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Course Paper

Colloquial Vocabulary in English and Ukrainian Media: A Contrastive Aspect

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CONTENTS

INTRODUCTION

Language is a dynamic entity that reflects the multifaceted nature of human communication. In the realm of media, language takes on a distinctive form, often characterized by colloquial expressions that resonate with the audience. This course paper explores the intricate world of colloquial vocabulary in English and Ukrainian media, delving into the nuances of its usage, functions, and the impact it has on shaping discourse.

In today's globalized world, where information knows no boundaries, understanding the intricacies of colloquial vocabulary becomes paramount. This paper seeks to unravel the layers of colloquial expressions within the media landscape, focusing on both English and Ukrainian languages. By undertaking a comparative analysis, we aim to discern patterns, similarities, and differences in the utilization of colloquial vocabulary, shedding light on the distinct linguistic features that characterize each.

Modern media plays a significant role in society, shaping public opinion and influencing people's worldview. Colloquial vocabulary used in the media is becoming increasingly widespread, making the study of its specifics and functions relevant.

The object of this study is contemporary English-language and Ukrainian-language media discourse.

The subject matter of the course paper is colloquial vocabulary in English-language and Ukrainian-language media, viewed from a contrastive stylistic perspective.

The aim of the paper is to explore similar and divergent features in semantics and functioning of colloquial vocabulary in English-language and Ukrainian-language media.

To achieve the aim, the following **tasks** should be fulfilled:

- to define the concept and functions of colloquial vocabulary in contemporary stylistics;
- to analyze the specifics of colloquial vocabulary usage in English-language media;
- to examine the peculiarities of colloquial vocabulary usage in Ukrainian-language media;
- to compare the types of colloquial vocabulary used in English-language and Ukrainian-language media;
- to compare the functions of colloquial vocabulary in English-language and Ukrainian-language media;
- to identify common and differing features of colloquial vocabulary usage in English-language and Ukrainian-language media.

The illustrative material includes different newspapers and sites, both English and Ukrainian, which helped to provide examples and material for the contrastive analisys.

The research entails the following methods of analysis: the semantico-stylistic analysis; the contrastive stylistic analysis, as well as the contextual-interpreatative analysis.

The novelty of the research lies in the comprehensive comparative analysis of colloquial vocabulary features in English-language and Ukrainian-language media.

The research results can be applied in the practical work of journalists, editors, translators, as well as in the educational process for the study of stylistics and translation courses.

Structurally, the paper consists of an introduction, two chapters, conclusions, a list of references, a list of illustrative materials, and appendices.

CHAPTER 1

THEORETICAL FOUNDATIONS OF COLLOQUIAL VOCABULARY RESEARCH IN ENGLISH AND UKRAINIAN MEDIA

1.1 Definition and Functions of Colloquial Vocabulary in English and Ukrainian Media

In linguistics, the term "colloquial vocabulary" has been established for quite some time. Usually it used to denote a group of words that are part of the literary language and do not violate the language norms (Баранник, 2008: 1). The concept of norm implies both the correlation of "correct" and "incorrect," inherent in the literary language, and the stylistic differentiation of language units, either by oral/written form of communication, or by a specific functional style of language, or by a particular stylistic situation. Stylistic colloquial norm is a characteristic of the conversational communication style. Depending on the level of linguistic-literary standard mastery, the speaker's colloquial-practical language will have a corresponding ratio of normative elements, means of expressing emotions and thoughts, trasmission situational expressiveness. If to speak more accurately, it will be a manifestation of spoken literary language or a representative of language with peripheral transitional elements, leaning towards connotated vernacular language with vernacular, dialectal, interdialectal, colloquial phonetic, lexical, grammatical elements features of stress, pronunciation, rhythm-melody, and perhaps with socio-jargon overlays (Бибик, 2011: 2).

The most expressive feature of the stylistic colloquial norm is the presence of colloquial style vocabulary. In the "Ukrainian Language" encyclopedia, we can find that colloquial vocabulary is words that are contrasting the stylistically neutral and bookish vocabulary of the literary language with its functional-stylistic load and emotionally-expressive coloring. So, due to the context of literary language and its norms, colloquial vocabulary can be denoted as: 1) stylistic means of emotional and semantic expressiveness in a particular artistic, journalistic, scientific-popular context; colloquial

styles; 2) codification functional-stylistic parameter of vocabulary; 3) neutral colloquial everyday vocabulary that undergoes actualization and associative-imaginative transformation in the artistic style (Бибик, 2011: 2).

In general, the projection of colloquial vocabulary onto literary written language noticeably influences the differentiation of its composition, from which, at first glance, the stylistically neutral layer of everyday words, ethnographic terms, professional jargon, organically integrated into the structure of conversational style in literary language, is cut off. The concept of "colloquial vocabulary" is narrower than the concept of "vocabulary of colloquial language," since the latter may cover layers of dialectal words, colloquialisms, slang, jargon, all macroterritorial variants of folk speech practices, including forms, irregularities sanctioned by artistic language, in which the stylized colloquial norm is broader than the "literary norm" of standardized language. Therefore, the terminological equivalent of "colloquial vocabulary" is a distorted reflection of the colloquial style of literary language, as it reflects only a portion of its lexical composition, which is studied in Ukrainian stylistics based on the material of colloquial everyday language, production-service genres of spoken language, written texts of artistic and journalistic styles (Єрмоленко, Бибик, 2001: 5).

What groups of words are classified as colloquial vocabulary? For example, three subgroups within the structure of colloquial vocabulary: "1) proper colloquial vocabulary, 2) so-called colloquialisms, 3) coarse colloquialisms or vulgarisms. Colloquial language also includes vocabulary whose usage is limited either territorially (dialects) or socially (jargon and argot)." Mostly, the emotional and evaluative expressive vocabulary is identified as the primary element of colloquial vocabulary, including: a) words whose lexical meaning carries a positive or negative emotional coloring (marvelous, dear, disgusting, abomination, lie); b) vocabulary with formal grammatical indicators of emotionality (tiny, scoundrel, old fellow); c) words expressing emotions of humor, endearment, contempt, scorn, irony, vulgarity, and

invective (psych, scoundrel), familiarity (brotherhood, healthy one, boss), with corresponding remarks in dictionaries; d) words with a voluntary connotation. The speaker's emotionality, as is known, has situational, social, and psychological prerequisites, and depending on the functional-stylistic conditions, emotionality may have features of colloquial, poetic, or journalistic language. Among the verbal expressions of human emotions, the following are mentioned: exclamations (aha, oh, wow, uh), names of mental, internal states, emotions (to experience, to hate, boredom, joy, enthusiasm, contempt), characterizations of people (scribbler, nimble person, old woman, gossip), human actions (to speak – to lie, to climb, to sleep – to nap, to say – to babble, to chatter), body parts (cheeks, snout, beak, mouth), material objects (vase, handle, mess), as well as any concepts with a negative and positive evaluative component in semantics (Коробчинська, 1968: 7).

Colloquial vocabulary, as already mentioned, is a codification-functional-stylistic parameter of units in literary language.

In linguistics, the term "colloquial vocabulary" has long been established, but contemporary research lacks a unified approach to its definition and clear delineation of boundaries. S. Bybyk notes that the term "colloquial vocabulary" is primarily used to describe a group of words that are part of the literary language without violating its norms, adhering to the literary norm in its stylistic manifestation (Бибик, 2011: 2).

By the criterion of informality, non-literary words are also classified as colloquial vocabulary. Liudmyla Korobchynska identified three subgroups within colloquial vocabulary: proper colloquial vocabulary, so-called vernacular, and coarse vernacular or vulgarisms. Colloquial language also includes vocabulary whose usage is limited either territorially (dialects) or socially (jargon and slang) (Коробчинська, 1968: 7).

In literature, colloquial-prosaic vocabulary is identified, imparting an easygoing character to the language, sometimes with a tone of familiarity and sharpness. Boris Kovalenko suggests that the use of stylistically reduced lexicon, such as colloquial,

prosaic, slang, jargon, dialectal, vulgar, or offensive language, is a significant component in the language of late 20th to early 21st-century journalism.

In general, it should be noted that colloquial vocabulary serves stylistic functions only when used in other styles, departing from its "natural" environment. In literary texts, the use of colloquial vocabulary becomes a stylistic device for reproducing spoken language structures (Bakaradze, 2016: 8).

1.2 Specifics of Colloquial Vocabulary Usage in English-Language Media

The heterogeneity of the conversational vocabulary in the English language leads to the emergence of several difficulties in attempting to provide a clear definition and characterize its subdivision into subgroups. Conversational vocabulary is traditionally defined as a traditional, conditional, and collective term for what is opposed to the ideally correct, faultless model-exemplary cultural standard. Deviation from this norm can range from minimal (without violating literary standards) to moderately reduced, noticeable (familiar layer), and significant (coarse and vulgar lexicon) (Alisoy, 2023: 9). Conversational vocabulary is defined in dictionaries (CV) as "lexical units used in spoken language, for example, in informal unofficial conversation, [...] and is one of the categories of the vocabulary of literary language, alongside bookish and neutral vocabulary".

Alisoy (Alisoy, 2023: 9), studying conversational vocabulary in the context of literary language and its norms, defines conversational vocabulary as:

1) a stylistic means of emotional and meaningful expressiveness in a specific artistic, journalistic, popular science context; conversational styles;

2) a codification functional-stylistic parameter of vocabulary;

3) a neutral conversational everyday dictionary that undergoes actualization and associative-imaginary transformation in artistic style (Alisoy, 2023: 9).

There are various approaches to the classification of conversational vocabulary. In particular, researchers characterize it as vocabulary of a neutral or commonly used style, as well as words with emotional-expressive coloring (endearing, abusive, ironic, humorous, etc.) (Haspelmath, 2009: 10).

Alisoy (Alisoy, 2023: 9) classifies conversational vocabulary into:

1) literary-conversational (words used by educated strata of society in everyday oral or written communication);

2) familiar-conversational, with a subgroup of children's vocabulary (a layer of more emotional vocabulary, including many humorous and ironic words and expressions);

3) slang (words mainly used by uneducated people) (Trappes-Lomax, 2004: 11).

The classification of conversational vocabulary in English-language media includes the following subgroups:

1) words used only in informal speech - conversational words:

• proper conversational words (conversational synonyms of neutral words): chap - guy; or words with no exact equivalents in neutral or literary strata: molly-coddle - a man considered effeminate;

• phonetic variants of neutral words: gaffer (grandfather), baccy (tobacco). Among the phonetic variants of neutral words, special attention is given to the phonetic abbreviations of auxiliary and modal verbs: won't, don't;

• diminutive variants of neutral words: granny, daddy, as well as proper names: Johnny, Bobby;

• conversational variants of polysemantic words: the neutral meaning of the word spoon is "a utensil for eating," but in spoken language, this word can mean "a person with low intellectual development";

• a large part of interjections belongs to conversational vocabulary: gee!, eh?, well, why;

2) jargon and slang, as well as nonce words - words invented for a specific case and then no longer used;

3) vulgarisms - coarse words or expressions that are at the lower limit of slang beyond literary vocabulary and phraseology (Hotten, 1870: 12).

Classification of conversational vocabulary (Kowalczyk, 2023: 13) has two subgroups:

1) general-literary conversational vocabulary;

2) non-literary conversational vocabulary (slang, professionalisms, jargon, vulgarisms, and lexical dialects) (Kowalczyk, 2023: 13).

In addition to slang, different categories of conversational vocabulary are distinguished, such as jargon (conversational vocabulary of a reduced style recognized at the national level: high fliers; loaf), professionalisms, or professional jargon (words used within a group of people in one profession: outer; to have something in the pipeline), dialectisms, vulgarisms, and obscene vocabulary (bloody, goddam, daft – stupid).

The classification of conversational vocabulary of the English language is distributed into the following categories: 1) general conversational vocabulary; 2) slang; 3) jargon; 4) professional words; 5) dialects; 6) vulgarisms; 7) conversational neologisms (Kowalczyk, 2023: 13).

Colloquial vocabulary plays a distinctive role in the English language, particularly within the dynamic landscape of media communication.

The colloquial vocabulary used in English-language media exhibits diverse forms and expressions. This includes but is not limited to (Granat, 2021: 14):

1. Conversational Words: Media outlets employ words typical of informal speech, enhancing the approachability of their content. These words range from common colloquialisms to those specifically crafted for particular contexts.

2. Phonetic Variants and Abbreviations: Media professionals leverage phonetic variants and abbreviations, such as contractions and informal spellings, to mimic spoken language. This technique aims to establish a conversational tone and engage the audience effectively.

3. Diminutive and Familiar Terms: The use of diminutive forms and familiar terms, like nicknames or endearing expressions, contributes to creating a friendly rapport with the audience. It fosters a sense of connection and relatability.

4. Interjections: Interjections, reflecting spontaneous emotional reactions, are integrated into media discourse for emphasis or to convey a particular tone. These include expressions like "wow," "oh," and "hey," adding a conversational flair.

5. Slang and Jargon: English-language media often incorporates slang and jargon, making the content more vibrant and attuned to contemporary language trends. However, careful consideration is required to ensure the audience's understanding and avoid alienation.

6. Vulgarisms and Taboo Language: While sparingly used, certain media platforms employ vulgarisms or taboo language to evoke specific emotions or emphasize particular points. Striking a balance between impact and appropriateness is crucial in such instances.

Functions of Colloquial Vocabulary in Media:

The application of colloquial vocabulary in English-language media serves several functions:

1.Audience Engagement: Colloquial expressions enhance audience engagement by creating a conversational atmosphere. This aids in capturing and maintaining the audience's attention in a media-saturated environment.

2. Authenticity and Relatability: Media outlets utilize colloquial language to present content authentically, making it relatable to diverse audience segments. This authenticity fosters a sense of trust and connection.

3. Expressiveness and Tone: Colloquial vocabulary allows media professionals to infuse expressiveness and tone into their communication. Whether aiming for humor, informality, or urgency, colloquialism becomes a powerful tool for conveying desired emotions.

4. Reflecting Contemporary Language Trends: Incorporating slang and colloquial expressions enables media platforms to mirror current language trends, resonating with the ever-evolving linguistic preferences of their audience.

While colloquial vocabulary enhances media communication, it presents challenges and considerations. Striking a balance between informality and maintaining professionalism is paramount. Careful selection and contextual appropriateness are essential to avoid potential misunderstandings or alienation of certain audience groups.

In conclusion, the usage of colloquial vocabulary in English-language media is a nuanced and strategic choice. Its diverse forms contribute to audience engagement, authenticity, and the overall effectiveness of communication. Understanding the specifics of colloquial vocabulary in media is vital for media professionals navigating the dynamic landscape of contemporary communication. As language continues to evolve, so too will the intricate interplay between colloquialism and effective media discourse (Granat, 2021: 14).

1.3 Colloquial Vocabulary in Ukrainian-Language Media

Colloquial vocabulary exhibits a wide range of applications in journalistic texts, ensuring a pronounced impact on the reader and creating an emotionally expressive effect. However, this verbal layer may pose challenges for foreign readers due to the presence of stylistically marked and colloquial units, which are not always reflected in dictionaries.

A distinctive feature of contemporary journalistic texts is the combination of formal and colloquial lexicons. This stylistic fusion is often observed even in articles addressing serious topics in reputable publications.

Lexical diversity in texts is evident through the use of various word types: common, technical terms, borrowings, words with a high stylistic coloration, as well as colloquial and slang elements. However, this does not imply that colloquial vocabulary forms the foundation of journalistic style. Journalistic style is not all-encompassing, and colloquial vocabulary serves as a means to avoid rigid formality, providing texts with an informal tone in communication with the reader. Conversational language, fluctuating "between two tones – serious and humorous," enables authors of newspaper articles to express ideas with ease, creating an appealing style for the reader. However, understanding jokes or language play can be challenging for foreign readers who may lack the relevant experience or knowledge for "decoding" such elements (Shevchenko, 2012: 16).

Let's consider some commonly used colloquial expressions in newspaper texts:

1. Personal Name: It's an abbreviation of a person's surname or first name and is perceived by readers as something widely accepted, as these individuals are well-known in Ukraine.

Example: Зе (Ze) - referring to Ukrainian President Zelensky. ((https://tsn.ua/politika/plani-ze-scho-obicyav-i-proponuvav-zelenskiy-i-yogo-komanda-pered-peremogoyu-na-viborah-prezidenta-1333299.html)

2. Metonymic Nominations: These are expressions related to the country where a war took place in which Ukrainians participated or the elimination of the consequences of the Chernobyl Nuclear Power Plant accident.

Examples:

- "Афганець" (Afganets) - a veteran of the Soviet-Afghan War (war involving Ukrainians).

- "Ліквідатори" (Likvidatory) - the Chernobyl disaster cleanup workers. (https://novynarnia.com/2023/06/20/u-boyah-za-ukrayinu-zagynuv-afganecz-z-pozyvnym-dzhonni/)

3. Person Names by Profession or Socially Significant Activity: These are expressions not used in codified language but are defined by productive suffixes. According to Y. Karpilovska, "in the array of nominations enriching the Ukrainian lexicon today, derivative vocabulary predominates." [Карпіловська, 2008: 15]

Example: "Вчителька" (Vchytelka) - a female teacher (more informal than "Вчитель" - Vchytel).

(https://tsn.ua/ukrayina/na-volini-vchitelka-visipala-pachku-snekiv-na-golovu-uchenici-z-yavilosya-video-2578193.html)

4. Nominations with Relative Adjectives: These are expressions where the adjective expresses the attitude toward the object, but its connection with the specified noun is unpredictable and arises only in this specific situation.

5. Condensed Nominations: These are shortened expressions formed from word combinations that have condensed into a single word.

6. Substantives: These are words often encountered in colloquial speech but used less frequently in journalistic texts. Here, certain types of transposition from adjectives to nouns can be clearly identified, requiring specific circumstances.

7. Jargonisms: These are expressions representing criminal, youth, or professional sociolect. The use of jargon in newspaper-journalistic practice always stays ahead of dictionary data for the corresponding lexicon.

Ukrainian-language media employ various colloquial expressions to cater to their audience. This includes (Shevchenko, 2012: 16):

1. Media outlets use phrases typical of informal spoken language to enhance conversational tone and strengthen the connection with the audience.

2. Integrating regional dialects and idioms enhances the local flavor of media content. This not only resonates with a specific audience but also adds a level of cultural richness.

3. Employing unofficial pronouns and forms of address in media communication contributes to a sense of familiarity and accessibility. It reflects efforts to establish a connection with the audience on a personal level.

4. Ukrainian-language media often blend humorous and playful language to entertain and captivate the audience. This may involve wordplay, puns, and colloquial expressions tailored to specific age groups.

5. To stay current and engage a younger audience, media platforms leverage slang and expressions popular among youth. This ensures that the language used aligns with the preferences of the contemporary audience.

6. Inserting words and emotional expressions reflecting spontaneous reactions in everyday conversations adds liveliness and authenticity to media content.

The application of colloquial language in Ukrainian-language media serves several crucial functions:

– Colloquial expressions rooted in regional dialects and idioms contribute to the cultural authenticity of media content. This resonates particularly well with audiences valuing linguistic diversity.

– The use of colloquial language fosters a deeper connection between media and the audience, creating a sense of shared language and cultural understanding.

– Colloquial lexicon allows media professionals to infuse expressiveness and tone into their communication. Whether aiming for humor, empathy, or urgency, colloquial language becomes a powerful tool for effective emotional conveyance.

– By employing diverse colloquial expressions, Ukrainian-language media can address different demographic groups, ensuring their content is accessible and suitable for a wide audience.

Despite its advantages, the use of colloquial lexicon in Ukrainian-language media requires careful consideration. Striking a balance between informality and adherence to journalistic standards is crucial to avoid potential misinterpretations or exclusion of certain audience segments (Shevchenko, 2012: 16).

CHAPTER 2

COMPARATIVE ANALYSIS OF COLLOQUIAL VOCABULARY IN ENGLISH AND UKRAINIAN MEDIA

2.1 Types of Colloquial Vocabulary Used in English and Ukrainian Media

In the digital age, where information inundates our screens and traverses the globe in an instant, language and its utilization take on new facets and nuances. Mass media, serving not only as intermediaries but also as shapers of contemporary discourse, play a pivotal role in crafting communication patterns and linguistic trends. One integral component of the media's linguistic arsenal is colloquial vocabulary, which not only impresses with its dynamism and variability but also exhibits distinctive features across different countries and cultures [Верба, 2008: 17].

This exploration aims to identify commonalities and differences in their functional purposes, cultural contexts, and interactions with the audience. By unraveling the peculiarities of colloquial vocabulary in both linguistic environments, we can gain a better understanding of how it influences the process of language communication and serves as a crucial element in shaping linguistic landscapes in the contemporary world [Верба, 2008: 17].

Comparison of Types of Colloquial Vocabulary in English and Ukrainian Media:

1. Slang:

English Media (BBC) (BBC, 6 Minute English, 1; BBC, Culture, 2) :

Widely employs slang related to various aspects of life such as fashion, music, sports, and youth culture.

Examples: "to chill," "to hang out," "to be lit," "to flex."

Ukrainian Media (UNIAN) (UNIAN, Альоша показала рідкісне фото з дітьми та поділилася, як вони разом проводять час, 9):

Uses slang to a lesser extent compared to English media.

Primarily employs slang associated with daily life, youth culture, and politics.

Examples: "тусуватися" ("to hang out"), "лайфхаки" ("life hacks"), "зашквар" ("uncool"), "зрада" ("betrayal").

2. Jargon:

English Media (BBC, The animal instinct that drives workers to adopt corporate jargon, 3):

Utilizes jargon related to specific professional spheres like politics, economics, and sports.

Examples: "spin doctor," "bull market," "power play."

Ukrainian Media (UNIAN, "Кримінальний сленг" Януковича виявився давнім єврейським словом?, 4)

Uses jargon to a lesser extent compared to English media.

Primarily employs jargon associated with politics, economics, and crime.

Examples: "політична тусовка" ("political gathering"), "тіньова економіка" ("shadow economy"), "смотрящий" ("overseer").

3. Colloquialisms:

English Media (BBC, Speaking and Listening – WJEC, Standard English, 5):

Uses colloquialisms to create an informal style and connect with the audience.

Examples: "ain't," "gonna," "wanna," "y'all."

Ukrainian Media (PRAVDA, Подкаст "Кляті питання", 6):

Uses colloquialisms more extensively, attributed to the less strict norms of literary language in Ukrainian.

Examples: "хазяїн" ("boss"), "пацани" ("guys"), "розмова" ("talk"), "бабки" ("money").

4. Phrasal Expressions:

English Media (BBC, Before I Kich the Bucket: The Whole Story, 7):

Utilizes phrasal expressions to add emotion and vividness to the language.

Examples: "to kick the bucket," "to hit the nail on the head," "to be a piece of cake."

Ukrainian Media (UNIAN, Названо знаки Зодаіку, які не вміють тримати язик за зубами, 8) :

Uses phrasal expressions more extensively, reflecting the richness of Ukrainian phraseology.

Examples: "дати драла" ("to scold"), "бити байдики" ("to complain"), "тримати язика за зубами" ("to keep silent"), "сім п'ятниць на тижні" ("impossible tasks").

5. *Emotionally Charged Vocabulary:*

English Media (BBC, Culture, 2):

Employs emotionally charged vocabulary to enhance impact on the audience.

Examples: "awesome," "fantastic," "horrible," "disgusting."

Ukrainian Media (UNIAN, Альоша показала рідкісне фото з дітьми та поділилася, як вони разом проводять час, 9) :

Uses emotionally charged vocabulary more extensively, reflecting the emotional nature of the Ukrainian language.

Examples: "чудовий" ("wonderful"), "жахливий" ("horrible"), "огидний" ("disgusting"), "захоплюючий" ("exciting").

In conclusion, the comparison of colloquial vocabulary in English and Ukrainian media reveals intriguing patterns and distinctions in their usage. Here are key observations across different linguistic aspects:

1. Slang:

   - English media extensively incorporates slang across various domains like fashion, music, sports, and youth culture, reflecting a dynamic and ever-evolving language.

- Ukrainian media employs slang to a lesser extent but focuses on its usage in everyday life, youth culture, and political contexts, demonstrating a more restrained application.

2. Jargon:

- English media utilizes professional jargon related to specific fields such as politics, economics, and sports, indicating a specialized language for different sectors.

- Ukrainian media employs jargon less frequently but emphasizes its use in politics, economics, and crime, aligning with the nature of the topics covered.

3. Colloquialisms:

- English media uses colloquialisms to create an informal style, fostering a connection with the audience through expressions like "ain't," "gonna," "wanna," and "y'all."

- Ukrainian media relies more heavily on colloquialisms, taking advantage of the flexibility in Ukrainian literary norms, using terms like "хазяїн" ("boss"), "пацани" ("guys"), "розмова" ("talk"), and "бабки" ("money").

4. Phrasal Expressions:

- English media employs phrasal expressions for added emotion and vividness, incorporating idiomatic expressions like "to kick the bucket," "to hit the nail on the head," and "to be a piece of cake."

- Ukrainian media uses phrasal expressions more extensively, drawing from the richness of Ukrainian phraseology with expressions like "дати драла" ("to scold"), "бити байдики" ("to complain"), "тримати язика за зубами" ("to keep silent"), and "сім п'ятниць на тижні" ("impossible tasks").

5. Emotionally Charged Vocabulary:

- English media employs emotionally charged vocabulary to intensify its impact on the audience with words like "awesome," "fantastic," "horrible," and "disgusting."

- Ukrainian media utilizes emotionally charged vocabulary more extensively, aligning with the inherently emotional nature of the Ukrainian language, featuring terms like "чудовий" ("wonderful"), "жахливий" ("horrible"), "огидний" ("disgusting"), and "захоплюючий" ("exciting").

This comparative analysis highlights not only the linguistic diversity in the use of colloquial elements but also the cultural nuances and communicative strategies employed by English and Ukrainian media. The variations observed underscore the importance of understanding the cultural and linguistic context in effective media communication.

2.2 Functions of Colloquial Vocabulary in English and Ukrainian Media

In the rapidly evolving landscape of media, language plays a pivotal role in shaping communication patterns and linguistic trends. Colloquial vocabulary, characterized by its informal and conversational nature, serves as a dynamic tool in media discourse. As we unravel the layers of linguistic expression, we gain insights into how colloquialism contributes to audience engagement, emotional impact, humor creation, expressiveness, and stylization.

Function of Audience Engagement:

English Media: Colloquial vocabulary in English media is adeptly wielded to establish an informal rapport with the audience. The use of slang, casual expressions, and colloquialisms creates a conversational tone, making the content more accessible and appealing to a diverse readership.

Example: "*perpetually tired*", "*the struggle is real*" (25 Things You'll Only Understand If You're Always Tired, 12)

Ukrainian Media: Similarly, Ukrainian media employs colloquial vocabulary to bridge the gap between formal communication and the audience. By integrating

everyday language and expressions, media content becomes relatable, fostering a sense of connection with the readers.

Example: "*ще той хитрюга*" ("Ломаченко - ще той хитрюга: український боксер розповів про свої плани на ринг", 13)

Function of Emotional Impact:

English Media: Colloquial expressions in English media are instrumental in intensifying emotional impact. From conveying joy and excitement to expressing anger or frustration, the emotionally charged vocabulary resonates with the audience on a personal level.

Example: "*lashes out*", "*angry tweets*" (The Guardian, "Trump lashes out at media in angry tweets", 14)

Ukrainian Media: Ukrainian media utilizes colloquial language to achieve a similar emotional resonance. The nuanced richness of Ukrainian allows for the articulation of a wide range of emotions, enhancing the overall impact on the audience.

Example: "*гнівна заява*" (Українська Правда, "Гнівна заява МЗС", 15)

Function of Humor Creation:

English Media: Humor in English media often finds its roots in colloquial vocabulary. Puns, witty expressions, and playful language contribute to a lighthearted and entertaining tone, catering to diverse audience sensibilities.

Example: "*World Health Organization Recommends Americans Never Eat Again*" (The Onion, "World Health Organization Recommends Americans Never Eat Again", 16)

Ukrainian Media: Ukrainian media mirrors this trend, infusing colloquial elements to create humor and levity. Cultural references and linguistic playfulness contribute to a unique brand of humor that appeals to the local audience.

Example: "*Більшість артистів в ефірі московського «Блакитного вогника» виступали мертвими*" (UAReview, "Більшість артистів в ефірі московського «Блакитного вогника» виступали мертвими", 17)

Function of Expressiveness:

English Media: Colloquial vocabulary in English enhances expressiveness, allowing media professionals to vividly describe scenarios, individuals, or events. The dynamic use of language adds layers of nuance and detail to the narrative.

Example: "*dazzling performance*", "*jaw-dropping*" (Rolling Stone, "Beyoncé's Dazzling Coachella Performance", 18)

Ukrainian Media: Similarly, Ukrainian media leverages colloquialism to achieve expressiveness. The flexibility of Ukrainian colloquial vocabulary accommodates a diverse range of descriptive elements, contributing to a more vibrant and engaging narrative.

Example: "*вибуховий мікс*", "*сучасний фолк*" (СЛУХ, "Рецензія на альбом ДахаБраха", 19)

Function of Stylization:

English Media: Colloquial language is employed in English media for stylizing the speech of characters in fictional contexts. This lends authenticity to character portrayals and fosters a deeper connection between the audience and the narrative.

Ukrainian Media: In Ukrainian media, the use of colloquial vocabulary for stylization aligns with the goal of creating authentic and relatable characters. The language becomes a vehicle for cultural representation and narrative authenticity.

In the ever-changing landscape of media, the functions of colloquial vocabulary in English and Ukrainian share common ground while embracing unique cultural and linguistic identities. The exploration of these functions underscores the significance of language in shaping media discourse, connecting with audiences, and creating nuanced, emotionally resonant narratives. As both English and Ukrainian media continue to

evolve, the dynamic interplay of colloquial vocabulary will remain a cornerstone in effective communication, reflecting the pulse of diverse and vibrant linguistic landscapes.

2.3 Common and Differentiating Features of Colloquial Vocabulary Usage in English and Ukrainian Media

Common and Unique Features of Colloquial Vocabulary Usage in English and Ukrainian Media: A Case Study of BBC and UNIAN

Usage of Colloquial Vocabulary for Audience Engagement:

Both websites, BBC and UNIAN, utilize colloquial vocabulary to make their texts more accessible and interesting for readers. при

Usage of Colloquial Vocabulary for Emotional Impact:

Colloquial expressions are employed to convey emotions such as joy, anger, surprise, and excitement on both BBC and UNIAN.

Usage of Colloquial Vocabulary for Humor Creation:

Colloquial language is employed for creating puns, anecdotes, and humor on both websites.

Usage of Colloquial Vocabulary for Stylization:

Colloquial vocabulary is used to stylize the language of characters in fictional texts on both platforms.

Distinctive Features:

Frequency of Colloquial Vocabulary Usage:

In Ukrainian media, such as UNIAN, colloquial vocabulary is used more extensively compared to English media, exemplified by BBC.

Types of Colloquial Vocabulary:

English media more frequently employs slang related to fashion, music, sports, and youth culture, while Ukrainian media more often uses colloquialisms and phrasal expressions.

Functions of Colloquial Vocabulary:

In English media, colloquial vocabulary is more often used to create an informal style and connect with the audience, whereas in Ukrainian media, it is more frequently used for expressiveness and vivid language.

Examples:

BBC: *"Reddit moves forward with share listing plan"* (BBC, Reddit users say share plans "beginning of the end", 10).

Colloquial Vocabulary in the Article:

Sell shares to the public: Informally, "go public" or "launch an IPO."

Turn its online popularity into profit: A more colloquial expression would be "monetize its user base."

Forum: Informally referred to as a "platform."

Memes: Informal slang term.

Candid conversations: An informal description of the communication style.

Mass together: Informally, "collectively act."

Propel the share price of unlikely companies: Colloquial description of the impact of Reddit users on the stock market.

More than 76 million people, on average, visited every day in December 2023: Conversational style in describing user activity.

Features like its recurring "ask me anything" threads: Informal description of a platform function.

Field questions: Colloquial description of an action.

Valued at about $10bn: Informal description of the company's valuation.

Recorded losses every year: Colloquial description of the financial condition.

Started trying to make money seriously: Conversational description of the business strategy.

Excited about opportunities: Colloquial description of an emotional reaction.

Venue for commerce: Informal description of a potential platform function.

In general, the use of colloquial language in the article:

Adds an informal and easy-to-read tone.

Helps explain complex financial concepts in simpler language.

Makes the article more appealing to a wide audience, not just financial experts.

UNIAN: *"Космос – новий кут для презентації України у світі. Це новий важливий меседж, не пов'язаний з війною", - засновник Spacebit Павло Танасюк* [UNIAN, "Космос - новий кут для презентації України у світі. Це новий важливий меседж, не пов'язаний з війною", - засновник Spacebit Павло Танасюк, 11).

Colloquial Vocabulary in the Article:

"Cosmos – a new angle for presenting Ukraine to the world": Informal description of a new direction for Ukraine.

Це новий важливий меседж, не пов'язаний з війною: Colloquial description of an event.

Ukraine can take its place on the Moon: Colloquial description of an ambitious goal.

Особливий предмет для гордості: Colloquial description of an emotionally charged attitude.

Не долетів до Місяця, але побував на його орбіті: Colloquial description of the mission result.

Дратує українців "простими рішеннями" її закінчення: Colloquial description of an emotional reaction.

Все робили не так: Colloquial description of mistakes.

Шанс зробити посадку на екваторі: Colloquial description of an opportunity.

Місію знищило ідеологічне рішення: Colloquial description of the cause of failure.

Забити за собою майданчик: Colloquial description of the goal.

Багаті українці летять на Місяць: Informal description of Ukraine's participation in the project.

Будемо змагатись: Colloquial description of intention.

Рогозін написав щось типу: Colloquial description of a similar text.

In general, the use of colloquial vocabulary in the article:

Makes it more accessible to a wide range of readers.

Adds emotional coloring and makes it more interesting.

Allows the author to express their thoughts and emotions about events.

The comparison of colloquial vocabulary usage in English and Ukrainian media, using the examples of BBC and UNIAN, demonstrates that in both languages, colloquial vocabulary is employed to achieve similar goals. However, the frequency, types, and functions of colloquial expressions exhibit unique characteristics influenced by linguistic and cultural nuances.

CONCLUSIONS

The exploration of colloquial vocabulary in English and Ukrainian media has provided valuable insights into the linguistic nuances and communicative strategies employed by these media outlets. This comparative study aimed to shed light on the similarities and differences in the usage of colloquial expressions, considering both the types and functions in the two linguistic contexts.

In Chapter 1, the theoretical foundations laid the groundwork for understanding colloquial vocabulary, emphasizing its definition and multifaceted functions. The specificities of colloquial vocabulary usage in English-language and Ukrainian-language media were delineated, providing a solid foundation for the subsequent comparative analysis.

Chapter 2 delved into a comprehensive comparative analysis, addressing the types and functions of colloquial vocabulary in both English and Ukrainian media. The juxtaposition revealed distinct patterns in the usage of slang, jargon, colloquialisms, phrasal expressions, and emotionally charged vocabulary. English media, characterized by a prevalence of slang and jargon, showcased a more diversified range, while Ukrainian media exhibited richness in colloquialisms and phrasal expressions.

The commonalities observed in the usage of colloquial vocabulary include employing informal language to connect with the audience, enhance emotional impact, create humor, and stylize language in both English and Ukrainian media. Additionally, both languages use colloquial expressions to make complex concepts more accessible and engaging for a wider readership.

However, the differentiation between English and Ukrainian media lies in the frequency and specific types of colloquial vocabulary employed. English media, especially in slang and jargon, tends to encompass a broader spectrum, covering various

aspects of life, whereas Ukrainian media, while equally effective, concentrates more on daily life, youth culture, and politics.

In conclusion, this research underscores the significance of colloquial vocabulary as a powerful tool for effective communication in media. The variations observed between English and Ukrainian media reflect not only linguistic disparities but also cultural nuances and societal trends. The findings contribute to a better understanding of language dynamics in media discourse, offering implications for language learners, linguists, and media professionals alike. As the linguistic landscape continues to evolve, the study of colloquial vocabulary remains a dynamic field that warrants ongoing exploration and analysis.

SUMMARY

A comparative study on colloquialisms in English and Ukrainian media has been conducted, aiming to highlight the similarities and differences in their usage and functions.

The study establishes the theoretical foundations for understanding colloquialism and examines the types and functions of colloquialisms in both languages. The analysis reveals that the English media predominantly uses slang and jargon, resulting in a wider range of colloquial vocabulary, while the Ukrainian media focuses more on everyday life, youth culture, and politics. However, both languages employ informal language to establish contact with the audience, enhance emotional impact, create humour, and make complex concepts more accessible.

The study emphasizes the importance of colloquialism as a powerful tool for effective communication in the media, taking into account linguistic, cultural, and social factors. The findings contribute to a better understanding of language dynamics in media discourse and have implications for language learners, linguists, and media professionals, amplifying the need for continual research and analysis in the field of colloquial vocabulary.

Keywords:

РЕЗЮМЕ

Проведено порівняльне дослідження розмовної лексики в англійських та українських ЗМІ з метою виявлення подібностей та відмінностей у її вживанні та функціонуванні.

У дослідженні визначено теоретичні основи розуміння розмовної лексики, проаналізовано типи та функції розмовної лексики в обох мовах. Аналіз показує, що англійські ЗМІ переважно використовують сленг і жаргон, що зумовлює ширший діапазон розмовної лексики, тоді як українські ЗМІ більше зосереджуються на повсякденному житті, молодіжній культурі та політиці. Однак обидві мови використовують неформальну мову для встановлення контакту з аудиторією, посилення емоційного впливу, створення гумору та надання складним поняттям більшої доступності.

Дослідження підкреслює важливість розмовної мови як потужного інструменту для ефективної комунікації в медіа, враховуючи мовні, культурні та соціальні чинники.

Результати дослідження сприяють кращому розумінню мовної динаміки в медійному дискурсі та мають значення для тих, хто вивчає мову, лінгвістів та працівників ЗМІ, посилюючи потребу в постійних дослідженнях та аналізі розмовної лексики.

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