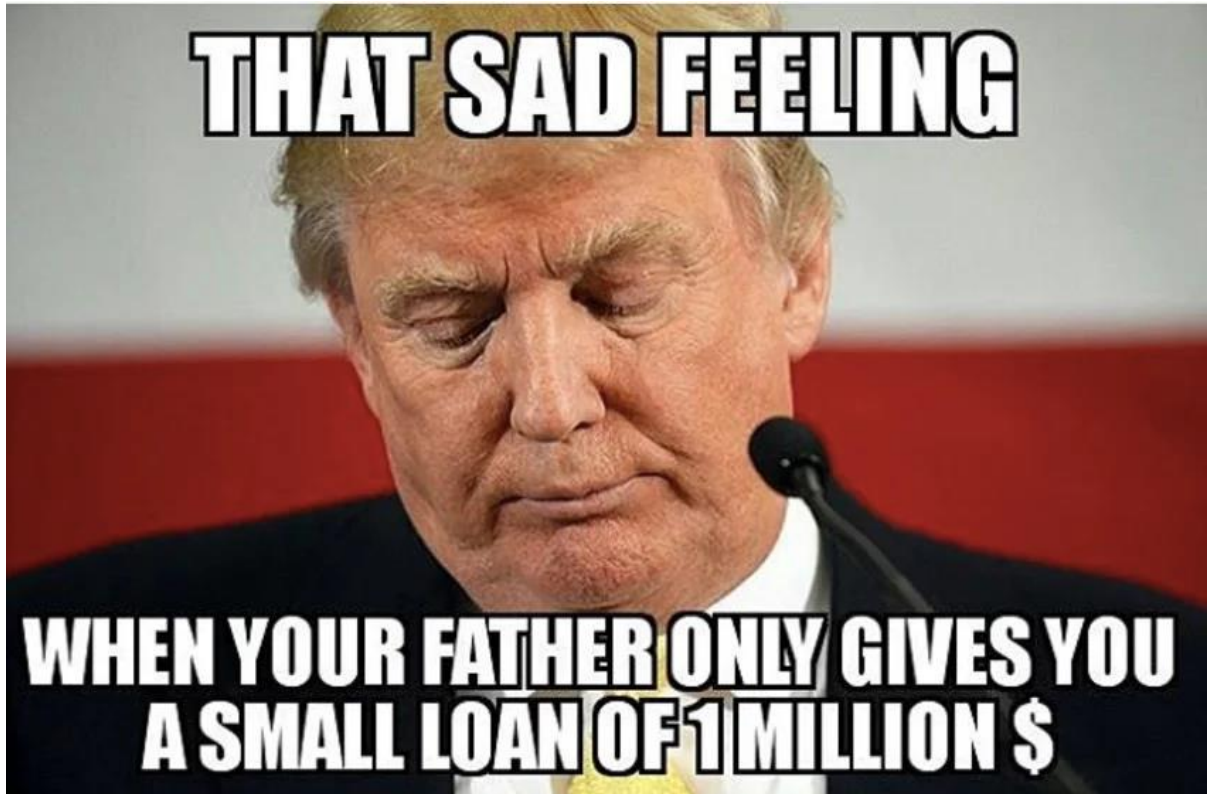
	A rude demand	<p><i>““Will you shut up, man?” said Biden” (NBC News, 2020). Or another example: ““No, that’s enough,” he said, adding. “The problem is, you don’t write the truth”. Collins continued to press, but Trump replied, “No, not CNN. I told you, CNN is fake news. Don’t talk to me.”” (BostonNews, 2020).</i></p>
	A rude refusal	<p><i>“Noel Gallagher refuses to wear face masks: “There’s too many fucking liberties being taken away” (NME News, 2020).</i></p>

## APPENDIX B

№	Means of expression verbal aggression by O.P. Guz	Example
1	Words and expressions denoting anti-social, socially condemning activities	<p><i>“Fucking bullshit from Biden’s mouth everyday”</i> (Instagram, 13.10.2021);</p> <p><i>“Hey Joe you’re a pos and your followers are degenerate zombie”</i> (Instagram, 15.10.2021);</p> <p><i>“You think your so cool and you and your staff are so flippant god will judge you and you all are burning in hell”</i> (Instagram, 15.10.2021).</p>
2	Words with a clear negative color	<p><i>““It’s fucking shit,” Dinara Habibullaeva, a Poroshenko advisor, said of the report before the second round. “We have this situation where...the population voted for a showman, an actor who is not well versed in politics, who is a puppet of Kolomoisky and the channel that Kolomoisky controls puts out fakes””</i> (Pulitzer Centre, 2019).</p>

3	Zoosemantic metaphor	<p><i>“Ukraine is oversaturated with political and power “drones”...I will not discover a new America if I say that our community lacks not only a deep mind but also a basic mind. Because we need to find a country in the world where the people, as patiently as in Ukraine, feed a huge army of political and power “drone””(Zemlyaivolya, 2013).</i></p>
4	Words that have in their meaning a negative, as well as overly expressive assessment of the person	<p><i>“Biden believes Putin is a “killer”: The price he’s going to pay, you’ll see shortly”(Independent, 2021) ;</i></p> <p><i>“Once again...whoever voted this potato into office ahoul hanf their head in shame... ”(Instagram, 15.10.2021);</i></p> <p><i>“Fuc** yoi biden hard. Your not any better then Hitler” (Instagram, 15.10.2021).</i></p>
5	Offensive words that divide people into “white” and “black”, real Britons and Europeans	<p><i>“A black president? For followers of the racist "birther" movement, it was inconceivable. Trump was long the most prominent among them to sow lies about Barack Obama's background, claiming he was born in Kenya, not the US, and was not Christian”(DW News, 2017)</i></p>

## APPENDIX C



APPENDIX D



## APPENDIX E



Good job america you just  
voted for a fucking idiot -  
Donald Trump ...



APPENDIX F



APPENDIX G



## APPENDIX H

JOEBIDEN  
Публикации

Подписаться



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