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Неологізми війни в сучасних англійськомовних і українськомовних ЗМІ
та в соціальних мережах**

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INTRODUCTION

The continuous development of language is a fundamental condition for its existence. Language is a complex and dynamic system, which thrives to adapt to any changes within society. This is explicitly reflected in the lexical and semantic layers of a language as they are primarily subject to sociocultural shifts, which is exclusively noticeable on the backdrop of important geopolitical changes, political crisis, and wars.

The 24th of February 2022 is the day that painted a bloody-red stain on the world's history. The whole world watched in dread as the years of efforts put into constructing peace in Europe rapidly dissolved into violence as the Russian Federation ventured to cross the Ukrainian frontiers once again. Not only did this ruthless war affect every aspect of Ukrainians' lives, but it also became a catalyst for development of the Ukrainian and the English word-stock. Therefore, neologisms coined by Ukrainians are not mere vocabulary but rather a linguistic representation of the nation's metamorphosis.

The topicality of the study is determined by the need to study neologistic vocabulary as an integral component of languages' word-stock development. On the backdrop of the Russo-Ukrainian war, the number of newly coined words is continuously emerging, making them a subject of perpetual linguist studies.

The object of the study is confined to war neologisms of the Ukrainian and English languages in mass and social media.

The subject of the study is functioning and means of neologistic formation in the Ukrainian and English mass and social media.

The aim of the paper is to delineate the main ways of neologistic vocabulary formation in the Ukrainian and English mass and social media, as well as the functional application of neologisms in the discourse under study.

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

- to scrutinise the notion of "neologism" in contemporary linguistics;
- to define main causes for emergence of neologisms in the Ukrainian and English languages;
- to survey the approaches to the classification of neologistic vocabulary;
- to define and characterise the types of structural and semantic peculiarities of neologisms in Ukrainian and English mass and social media.

Methods of research used in the paper include:

- the analysis of dictionary definitions;
- the content analysis, which is aimed at identification of neologisms in Ukrainian and Anglophone mass and social media;
- the functional approach, which underlies the study of neologisms structure, identifying their derivational characteristics, and analysing their meaning and purpose;
- the method of quantitative analysis, which was employed to count neologisms instances and their word-formation means;
- the method of comparative analysis;
- the linguocultural method, which explores the relationship and interaction between culture and language, in order to determine and explain how culture intertwines with mentality.

The novelty of the paper is determined by the analysis of the neologisms formation and functioning in wartime mass and media discourse, and the manipulative potential of neologisms in information and psychological campaigns.

The theoretical value of the paper lies in introducing the theoretical basis for further research in the field of neological and lexicological studies, particularly during wars or crises.

The practical value of the research is stipulated by the possibility to apply its results to teaching university students lexicology of the Ukrainian and English languages, and linguistic studies. They can also contribute to the compilation of thesauri and dictionaries.

Compositionally, the paper consists of the introduction, three chapters, conclusions to each chapter and general conclusions to the whole paper, the list of references and the list of illustrative material.

In **the Introduction**, the paper presents the topicality of the problem under study, outlines the object and the subject of the study, the aim of the paper, describes the methods of research, outlines the novelty of the results obtained, outlines the theoretical and practical value of the paper, and provides the content of each chapter.

Chapter One focused on defining neology as an object of linguistic studies, scrutinising the approaches to the definition of "neologism," outlining approaches to its typology, taxonomy, word formation means, and causal reasons behind their emergence.

Chapter Two considers the functional peculiarities of mass and social media, their contribution to the creation and incipience of neologisms and their functions within discourses. It also offers insight on the manipulative potential of neologisms in information and psychological campaigns in times of war.

Chapter Three deals with the structural and semantic peculiarities of wartime neologisms formation on the material of Ukrainian and Anglophone mass and social media. It also elicits a comparative analysis of the productivity of the sampled neologisms between the languages.

General Conclusions summarise the obtained research results, suggest theoretically valuable inferences and outline the main perspectives for further research of the problem under consideration.

CHAPTER ONE. THEORETICAL FOUNDATIONS OF STUDYING NEOLOGISMS IN MODERN LINGUISTICS

As a branch of linguistics, neology deals with the study of new lexicon. The discipline studies the processes of emergence, formation and functioning of new words and expressions that enter a language, and socio-cultural factors for their appearance.

As long as neology is a relatively field of study, there is a number of questions in the scientific circle regarding the definition of the term "neologism," its typology, classification, and approaches to its study.

The phenomenon of neologisms becomes particularly topical in the context of the russo-Ukrainian war, as the language tends to quickly react to the changing realities, which are reflected in lexical and semantic layers of both Ukrainian and English languages.

1.1 Neology as an object of linguistic studies

Language is a dynamic and intricate system that constantly undergoes perpetual alterations. The dynamism of a language finds its strongest validation in the adaptability of its lexical and semantic layers. And as flexible and responsive systems, they thrive to reflect the everlasting needs and experiences of their speakers by means of the invention of new words, which in scientific literature are known as *"neologisms."*

The study of the formation of the ways of new vocabulary formation, types of its meanings, areas of its use, and how it enters the language's register is object of neology (Ковтунець, 2016, p. 90). However, the term "neology" not only refers to the field of linguistics but also to "the use of new word or expression or of an established word in a new or different sense; the use of new expressions that are not sanctioned by conventional standard usage; the introduction of such expressions into a language" (Merriam-Webster, n.d.).

It is believed that the naissance of neology took place against the backdrop of the regulatory pressure on the French language in the 17th century. This period witnessed a harsh criticism on any attempt at lexical innovation or modification in the language. The neologisms were labelled as disruptive to established communication patterns and were viewed as mere oddities or even a form of linguistic abuse (Kosovych, 2020, p. 24). Albeit, the term of "*neology*" itself was introduced only in the early 19th century and is attributed to the French playwright Louis Sebastien Mercier who published his best practices "*Néologie, ou vocabulaire de mots nouveaux, a renouveler, ou pris dans des acceptions nouvelles*" (1801) where neology was initially employed as a set of newly coined words (Колоїз, 2009, p. 57). At present day "*neology*" is interpreted in academic discourse as: a) a brunch of linguistics that studies neologisms; b) the process of word-stock replenishment in a language; c) an array of new words.

According to David Crystal (2003), the English language faced significant linguistic changes during the Early Modern English period (approximately the 16th-17th centuries) due to the influence of the Renaissance. With thousands of new words being introduced, people experienced unease trying to grapple with the evolving language norms. Therefore, this era stands out for its pronounced experimentation and innovation in vocabulary, to which William Shakespeare and John Milton made a significant contribution. Nonetheless, the study of neologisms gained traction in the early 1930s with the compilation of the first dedicated dictionary (Fang, 2021, p. 78). American linguist Dwight Bolinger pioneered the practice of systematic introduction of new coinages in periodicals. Between 1937 and 1940, his "*Living Language in Words*" column appeared in a Los Angeles publication. Bolinger's endeavours continued in 1943, but with the column renamed to "*Among the New Words*" and published in *American Speech*. At the turn of 20th and 21st centuries, there emerges subbranch of neology — neography. It focuses on developing

principles for the lexicographic description of neologisms. Not only have been lexicographers striving to record all newly coined words, their lexical meaning, methods of creation but also give the most complete interpretation. English neology has been under the scope of prominent linguists such as D. Crystal, A. Rey, R. Fischer, B. Behera, J. Algeo, P. Newmark, O. Levytskyi, M. Shutova and many others.

As far as the Ukrainian language is concerned, the flux of neologisms occurred in the early 20th century. Not only was this facilitated by the rapid development of science, technology and culture, but also by the need of unifying the Ukrainian literary language. Notably, the 1930s marked a shift in Ukrainian linguistics towards a more holistic approach to language development. Lukianenko (Лук'яненко, 2009) conducted comprehensive research of Ukrainian neology. The analysis highlights the contributions of Ukrainian linguists I. Spivak and Yu. Shevelov whose research encompassed both the entire language system and specific domains like language used in poetry. Notably, their practices explored the derivational potential of language innovations, methods of new words creation and their integration into the Ukrainian language. The end of 20th century witnessed a large-scale study of neologisms based on the material of mass media language and fiction. From the moment of Ukraine's independence, the state has been experiencing various historically crucial events such as development of new political, economic and cultural fields, abolishment of the Communist Party, democratisation, the Orange Revolution, the Revolution of Dignity, the annexation of Crimea by the Russian Federation, the war in the eastern regions of Ukraine, the Joint Forces Operation, the expansion of the role of mother tongue, culture and patriotism; the globalisation, and the full-scale war. These factors have been fostering lexical innovation in the Ukrainian language. The processes of the Ukrainian language transformation and innovation has been studied by various linguists, namely Zh.

Koloiz, S. Lukianenko, L. Pidkamina, K. Nykytchenko, D. Borys, H. Vokalchuk, A. Neliuba, Ye. Redko, N. Klymenko, O. Styshov, O. Potebnia and many others.

Correspondingly, we may observe that the English and Ukrainian languages have been interested in lexical innovation at different stages of their incipience. However, it is only the 20th century that becomes a meeting point and marks the nascent stage for neology. The observed correlation of this tendency might be explained by the significant changes that occurred during the period of active industrialisation, political restructuring, militarisation, scientific progress, and continuous cultural and societal development.

Built upon the foundation laid by its predecessors, modern neology not only generalises the experience of identifying and differentiating neologisms but also outlines the prospects for their study. Nowadays, much of the attention is paid to theoretical comprehension and practical processing of neologistic material which underlies the increasing body of research dedicated to the processes of word neogenesis, and methodological advancements in the evaluation and systematisation of new vocabulary. Furthermore, the 21st century delves into various aspects of neology and establishes it as a novel and promising avenue in terms of derivation and discourse studies, stylistics, pragmatics, lexicography, sociolinguistics, and psycholinguistics (Левицький, 2005, p. 16).

Nevertheless, the current stage of neologistic studies faces several challenges. For instance, difficulties still arise in attempt to make a systematic analysis of the factors, stages, and mechanisms of the emergence of new words and meanings. Moreover, all the studies reviewed suffer to establish an explicit criterion for the definition of "neologism," its classification, and determination of its lifespan.

At this point, we can draw a conclusion that every language is a dynamic entity that constantly strives for lexical innovation to define new concepts that emerge in the course of human evolution. While the analysis of neologisms has long

been a component of linguistic research, the formalisation of neology originates only in the 20th century. The field of modern neology is gaining its momentum and fosters interdisciplinary bonds. However, despite significant scholarly interest, several unresolved issues still persist. This raises questions about neology which will be discussed in the next sections.

1.2 Essence of the term "neologism"

As was mentioned in the previous section, the field of neology faces a fundamental dilemma in establishing a universally accepted definition for the "*neologism*" itself. Although this notion has been firmly established in modern linguistics, the existing body of research testifies a controversy among the linguists' viewpoints regarding the precise boundaries of the phenomenon.

Thus, despite the differences of opinion, there appears to be a meeting point where most scholars acknowledge that a neologism is either a newly coined word or a novel semantic extension of an existing word in a language. Evidently, through an etymological approach, we can elucidate the consensus of opinions. By dissecting the term's Greek roots, *neo-* signifying "new" and *logos* meaning "word", we gain a fundamental insight into its core meaning — a new word (Etymonline, n. d.).

1.2.1 Approaches to the study of neologisms

Prior to delving into the approaches for neologism definition, it is noteworthy to clarify two supplementary terms frequently applied by neologists: "*nonce-word*" and "*occasionalism*." It can be further observed that these two are interchangeable in relation to each other, but they exhibit a crucial distinction from "*neologism*." In our opinion, the ontology of the relation between the concepts of "neologism" and "nonce-word/ occasionalism" is very well explained in the referenced source (Борис, 2015): "According to an evolutionary approach, each new unit *at the moment of its emergence is an occasionalism*, but over time some of them will have a chance to be adopted and become neologisms." Nykytchenko (2015) proposes to define

"occasionalism" as "a word or a meaning of a word, invented to meet the needs of a particular occasion in order to catch the reader's attention, shock or provoke, create hidden meanings (semantic condensation), and express the author's evaluation." Correspondingly, we may understand that nonce-word / occasionalism is a new word coined for one single instance, either forged to fill a speech gap or on purpose; however, it ascends to the status of a neologism exclusively upon its successful adoption by a community.

Furthermore, we want to emphasise that far too little attention has been paid to "*novelty*" in the context of neologistic studies. Pidkaminna (Підкамінна, 2013) believes that novelty is somewhat subjective, as there are no explicitly defined criteria which lexical unit can be considered as new. Thus, our attention is drawn to the originality of O. Dziubina's (Дзюбіна, 2017) observation on novelty. According to the stylistic theory, the perception of novelty depends on an individual's background knowledge, professional expertise, life experience and linguistic competence and persists until its usage becomes habitual or until it falls out of favour and is no longer employed; lexicographic theory limits the novelty of a word to the moment it enters a dictionary; specific-historical approach restrains novelty from time (it lasts for a specific period of time) and linguistic space (novelty may manifest itself for all languages, a specific national language, literary language, particular jargon or dialect, language or speech of a certain group) perspectives. Linguophilosophical approach suggests, if we are to characterise a neologism from the perspective of novelty, then we should take into account *absoluteness* and *relativity* (Борис, 2015). In other words, absolute novelty distinguishes the form and meaning of neologism as a new word corresponding to a new concept, while relative novelty denotes a new word with an already known concept. This way, the novelty of a lexical unit sooner or later disappears.

Thus far, it becomes quite clear that initial novelty of neologism is inherently impermanent. Consequently, this raises a pertinent question: how is the lifespan of neologism determined? Behera (2013, p. 26) outlines five phases of neologism's life cycle:

- ***Unstable*** — very recent coinages or used by a small group (sometimes labelled as protologism)
- ***Diffused*** — gaining traction, but not yet considered standard practice
- ***Stable*** — achieving mainstream recognition and popularity with potential longevity
- ***Dated*** — the word loses its initial novelty, becomes linguistically-accepted, sometimes risks becoming overused
- ***Passé*** — neologism becomes culturally obsolescent, its use is avoided for being outdated with evolving cultural norms; therefore, it is declined in usage and eventually disappears from the active lexicon.

Based on this statement, we can visualise a life span of neologism in the following way:



Figure 1. Life cycle of neologism

According to the aforementioned, we may draw the conclusion that the perpetual creation of new words or phrases is an intrinsic component of a language's

development. The term "neologism" encompasses both entire novel formations and existing ones that acquire new meanings. However, once integrated into common usage and tested by a community, a neologism loses its novel status and becomes a part of everyday speech.

1.2.2 Definition of neologisms in present-day linguistic studies

Moving on to the definition of "*neologism*," we conducted a comparative analysis of modern Anglophone and Ukrainian online dictionaries, including Oxford English Dictionary (n.d.-c), Merriam-Webster (n.d.), Longman Dictionary of Contemporary English (n.d.-b), Cambridge Dictionary (n.d.-a), and СЛОВНИК УКРАЇНСЬКОЇ МОВИ (n.d.) and we suggest the following definition for the term "*neologism*" as "a word or a phrase which is new to the language, used with a new meaning or newly coined."

Nevertheless, a more deliberate analysis within an academic domain necessitates delving deeper in the nuances regarding the definition of "*neologism*." Peter Newmark (1988, p. 140) defines neologisms as "a newly coined lexical units or existing lexical units that acquire a new sense." According to Alain Rey (1995, p. 77), "neologism is a unit of the lexicon, a word, a word element or a phrase, whose meaning, presupposing an effective function in a specific model of communication, was not previously materialised as a linguistic form in the immediately preceding stage of the lexicon of the language." Roswitha Fischer (1998, p. 3) believes that "a neologism is a word which has lost its status of a nonce-formation but is still one considered new by the majority of the members of a speech community." David Crystal (2008, p. 329) identifies a neologism as "a linguistic form which a speaker consciously invents or accidentally uses on a single occasion (a nonce-word or a nonce formation), and which eventually comes to be adopted by the community and become neologisms." In our paper we will make use of the definition provided by the Ukrainian linguist Oleksandr Styshov (СТИШОВ, 2019): "neologisms are words, phrases, phraseological units, their discrete meanings which emerged on the certain

stage of language incipience to denote new realities and concepts, peripheral nomination, the actualisation of which is caused by social and territorial factors of the functioning of the literary language as well as occasionalisms used once in a language by a particular author, publication, editorial board or in a particular text; the novelty of these nominations is still recognised by speakers; they belong to the passive layer of lexicon."

1.3 Principles of neologisms classifications

The multifaceted nature of neology and the lack of a clear definition for "neologism" itself, has resulted in a lack of consensus among scholars regarding a universally accepted classification system.

Based on the purpose of creation, neologisms can be categorised into *nominative* and *stylistic*. Nominative neologisms directly denote new concepts, which often appear within specific fields. They lack emotional or expressive connotations. In contrast, stylistic neologisms proved figurative descriptions for already existing concepts and enrich language through creative expression. (Dereha, 2017)

Ukrainian philologist Yurii Zatsnyi (as cited in Суслик & Тарасова, 2020) suggests the classification of neologisms as follows:

- *lexical neologisms* (new coinages);
- *phraseological neologisms* (new idiomatic expressions);
- *semantic neologisms* (new lexico-semantic variations or semantic variations);

One more framework to the approaches to the neologism definition involves classifying them into:

- *neologisms proper* — the novelty of form is combined with the novelty of the content: *smexting* — *sending messages on a smoking break*;

- *transnomination* — the novelty of the word is combined with the meaning that has already been conveyed by another form: *mint (adj.) — nice; cool;*
- *semantic innovations* or *reinterpretation* — a new meaning is combined with a form that is already present in the language: *burger — a menu on a computer screen that comprises three short parallel horizontal lines which a user clicks to see options* (Ткачик & Великодська, 2015).

Drawing on linguistic practices of Dziubina (Дзюбіна, 2018), Fang (2021), Ladonia (Ладоня, 2018), Zaiets (Заєць, 2015), Kravchenko (Кравченко, 2023) we can dissect the relatively unified principles of neologism taxonomy in the following categories:

1. According to functions:

- *referential neologisms* — new words coined to fill the gap in a specific field to solve communication difficulties;
- *expressive neologisms* — new words created to enrich expressiveness in a certain discourse.

2. The type of language unit:

- *neolexemes* — new words which emerged in a language by borrowing;
- *neophrasemes* — new collocations with idiomatic semantics;
- *neosememes* — new meanings of words that exist in a language.

3. The type of reality:

- *a new reality: bioprinting* — *біодрук* (Кравченко, 2023, p. 57);
- *an old reality: horseless carriage* — *безкінний екіпаж* — was originally used to describe early automobiles, emphasizing the absence of horses (Кравченко, 2023, p. 57);

- *an actualised reality: e-book* — *електронна книга* — adapts the traditional concept of printed books for digital platforms (Кравченко, 2023, p. 57);
- *a dying reality: telegraph operator* — *оператор телеграфу* — with the disappearance of telegraphy, the profession of telegraph operator lost its relevance (Кравченко, 2023, p. 57);
- *non-existent (hypothetical reality): quantum teleportation* — *квантова телепортація* — a hypothetical concept that involves the instantaneous transmission of quantum information between two places (Кравченко, 2023, p. 58).

4. The degree of novelty of the language unit:

- *absolute neologisms (strong)* — words that did not exist in a language earlier;
- *relative neologisms (weak)*:
 - words that were infrequent or considered archaic but in recent years or within a specific timeframe retained their original semantic and stylistic value;
 - words that were once in a language but at present day acquired a new meaning;
 - words of internal language borrowing across different speech types and genres: colloquialisms, the vernacular, dialects, specific jargons, professional and domain-specific terminology.

5. The degree of socialisation:

- *usual neologisms* — new lexical units that entered the language system;
- *occasional neologisms*:
 - *potential neologisms* — words that will later become neologisms;

- *individually-author's neologisms.*

6. The type of assimilation:

- *immediate entries* that occur immediately on the backdrop of important realities;
- *gradual entries* that co-occur with established synonymous expressions;
- *unexpected (accidental) occurrences* — spontaneous or unintentional neologisms that arise through textual misprints or creative expressions and eventually become adopted by speakers.

7. According to the source:

- *science: Melatonin, Bluetooth, біокомп'ютер;*
- *politics: humanitarian crisis, narcissocracy, антикорупційник, веломайданівець;*
- *trademarks: Zipper, Xerox, Reebok, Kodak;*
- *pop-culture: technosexual, фрик, фейк;*
- *inverted words: redrum*

8. By means of formation:

- *borrowings*
- *morphological* (neologisms coined by means of word-formation);
- *semantic* (new meanings of lexical units).

Louis Gilbert (as cited in Buta, 2019) proposes to classify neologisms regarding **the means of formation** as such:

- *phonological;*
- *borrowings;*
- *semantic;*
- *syntactic:*
 - *phraseological (collocations);*

- *morphological (word-formation).*

At this point, we may draw a conclusion that research on neologisms is a complex and dynamic task that requires a flexible approach. The non-unified classification system is conditioned by the complex nature of linguistic phenomena and various factors that influence language evolution. Thus, due to different approaches to the classification, scholars have the opportunity to study neologisms from different perspectives, in particular, their functions, type of a language unit, type of reality they denote, degree of novelty, socialisation, assimilation, their source and means of formation.

1.4 Neologisms formation means

Within our further research, we will adopt the classification system proposed by Louis Gilbert. Therefore, we suggest thorough examination of this classification further.

Phonological neologisms are formed from a combination of unique sounds, often using onomatopoeia, or sometimes even slang: *zizz* (British slang) — *short sleep* (imitation of "Zzz" sounds that are made by a sleeping person in comics); *yucky* — *extremely disgusting* (coined from interjection "yuck!"). Such neologisms can be qualified as "strong" due to their exceptional degree of novelty (Qizi, 2022).

To a significant extent, the phenomenon of lexical expansion in a language is frequently driven by the process of ***borrowing*** from other languages. Borrowings are referred to "strong neologisms" as they exhibit phonetic distinction, which is not typical for a target language, as well as have atypical morphological features and lack of motivation (Медвідь et al., 2022). This way, neologisms can be classified as:

- *phonetic borrowings* introduce new sounds or sound combinations to the borrowing language: *know-how* → *ноу-хау*, *impeachment* → *імпічмент*;
- *translation-loans (or calques)* includes direct translation of a word or phrase from a foreign language into the borrowing language: *marché aux*

puces → *flea market*; *grate-ciel* → *skyscraper*; *biometric data* → *біометричні дані*;

- *semantic borrowings* underly borrowing a new meaning to a word that already exists in a borrowing language: French *souris* (mouse) adopted from English *mouse* in the meaning of "*computer mouse*."
- *morphemic borrowings (hybrids)* presuppose borrowing root or derivational morphemes to form new words: *unionist* (French root + English prefix).

As far as ***semantic neologisms*** are concerned, they are defined as "*lexical units existing in the language that have a new meaning at a certain stage in the development of the language.*" For instance, the word "*geek*" denoted *a street performer whose performance usually involved biting off the head of a live chicken or snake*. Eventually, its semantics changed to "*people who are passionate about high technology.*" Finally, its meaning evolved to "*a person who is passionate about popular culture*" (Sciuchina & Sandu, n.d.).

The formation of semantic neologisms is primarily conditioned by the process of semantic derivation:

- extension of the meaning;
- narrowing of the meaning;
- metonymy and metaphor — figurative transfer on contiguity or similarity;
- semantic elevation and degradation — augmentation or diminution of emotional value of the meaning (Новосілець, 2019).

The processes of extension and narrowing of the meaning relate to the denotative component of meaning, while elevation and degradation — to the connotative component of the meaning.

Morphemic neologisms are formed on the basis of word-formation patterns in the language: affixation (suffixation, prefixation or combined), shortening or clipping, blending, back-formation, acronyms, abbreviation, compounding, reduplication and conversion.

Affixation is one of the most productive ways of new words formation in the English and the Ukrainian languages. Affixation presupposes the formation of words by adding derivational affixes (suffixes, prefixes or combined) to stems (Andreichuk & Babelyuk, 2019, p. 75).

Suffixal morphemes primarily modify semantic function of the stem. They are used to produce all the principal parts of speech and can be added to stems of all parts of speech. Traditionally, English word-formation employs a set of established suffixes: *-able, -ac, -aceous, -age, -aire, -(al)ly, -(i)ana, -ate, -ation, -cide, -dom, -ectomy, -ed, -ee, -eer, -eering, -er, -(e)ry, -ese, -esque, -ette, -eur, -euse, -ey, -fy, -ian, -ic, -ie, -y, -in, -ing, -ion, -ish* etc. While in Ukrainian we can define suffixes as follows: *-ук, -ач, -ець, -нн(я), -ств-/цтв-, -іст/-ист, -изм/-ізм, -ант, -фоб* etc.

As for example: *friend + ship = friendship, read + er = reader; зiмара + ист = зiмарист, ліс + ник = лісник*.

Prefixes effect lexical or lexico-grammatical properties of the stem. English distinguishes such prefixes: *anti-, de-, counter-, maxi-, mini-, inter-, over-, quasi-, re-, semi-, sub-, super-, un-, under-, a-, be-, un-, under-, up-,* etc. The Ukrainian language utilises this range of prefixes: *де-, ре-, анти-, нео-, пост-, псевдо-, міні-, максі-, кібер-, еко-, нац-, не-, над-, за-, роз-, пере-, напів-, недо-* etc.

For instance: *re + do = redo, in + door = indoor; кібер + поліція = кіберполіція, пере + йти = перейти*.

Instances of combined affixation: *mis + interpret + ation = misinterpretation, пра + дід + івщина = прадідівщина*

Back-formation, sometimes referred as deaffixation, is a word-creation process where an affix is removed from a word, resulting in a shorter word with a simpler morphological structure (Minri, 2023).

As for example: edit ← editor, beg ← beggar; *біз* ← *бізати*, *говір* ← *говорити*.

Compounding is another productive means of word-formation for both languages. This means of word-formation presupposes joining two or more stems. It is worth of mentioning that Ukrainian word-formation often exhibits additional features of interfixation (о, е, є, й) and juxtaposition.

For instance: *week* + *end* = *weekend*, *snow* + *man* = *snowman*; *салон* + *перукарня* = *салон-перукарня*, *мати-й-мачуха*.

Shortening involves subtraction of morphemes or phonemes from words, preserving their lexico-grammatical meaning. However, shortening comprises two principles processes: **clipping** and **abbreviation**. **Clipping** underlies word reduction to one of its parts, which results in the new word form that acquires its own linguistic value (Bula & Oliinyk, 2005). Clipping is subdivided into four categories: *apheresis* (fore-clipping), *syncope* (middle clipping), *apocope* (back clipping) and complex clipping.

Some examples include: telephone → *phone*, mathematics → *maths*, advertisement → *ad*, situation comedy → *sitcom*; Олеся → *Леся*, спеціаліст → *спец*, філологічний факультет → *філфак*.

Abbreviation is the process of shortening words to their initial letters. It is subdivided into **initialisms** or **alphabetisms** which get their full alphabetic pronunciation; and **acronyms** which are pronounced as a whole word.

Initialisms can be exemplified by: *BBC*, *DVD*, *FB*; *ООН*, *СВУ*.

As far as acronyms concerned, some examples can be mentioned: *AIDS*, *POTUS*, *SIM*; *ЖЕК*, *ЦУМ*.

Blending is the process of word-formation where two or even more truncated words or stems are confronted (Berezenko et al., 2023).

For instance: *breakfast* + *lunch* = *brunch*, *smoke* + *fog* = *smog*; *аспірин* + *кофеїн* = *аскофен*.

Reduplication refers to the creation of new words through the repetition of the same or slightly different stem.

As for example: *tick-tock*, *ping-pong*, *focus-pocus*; *мишком-мишком*, *частозусто*.

Conversion is the derivational process where a word changes its word-class with zero derivation. This process is more productive in English. Thus, Ukrainian often exhibits conversion in nominalisation of adjectives.

Some examples include: to drink → a drink, to smell → smell; *кошовий* (adj.) → *кошовий* (n.).

1.5 Causal factors behind the appearance of neologisms

Scholars argue that neologism is an inherent phenomenon of language and communication that functions as an inseparable element within the dynamic process of linguistic creation and innovation (Іваненко, 2024, p. 41). Hence, the cornerstone of the language's incipience and lexicon development relies on concordant circumstances, which foster the emergence of neologisms.

According to Dubravskaja and Soroka (2024), there must be certain intra- or extralinguistic prerequisites for a novel word to replenish the word-stock of a language and become generic. As far as intralinguistic factors are concerned, a language demonstrates a tendency towards linguistic economy which favours clear and concise expression. Indeed, the arising growth and the velocity of information dissemination, fostered by the Internet, mass media and social media, entail the

urgency for new communication strategies. In turn, this drives the development of new coinages that prioritise ease of comprehension and swift transmission.

Among extralinguistic factors, scientific and technical advancement and social metamorphosis are defined as motive force. Notably, scientific and technological progress necessitates the constant creation of new vocabulary. These new terms designate previously unconceptualised phenomena, inventions, and concepts and represent the expanding body of human knowledge. In a similar way, social changes serve as a catalyst for linguistic evolution as a means of expressing of new social realities. Shifts in social structures and the emergence of new cultural practices, beliefs, and values proliferate neologisms related to gender identity, social movements, and so on. To support the idea of extralinguistic means of word-stock supplementation, we specify political and military domains. Electoral campaigns, diplomatic activity, domestic and geopolitical changes, military action, warfare strategies and terminology often require a new vocabulary to define novel concepts.

Back in 2014, Ukrainian linguist Taranenko (Тараненко, 2014, p. 3) observed that the Ukrainian language undergoes to significant changes in structure, semantics, and stylistics, as the language actively adapts to the new values and priorities of Ukrainian society. This tendency lies within the increased productivity in creation of new words, borrowings and the activation of semantic and structural models of word formation. The intensification of this productivity reflects new or actualised phenomena in the development of new realities and their perception by society of new social, political, ideological, economic, cultural, moral and spiritual values or, vice versa, anti-values. These linguistic transformations are most noticeable in the patterns of compound words and less obvious but still important changes occur in prefixation and, to a lesser extent, in suffixation.

The unprovoked war, which the Russian Federation re-unleashed on 24 February 2022, has become a significant extralinguistic cause to the language

practices of Ukrainians, which has been contributing to the consolidation of society around the Ukrainian language and its establishment as a symbol of national unity. It is a sound statement of Azhniuk (АЖНЮК, 2024, p. 5) that the war affects the cognitive activity of people and has a powerful impact on the resource of nominative means of the Ukrainian language." The wartime has led to the quick formation of nations linguistic "standards," which influence the linguistic activity of Ukrainian language speakers in their reflection on war. These norms serve as an ideological framework that combines various manifestations of the mental reaction of Ukrainians to the armed conflict (Бріцин, 2024, p. 126).

Since the dawn of the full-scale russian invasion of Ukraine, the daily communication among Ukrainians have evolved: social media users and mass media outlets are employing various communication methods and techniques to share information with their audiences. There is a noticeable surge in the creation of new words, phrases, and folklore. These marker words serve to delineate what is considered "own" versus "alien/foreign," share attitudes towards current events in Ukraine and abroad, and document key moments of resistance and struggle (Tkach & Tkach, 2023, p. 106).

We believe, that the significance of warfare on the influence of the English language is undeniable. English has become a pivotal medium for international communication, which facilitates the exchange of information and fosters solidarity among nations in their efforts to battle the aggression of the russian federation.

According to the aforementioned, we may understand the factors behind the emergence of new vocabulary. One of the unfortunate factors in the lexical innovation in both the Ukrainian and English languages is the russian-Ukrainian war.

Conclusions to the Chapter One

1. Languages exhibit a tendency for perpetual development. The most apparent manifestations of this evolution lie within their lexical and semantic

layers as they demonstrate the strongest adaptability in response to evolving human experience. Language change is driven by intralinguistic tendency for linguistic economy and extralinguistic factors that arise from advancements in technology, science, politics, military, and social fields.

2. As a science, neology has witnessed increased scholarly interest in English and Ukrainian linguistics since the 20th century. In the contemporary context, the ongoing development of neology is influenced by geopolitical events. Notably, the full-scale invasion in Ukraine, that started on 24th February, 2022, has significantly contributed to vocabulary innovation both in Ukrainian and English. But despite this growing focus, neology remains an emerging field with several key challenges to address, including the precise definition of "neologism," its lifecycle and standardised system of classification.

3. Within academic discourse, the term "neologism" encompasses new lexical units — both newly coined words and phrases and established words and phrases that acquired new semantic value. However, the neologism's novelty is restricted: once it was approbated by a society and integrated into generic vocabulary, it loses its novelty.

4. A universally-accepted classification system for neologisms remains debatable. Consequently, scholars have adopted a multifaceted approach, analysing neologisms according to diverse criteria: by function, by type of linguistic unit, by designation of reality, by novelty, by degree of socialisation, by type of assimilation, by source of origin and by method of formation.

5. According to the method of formation, neologisms are divided into: borrowings, phonological, morphological and syntactic. Among them, the most common is morphological, while phonological and borrowings are considered to be the "strongest" neologisms, as they have the highest connotation of novelty.

The most productive ways of word formation in Ukrainian and English are affixation, compounding and shortening.

CHAPTER TWO. DISTINCTIVE FUNCTIONAL PECULIARITIES OF NEOLOGISMS IN MASS AND SOCIAL MEDIA

The role of the mass and social media is meaningful both in general perspective and in times of war. Not only do they become prior sources of information, but also effective contributors to the emergence and incipience of innovative vocabulary.

Neologisms of war reflect the sentiments of the nation and the global community as well. Linguistic innovations facilitate the expression of collective emotions of hope, resilience, solidarity, and anger towards the aggressor.

However, neologisms may also play a part in information and psychological campaigning as a means of influencing public's minds. The manipulative influence of neologisms extends to the creation of certain images or associations to decrease support for political, humanitarian or military actions.

2.1 Distinctive functional peculiarities of neologisms in mass media

The second half of the 20th century and the beginning of the 21st century marked an unprecedented growth of mass communication and the advent of new information technologies. Dynamic development of traditional media along with the influence of the Internet contributed to a unified information space. As for present day, the Internet and its associated technologies are gaining their status as a leading means of mass communication and a dominant source of information. Moreover, they function as a critical information platform that facilitates the dissemination and management of vast quantities of information (Черниш, 2013).

The main features of mass media discourse lie within group correlation (the addresser shares the views of their group), publicity (the message is addressed towards the public), sensationalism-making (that is, the creation of a contradiction that sparks further discussions); staging, and mass orientation (it involves simultaneous influence on multiple groups) (Гаврилюк, 2016, p. 112).

In addition to the principles mentioned, it is worth noting that another pivotal principle of mass media discourse is its focus on the addressee. The addresser must consider a variety of factors, such as age, gender, professional status, social status, and cultural background, to sustain effective communication with the addressee. Its primary objective is to construct a distinctive worldview and shape the linguistic consciousness of addressees (Yemelyanova & Baranova, 2017, p. 53).

To better understand how mass media influences society, O. Kucherova (Кучерова, 2005), D. Korytnyk and S. Baranova (Коритник & Баранова, 2020) outline such functions of the media discourse as follows:

- *The informative function.* This foundational role highlights mass media's capacity to convey knowledge. Furthermore, not only does mass media disseminate information but also shapes public opinion, motivates for action, and offers explanations, interpretations, and commentary on current events and news.
- *The socialising function.* Mass media maintains social cohesion by establishing shared norms, values, and perspectives that unite a society.
- *The agenda-setting function.* By prioritising certain topics, mass media exerts a regulatory influence on societal agendas. Therefore, it redirects attention towards specific issues and fosters a particular understanding of current events.
- *The political function.* Mass media are instrumental in the formation of politically engaged society. Media inform the public about government actions, hold politicians accountable for their decisions, facilitate debate on important issues, and serve as a bridge between authorities and citizens.
- *The formation of public opinion function.* Mass media actively shapes both collective and individual consciousness as it influences the way people

think and perceive the world. This impact extends to societal attitudes and behaviours.

- *The entertainment function.* This function serves to alleviate societal tension by providing entertainment, distraction, and other means of relaxation.
- *The manipulative function.* The manipulative function of mass media aims to shape public opinion through covert or subtle means. Media may resort to intentional information manipulation or issue framing in a way that elicits a desired response from the addressee;

As defined by Braiko and Radetska (Брайко & Радецька, 2022), mass media language has a distinctive set of lexical and stylistic features that differentiate it from other functional styles. These differences can further be observed in:

- A high degree of standardisation of stylistic means used: a larger percentage of set expressions, clichés, metaphors, and terms.
- The use of emotionally-coloured vocabulary as a way to attract readers' attention, express an attitude towards the information being conveyed, place evaluative accents; the presence of evaluative epithets, and direct addresses to the reader.
- The use of a variety of facts and quotes that create a comprehensive and multidimensional picture of the events.
- The use of colloquialisms, slang, and profane language.
- The use of figurative expressions, idiomatic vocabulary, wordplay, puns, proverbs, and sayings.
- The creation of headlines that is built upon wordplay, puns, allusions, and idioms.

In addition to its primary informative function, mass media plays a significant role in the creation and dissemination of neologisms. Barnhart's reflections confirm the role of mass media in the genesis of lexical innovations: "If a word wants to "stay alive," it has to be admitted widely in public speech and used by mass media and/or personalities, such as politicians, authors, etc" (1995, as cited in Mohamed, 2020). Moreover, the full-scale invasion of Ukraine by the Russian Federation has significantly influenced the linguistic landscape and altered the linguistic tradition of the country, which can be clearly seen in the mass media. We believe that Styshov's assertion (2003, as cited in Сажінова & Коваленко, 2023) that the Ukrainian mass media language mirrors the contemporary literary language is a significant claim: "The language of the Ukrainian mass media reflects the state of the modern literary language, reflecting its multifunctionality, the degree of intellectualisation, renewal, and stylistic regrouping of the vocabulary."

L. Pidkaminna (Підкамінна, 2019) reveals a number of significant functions of neologistic vocabulary within contemporary mass media. These neologisms serve various functions, including:

- *Nominative-expressive*: by naming a new concept, the author conveys their own attitude, thus modelling the reception. «Вони є, але «іхтамнет»». (Підкамінна, 2019, p. 148)
- *Emotive-evaluative*: using a neologism, the author conveys their own emotions and attitude towards the message, imposing their own impression on the recipient. This function is performed by a variety of neologisms and phrases that are actually periphrases: *токсичний альянс, неконтрольована територія, сіра зона* (Підкамінна, 2019, p. 148).
- *Substitutive*: replacement of a word appropriate in a certain context and existing in the Ukrainian language with a foreign neologism with the aim

- of enhancing speech and influencing the reader: «*Час вибрано вдало, і меседж цілком зрозумілий*» (Підкамінна, 2019, р. 148).
- *Characterological*: this function is performed by neologisms that characterise new phenomena: «*Дуже добре, що сьогодні для військовослужбовців-контрактників по всій країні будують сучасні комфортабельні гуртожитки*» (Підкамінна, 2019, р. 148).
 - *Integrative*: when a neologism is an intrinsic component of the context, integrates this context into a semantic unity, belongs to non-equivalent vocabulary and can only be replaced descriptively: «*Профілактика джетлегу, їжа в літаку та ще 5 лайфхаків, які допоможуть легше подорожувати*» (Підкамінна, 2019, р. 149).
 - *Socio-communicative*: this function is manifested in the use of new lexical formations as means of communication in a specific social group or in the process of spreading narrowly-specialised vocabulary to a wider audience. An explicit example of this is the integration of military jargon into modern Ukrainian media language: «*оборонка*», «*передок*». (Підкамінна, 2019, р. 149)

Media representation of war-related news frequently carries a negative and toxic tone, which is verbalised by the use of neologistic linguotoxins. According to Kyseljuk et al. (Киселюк et al, 2022), linguotoxicity refers to the words or expressions that produce harmful effects on a language as a communicative system and linguistic consciousness of speakers up to the transformation of their worldview.

The hostile rhetoric employed by Ukrainians towards russian federation is a direct response to the full-scale invasion and russia's aggressive foreign policy. Correspondingly, mass media communicative habits have also shifted to an aggressive and toxic narration in their news coverage. Hence, mass media often resort to the use of linguocynicisms and labellings to convey derogatory and

mocking connotations towards the enemy (as, for instance, *ватник, путлер, орки, свинособаки* (Киселюк et al., 2022) that can be frequently seen in the news). However, the choice of linguotoxic vocabulary in the news coverages not only reflects the national attitude towards the enemy but, on the other hand, fosters the perception of such vocabulary as an emotionally neutral norm rather than emotionally-charged vocabulary with negative connotation.

To conclude, we may understand that not only do mass media shape the consciousness of the audience, but also contribute to changes in linguistic norms. Media are the first to react to all the changes that take place in society, so they actively incorporate and disseminate neologisms and new figurative expressions. This process is especially evident during significant social, political, and historical events, such as war. The neologisms of war that emerge to denote rapidly-changing realities on political arena and fierce battlefield, and they are quickly integrated into everyday language as they demonstrate the dynamics of social metamorphosis.

The war-related neologisms also contribute to a new linguistic world picture as they shape the way the armed conflict is perceived and understood by the nation. This includes both the creation of dehumanising or demonising terms for the enemy and the resilience and heroism of the Ukrainian people. Additionally, these neologisms serve as historical markers that preserve a linguistic record of the experiences and emotions of those living through the war.

2.2 Distinctive functional peculiarities of neologisms in social media

The fast development of information and communication technology has resulted in the conventional use of social media platforms. Hence, social media platforms have greatly influenced the manner how humans interact and share information.

Providing the context of the ongoing Russian-Ukrainian war, social media platforms have become an essential tool for wartime communication. Thus, they serve as key means for information proliferation, that is, updates on military action,

air-raid alerts, advisory on enemy drones and ballistic missiles, access to civil protection structures, and evacuations from war-affected regions. Additionally, social platforms facilitate humanitarian aid by coordinating aid for the injured and mobilising communities for fundraising, blood donations, volunteer efforts for humanitarian aid collection and distribution, and clearing debris in affected areas.

A valid perspective is provided by Yemets and Moroz (ЄМЕЦЬ & Мороз, 2023) regarding the role of social media on the formation of a positive image of Ukraine in the global information space. According to them, beyond the protection of national interests, Ukraine needs to proactively implement its own information policy that should prioritise international collaboration in information campaigns to strengthen Ukraine's sovereignty and effectively advocate for Ukrainian national interests. Thus, the scholars identified some popular hashtags on social media like #BuchaMassacre and #russiaisaterroriststate as one of the strategies aimed to draw international attention to the brutal civilian massacres committed by Russia, and secure economic, humanitarian and military aid for Ukraine.

The armed conflict in Ukraine underscores the potential of social media to shape public opinion and drive national and global action. However, to understand the phenomenon of social media platforms and Internet communication, we consider it necessary to delve into relevant theoretical frameworks. Hence, social networking is characterised by its tendency towards a conversational nature, which is marked by spontaneity, informality, contextual relevance, and a preference for brevity and expressiveness of language (Дзюбіна, 2016, p. 218).

Given the functional aspects, Internet communication via social media platforms has a similar range of functions as traditional interpersonal communication. K. Ladonia (Ладоня, 2021, p. 33) outlines such a range of functions as:

- *function of establishing contacts* (it contributes to the setting and development of new social connections);
- *consolidation function* (it helps individuals to form online groups and communities based on shared interests);
- *presentative function* (social media platforms are a good means for promotion of personal branding, self-expression, and other online content);
- *socialising function* (social media establishes interaction between its users and contributes to the formation of various associations, groups, and communities);
- *informative function* (social media serves as a platform for users to stay updated on news, trends, and the activities of other users);
- *economic function* (social media platforms give a commercial potential for their users, including making money from advertising, e-commerce, marketing, and PR campaigns);
- *political function* (social media has become an important tool for political campaigning and virtual politics);
- *relaxation function* (social media platforms help users to unwind and relax);
- *psychotherapeutic function* (this involves the use of social media to relieve stress and emotional tension).

As a space of free communication and creativity, social media have proven to be a particularly productive environment for the proliferation and dissemination of neologisms, especially in the context of wartime. Given the prevalence of new lexical creation within social media, we find it essential to outline their functional and stylistic functions, proposed by D. Kozka (Kozka, 2024):

- *nominative function*. This is a prior function of any neologistic vocabulary — that is, to label novel concepts, realities and events. «38 бригада морської піхоти приземлила черговий **аналоговнєт** Ка-52 на Донбасі» (Hochu dodomu v UA, 2023).
- *Communicative function*. This function of neologisms results in language's sociocultural role as a symbolic system that cultivates social unity and interaction. Consequently, online communication which has its own distinct etiquette norms and peculiar information exchange practices, has developed a unique vocabulary stock, including neologisms. «Щодо ситуації на фронті, у **русні** – справжній провал. Бахмут є одним з показників цього, змушуючи окупантів вдаватись до терору мирного населення, бажуючи "повстання проти влади задля перемовин" » (Лачен пише, 2022).
- *Attention-grabbing function*. Neologisms may appear to employ specific markers to draw attention to significant events. "Not to diminish those who sacrificed their lives every day in the fight against russia, but **ecocide** and the environmental destruction of war will also have long lasting ramifications for Ukraine. russia is a terrorist state and must be stopped" (Hall, 2024).
- *Cognitive function*. This function of neologisms refers to the verbalisation of the author's cognitive capacity to comprehend, process and acquire information.
- *Pragmatic function*. Neologisms are characterised by a multifaceted pragmatics, as at the stage of generating a new word, its semantics is accompanied by pragmatic parameters of its primary context. (Семєнова, 2020, p. 37) The selection of neologistic units also

includes such aspects as communicative intent, situation, circumstances, message type, and the degree of emotional expression of communicants.

Tretiakova (Третьякова, 2019, p. 156) states that the pragmatic function of neologisms cannot be isolated from their communicative and cognitive functions. Thus, cognitive-nominative activity of a person is activated along with linguistic and extra-linguistic consciousness, including its pragmatic considerations. The distinctive functional and stylistic characteristics of neologisms not only facilitate their widespread adoption by social media users but also enhance the overall engagement with the message.

In conclusion, social media platforms have become a counterpart for communication, information transmission, and social mobilisation. The role of social networking extends beyond their traditional purpose as they have gained strategic significance, especially on the backdrop of the armed conflict.

Moreover, social media have evolved into powerful diplomatic channels that open the door for direct communication with the global community and consolidation for international humanitarian and military support.

At the same time, social networking propels the creation of neologisms that reflect modern warfare. The new coinages commit to the formation of a shared cultural consciousness of national glory and shared perception of the enemy.

2.3 Manipulative potential of neologisms in mass and social media

The rapid growth of information channels necessitates the use of language as a powerful weapon in modern armed conflicts. Therefore, information-psychological operations (PSYOPS) have become a powerful means for accomplishing strategic goals without resorting to physical force. In contrast to traditional warfare tactics, information-psychological warfare aims to undermine social structures and influence the public's perception by shaping specific attitudes, beliefs, and values.

The Centre for Countering Disinformation (Center for Countering Disinformation, 2023), providing the Google Threat Analysis Group data, reported that in 2022, the number of Russian cyberattacks on Ukraine increased by 250% compared to 2020, while the number of cyberattacks on NATO countries increased by 300%. Therefore, Russia uses information and psychological warfare by proliferating false information and manipulative narratives to suppress the Ukrainians and persuade them "to negotiate for peace."

Such manipulative strategies are actively used in all types of strategic communication channels: visual, organisational, crisis, public relations, social and mass media (Рябічев & Корнєєв, 2023). As noted by Karpchuk (Карпчук, 2018, p. 42), "non-military methods of warfare can offset the superiority of any army, shift the emphasis in the decision-making process from the military to the moral and ethical vector, and discredit the enemy, regardless of the decision taken."

In sections 2.1 and 2.2 of our study, we elucidated that mass media as well as social media perform an informative function. Therefore, they are becoming a favourable environment for conducting PSYOPs. The observations of Shereshkova and Khairulin (Шерешкова & Хайрулін, 2023) demonstrate that manipulative informational campaigning is conducted by different sources, which include automated bots, influential bloggers, and high-profile military or political leaders. Accordingly, such rapid circulation of PSYOP content is forefronted to public discussion as "alternative opinions" that are viewed as credible. Therefore, the users that were affected by the manipulative influence continue to spread disinformation both in digital space and real life.

Effective manipulation often involves subtle techniques that can persuade or deceive the addressees. Manipulative influence is achieved through different linguistic means, which O. Overchuk and M. Tsvietkova (Оверчук & Цветкова, 2023) identify as follows:

- *Emotional and evaluative vocabulary or expressions.* By using this means, the addresser sets a necessary mood for interpreting the message. Despite the denotative meaning, the addresser may employ additional connotative, evaluative, or associative meanings to the word or expression. For instance, words that refer to the semantic field of "war," "aggression," "fear," and "pain" (Оверчук & Цветкова, 2023).
- *Pejorative and jargon vocabulary.* Such vocabulary is defined as expressive and evaluative by its nature, and it helps to convey the author's attitude towards a phenomenon or can denote a concept with a negative connotation.
- *Slogans* also play a pivotal role in creating the persuasive and ideological effects on social or political topics. Slogans are concise and memorable by their nature and carry an evaluative undertone that is intended to influence the behaviour or values of the addressees.
- *Metaphors, metonymies, and antonymies* are productive means of persuasion. The addresser utilises them to create a specific image and influence addressees' associative thinking.
- *Hyperbole, antithesis, comparisons, idioms, proverbs, and sayings* convey an emotional attitude toward phenomena, attribute to their meaning, and enhance the effectiveness of argumentation.
- *Euphemisms* bear the most manipulative value. Euphemistic vocabulary is employed to substitute harsh, offensive, or emotionally distressing words with regard to creating a more positive undertone in a message. Thus, the manipulative strategy lies in shaping the addressees' perception of information by subtly changing the emotional

impact of a message. Euphemisms often mitigate the use of profane language that can perpetuate negative stereotypes.

- *Neologisms* are often used as means of linguistic manipulation. As long as neologistic units are referred to emotionally charged vocabulary, they can evoke strong reactions from the addressees.

Since 24 February 2022, Russian Federation has been frequently using new lexical units as part of its information and psychological operations. The aggressor country tried to create an information framework to both justify its violent policy in the international arena and undermine internal political, social, and military processes in Ukraine. Thus, the Russia's full-scale invasion into Ukraine introduced a new neologism-euphemism, "special military operation," which immediately influenced the perception of the renewed armed conflict. As noted by Spišiaková and Shumeiko (2022), "the phrase "the special military operation" creates associations in the mind of a simple philistine and makes them think that this is a special operation for destroying terrorist groups and their leaders. And the legal prohibition for even mentioning the word "war" cuts off the essence of what is happening in the brains of people in Russia: unprovoked military aggression against a foreign state."

To conclude, the use of information and psychological operations is an integral strategy of modern armed conflicts. The manipulation of information may result not only in the suppression of society but also create additional opportunities for achieving military objectives as the strategy influences the assessment and decision-making processes of the enemy.

Information and psychological operations are carried out through a variety of linguistic means, encompassing neologisms. This linguistic strategy establishes manipulative frameworks that guide information perception and interpretation by the addressees.

Conclusions to the Chapter Two

1. Mass communication and information technologies have gained their momentum in the second half of the 20th century and the beginning of the 21st century. Hence, traditional media along with the Internet have both created a unified information space, where the latter has become the primary channel for communication and information spreading.

2. The role of mass media is irrefutable, as its influence extends into shaping the worldview and linguistic consciousness of its audience. The influence of the media is reflected in the following functions: informative, socialising, agenda-setting, political, formation of public opinion, entertainment, and manipulative.

3. Effective mass media communication drastically relies on their addressees; correspondingly, such factors as age, gender, professional and social status, and cultural background are taken into account. Thus, the following features of mass media can be identified: group correlation, publicity, sensationalism-making, staging, and mass orientation.

4. Mass media are characterised by the use of special lexical and stylistic means, such as set expressions, clichés, metaphors, emotionally-coloured vocabulary, and so on. This way, mass media attract the attention of the addressees, convey information in a more accessible and emotional way, and form a certain attitude toward events.

5. Mass media are quick to adopt linguistic changes that mirror social transformations, so they play a special role in the creation and proliferation of neologistic vocabulary. Neologisms have a number of important functions in mass media communication: nominative-expressive, emotive-evaluative, substitutive, characterological, integrative, and socio-communicative. However, during wartime, the abuse of neologisms in news coverages can contaminate a

language, as the frequent use of neologisms that are aimed at dehumanising the enemy can cause them to be perceived as emotionally neutral norms.

6. The advent of information and communication technologies has also transformed social media into a platform for interaction and information sharing. During the Russian-Ukrainian war, social media turned into a military communication platform, providing information on the war, emergency messages, and calls for joint action against the enemy, a diplomatic tool for mobilising global support and highlighting war crimes committed by the aggressor.

7. Social networking is characterised by its tendency towards a conversational nature that is marked by spontaneity, informality, contextual relevance, and a preference for brevity and expressiveness of language. Social media perform such functions as establishing contacts, consolidation, presentative, socialising, informative, economic, political, relaxation, and psychotherapeutic. The dynamics of social media communication not only facilitate communication but also contribute to linguistic innovation. Therefore, social media neologisms represent the following functions: nominative, communicative, attention-grabbing, cognitive, and pragmatic.

8. Since both the media and social media perform an informative function, they become weapons in times of war. Information and psychological operations are often used by the bots, bloggers, military and political figures to oppress both civilians and to undermine military operations. Effective manipulation is carried out using various lexical and stylistic means: emotional and evaluative vocabulary and expressions, pejorative and jargon vocabulary, slogans, metaphors, metonymies, hyperbolies, and so on.

CHAPTER THREE. LEXICO-SEMANTIC PECULIARITIES OF WARIME NEOLOGISMS FORMATION IN UKRAINIAN AND ANGLOPHONE MASS AND SOCIAL MEDIA

First and foremost, it is prudent to note that within the scope of our study we examine the following groups of neologisms: derivational, that is, which are formed by the use of existing word-formation patterns in the Ukrainian and English languages, semantic neologisms, and borrowings.

The renewed armed aggression of the Russian Federation on 24 February 2024 united both the international community and Ukrainians themselves in the fight against the enemy. Not only did the war become the catalyst of geopolitical and security policies but also contributed to the evolution of the global linguistic landscape.

The unfolding political and war realities have become a substantial factor in the emergence of new lexical units, especially in Ukrainian and Anglophone mass and social media. However, neologisms have become not only a means of new phenomena nomination, but also strategies for conducting information and psychological operations.

The empirical framework of the study was based on articles in Ukrainian and Anglophone online media outlets, such as *УНІАН, ТСН, Радіо Свобода, 24 Канал, АрміяІнформ, Українська Правда, 5 канал, Суспільне Новини; The Washington Post, BBC, Politico, The Guardian, The Jerusalem Post, The Center for Countering Disinformation*, and posts on social media such as *X (former Twitter), Facebook, and Telegram*.

3.1 The word-formation features of neologisms in Ukrainian media

The full-scale invasion has fundamentally transformed the lives of Ukrainians and also affected Ukrainian media. With the shifting focus on war-related topics, the language of Ukrainian media has become more evaluative, expressive, and

emotional. Given their close connection to the public, the media not only internalise sentiments of the public but also tend to adapt their language behaviour in ways that resonate with their audiences.

Therefore, we observe a tendency of the use of "*Орки*" and "*Мордор*" in Ukrainian media. Initially, the words were borrowed from the world of John Ronald Reuel Tolkien's "The Lord of the Rings" (Contributors to Wikimedia projects, 2001). However, in the course of war, they **extended their meaning**, metaphorically referring to russia or russian troops as "a ruthless, inhumane onslaught" or "a country devoid of moral qualities that recklessly wages bloody wars." "*Запускають ракети орки зі стратегічних літаків і кораблів*" (Журавель, 2022). // "*Причому людей викрадають просто на вулицях і примусово вивозять до мордору*" (ТСН Редакція, 2022). The use of these neologisms simplifies complex geopolitical realities into a binary of good versus evil, what makes it easier for the public to correlate themselves with the good side. Furthermore, these neologisms strip the enemy of individuality by portraying them as a homogeneous mass devoid of humanity: "*Orcs blindly follow their master, and do not think for themselves, humbly following any of his orders*" (Орлова, 2022).

Among the linguistic innovations observed during the wartime, we can identify several examples of *semantic neologisms*. For instance, "*бавовна*," which *denotatively* refers to "a plant producing cotton" (Merriam-Webster, n.d.), has acquired a new connotative meaning used as a form of mockery that is played at the russian homographs "khlópok" (in the meaning of the plant) and "khlopók" (in the meaning of "bang"). Russian media often employ the latter as a euphemism for "explosion" when reporting on missile attacks on temporarily occupied Ukrainian territories or russian territories for the purpose of downplaying the significance of these events.

Similarly, the word "*приліт*," which originally belonged to aviation terminology, referred to the arrival of aircraft at its destination. Over time, however, it has assumed a euphemistic implication, now used to denote missile or artillery strikes.

Additionally, words like "*пташка*" and "*монед*" have acquired new connotative meanings with both now used to refer to unmanned aerial vehicles.

Among **phraseological units** we can observe "*йти за російським кораблем*" or "*іти вслід за російським кораблем*," which originate from the legendary response of Ukrainian border guards "Russian warship, go f*** yourself!" on Zmiinyi Island to the demand of a Russian ship to surrender (Contributors to Wikimedia projects, 2022). The following phrases denote "to be defeated": "*Крім того, розвідники ДШВ відправили слідом за російськими кораблем і автомобіль з мінометом та окупантами*" (Хмельницька, 2022). However, these phraseologisms also serve as an unobtrusive indication of a refined conclusion to a conversation or cooperation: "*Латвійський делегат Ріхардс Колс послав росіян слідом за "російським кораблем", після заперечення РФ зал покинула частина присутніх*" (УНІАН, 2023).

Another example is "*жест доброї волі*." The phrase originated as a euphemism to denote the withdrawal of russian forces from Zmiinyi Island in 2022 (Радіо Свобода, 2023). Such "gesture of a goodwill" suggested that withdrawal was voluntary, meant to demonstrate russia's intent to support international food supply chains. In mass media the phrase has been ironically repurposed to signify retreats of russian troops under pressure, reframing these actions as victories. "*Російські війська готуються до чергового "жесту доброї волі" на захопленій частині Херсонщини, облаштовуючи там оборонні рубежі та мінуючи все узбережжя на лівому березі*" (Лаб'як, 2023).

The expression "*піти (на концерт) до кобзона*" serves as a euphemism for the death of russian invaders or their political figures, namely their joining the deceased russian singer Yosyp Kobzon. "*Українські військові знищили щонайменше кілька одиниць ворожої техніки. Увесь особовий склад невеликого угруповання також відправився, як жартують захисники, на концерт до Кобзона*" (Синеокий, 2022).

"*Київ за три дні*" stems from russian officials' assertion that Kyiv could be captured in three days. As the actual outcome contradicted these claims, the phrase evolved into a sarcastic reference to exaggerated ambitions. "*Героїчні "Чорні запорожці" здобули першу перемогу у цій війні та не дали окупантам "взяти Київ за три дні"*" (Шикула & Довгий, 2023).

Also, we observed "*руський мір,*" which encapsulates the expansion of Russia's influence over religion, ideology, and languages as a basis for its destructive international policy. "*"Русський мір" руйнує все на своєму шляху. Йому не потрібні ані люди, ані будинки, ані підприємства, ані пам'ятки культури*" (Ukrinform, 2022).

An additional example is "*привид Києва*" — collective image of the pilots of the 40th Tactical Aviation Brigade (Учасники проєктів Вікімедіа, 2022). "*Легендарний український пілот "Привид Києва" отримав новий винищувач і вже на ньому знищив ворога*" (5 канал, 2022).

Among **derivational neologisms**, we can distinguish neologisms that are formed by means of affixation. **Оркостан, Кацапстан, Бомжестан**, which were coined by adding Persian toponym-forming suffix "-стан", meaning "land" or "place of" (Dictionary, 2010), to satirise the blind adherence to the orders of the authorities and the level of welfare that often remains detached from the real needs and problems of society. "*88 % українців визнає, що широкомасштабне вторгнення оркостану докорінно змінило їхнє життя*" (Лемеха, 2022).

One more instance is "**русофобія**," derived of the stem "русо" and suffix "-фобія", which may signify both "fear" or "antipathy toward or dislike of, disrespect or disdain for" (Dictionary, n.d.). The neologism reflects negative sentiments towards russia in response to its aggressive actions. *"У таких умовах русофобія видається найменшою заслуженою відповіддю скаженій бензоколонці та її посіпакам і лакеям"* (Дробович, 2022).

An example of combined affixation can be observed in the neologism "**дерусифікація**," which is coined by adding prefix "де-" to the root "рус" and suffixes "-фік-" and "-ація." The neologism denotes a process or state policy aimed at restoring national identity — language, culture, historical memory — lost due to russification (Учасники проєктів Вікімедіа, 2007). *"Сучасні процеси дерусифікації передбачають не лише поступове звільнення комунікативних міських середовищ від російської мови, але й кардинальні зміни у сфері культури"* (Масенко, 2024).

Considering **compounding** processes, we observed "**Бандера-смузі**." To provide further clarification, the onym "Бандера" stands for Stepan Bandera, one of the fiercest fighters for Ukrainian independence. The neologism denotes Molotov cocktails that were used against russian troops in the beginning of the full-scale war. *"Спільно з силами територіальної оборони та поліцією львівська мерія залучає громадськість до патрулювання Львовом. Радять прихопити зброю чи коктейлі **Бандера-смузі**"* (Скоростецький, 2022).

"**Світломаскування**" is one more instance of **compounding**. It denotes implementing measures to obscure light indicators from enemy observation. *"Перевіряють і реагують на скарги щодо порушення **режиму світломаскування** ті ж патрулі, що стежать за порядком на вулицях під час комендантської години"* (Міпер, 2022).

Among the neologisms of wartime, we also observe the words that were created by the process of **blending**. Thus, we observe the word "**роспропаганда**" (the blending of "russian" and "propaganda"). The neologism refers to information campaigns and strategies implemented by russia to shape specific public opinion or attitudes. *"... вплив **роспропаганди** на свідомість наших співгромадян та західну аудиторію знизився у рази"* (Шаповалов, 2023).

Another example is "**рашист**," which is a derogatory blend of "russian" and "fascist" used to describe individuals or ideologies in Russia that support authoritarianism, extreme nationalism, and militarism. *"Під час таких **рейдів** **рашисти** викрадали людей та ув'язнювали їх до російських катівень на лівобережжі Херсонщини"* (Денькович, 2024).

One more instance is "**путлер**" — the neologism combines "putin" and "hitler" to expose and critique the expansionist policies of the russian dictator. *"...**путлер** насильницьким шляхом захопив частину території суверенної країни"* (Кіндсфатер, 2023).

So, the language of Ukrainian media is characterised by emotional, expressive, and evaluative undertone. These changes are largely due to the tragic events associated with the ongoing russian-Ukrainian war. The use of neologisms in media news coverage contributes to their expressiveness, as well as reflects public sentiment of hostility towards the enemy and fosters faith in unity and victory.

3.2 The word-formation features of neologisms in Anglophone media

The course of our study reveals various type of neologisms. Specifically, within the Ukrainian language, we identified derivational neologisms, semantic neologisms, and borrowings. In contrast, English discourse features calques, and formulaic sequences. Formulaic language, as defined by Wray and Perkins (2000, as cited in Raymond & Gibbs, p. 698), is "a sequence, continuous or discontinuous, of words or other meaning elements, which is, or appears to be prefabricated: that is, stored

and retrieved whole from memory at the time of use, rather than being subject to generation or analysis by the language grammar." Formulaic language includes clichés, collocations, fixed expressions, idioms, etc. (Raymond & Gibbs, 2007, p. 699).

The war in Ukraine has been receiving extensive coverage in Anglophone media outlets, which has been instrumental in informing the international audience about the course of military action on the frontline, humanitarian crises and political challenges. Undoubtedly, the unprecedented realities have driven the development of the English media language.

Hence, the lexicon of the English mass media has been enriched by a **calque** "*energy terror*," which constitutes a calque of "енергетичний терор" taken from the formal addresses of the President of Ukraine and other Ukrainian authorities. The term refers to the Russian Federation's deliberate targeting of Ukraine's energy infrastructure with the aim to undermine the country's resilience and instil fear in the civilian population. "*Ukraine president calls for more infrastructure aid to counter Putin's "blackout and energy terror"*" (Wintour, 2022). // "*And Kyiv Governor Oleksiy Kuleba accused Russia of "continuing its energy terror against our country" with the latest wave of drone attacks*" (Bachega & Murphy, 2022).

Among **semantic neologisms** we observed semantic elevation of the word "**sunflower**." Originally referring to the plant known for its bright yellow flowers that turn towards the sun, its association has expanded to represent the spirit of the Ukrainian people and their struggle for freedom: "*The sunflower has long held a meaningful place in the hearts of many Ukrainians as the national flower. But since Russia invaded their country last week, the plant has become a global symbol of resistance, unity and hope*" (Hassan, 2022).

In the course of our study, we noted the **collocation** "*drone warfare*," that signifies a mode of combat that involved unmanned aerial vehicles. "*The move to*

drone warfare is a combination of necessity and innovation. Drones are in plentiful supply, even though when armed they lack the explosive fire power of artillery" (Sommerville, 2024).

One more example of phraseological collocation is "**drone diplomacy**," which refers to the strategic use of drones by various countries to support Ukraine and influence the armed conflict. *"As drones proliferate, they garner more attention from major media. Foreign Policy ran an article last week that discussed "**drone diplomacy**" and how the drone arms trade may be upending global power dynamics"* (Frantzman, 2022).

Also, we observed that due to nuclear threats from Russia, the term "**nuclear blackmail**" has re-entered the lexicon. The term refers to "a form of nuclear strategy in which one of states uses the threat of use of nuclear weapons to force an adversary to perform some action or make some concessions." (Contributors to Wikimedia projects, 2002). *"Ukrainian President Volodymyr Zelensky has accused Russia of using "**nuclear blackmail**" at the Zaporizhzhia nuclear power plant — Europe's largest"* (Murphy, 2022).

One more example "**sanctions fatigue**" signifies the growing weariness and reluctance among governments, and the public to continue imposing or supporting economic sanctions, especially when the desired outcomes are not achieved or the economic costs become too burdensome. *"Overall in Western Europe, **sanctions fatigue** has kicked in, especially as it becomes harder and harder to find measures that hurt Russia more than they damage the EU economically"* (Moens & Kijewski, 2022).

An additional instance of a **phraseological collocation** can be illustrated by a neologism "**grain corridor**." The neologism emerged in 2022, as Russia's naval presence made it challenging for Ukraine to continue exporting grains and agricultural products through traditional routes. *"Ukraine's President Volodymyr*

Zelenskyy in his address overnight called for more security for *the grain corridor*, saying it "needs reliable and long-term protection" (Anderson & Wax, 2022).

Similarly, we can observe "**grain deal**," which emerged to denote the agreement for the safe export of Ukrainian grain to prevent global food crises. "*The grain deal — even if it is rolled over — is a necessary, but not sufficient, condition for averting escalating rates of hunger*" (Savage et al., 2023).

In March 2022, the devastating war crimes that unfolded in Bucha elicited widespread shock and condemnation across the globe. The collocation "**The Bucha massacre**" received an intensive coverage in the news media, reporting numerous civilians who were ruthlessly executed and left in the streets by Russian troops. "*The Bucha massacre marks a grim turning point in Russia's invasion, and the world must respond forcefully*" (The Washington Post Editorial Board, 2022). // "*After the Bucha massacre, it feels like we have to change the way we treat this war*" (Gumenyuk, 2022).

Our analysis revealed an instance of a **morphological neologism**, namely "**sanctionista**." The lexical unit is derived through adding to the stem "*sanction*" the suffix *-ista*, which denotes "a specialist or performer of a certain topic, or an advocate of a belief" (Contributors to Wikimedia projects, 2011). The neologism refers to the coalition of Poland and the Baltic States in their collective efforts to advocate for sanctions against Russia. "*The "sanctionistas", Poland and the Balts, are afraid the others are missing the sense of urgency, especially as rockets are landing near their borders,*" one EU diplomat said (Boffey & Rankin, 2022).

To summarise, the armed conflict in Ukraine has resulted in the emergence of neologisms in Anglophone media. New lexical units represent the specifics of contemporary military, humanitarian, and political realities and enhance understanding of the ever-changing dynamics of the war on the international arena.

3.3 The word-formation features of neologisms in Ukrainian and Anglophone social media

Social media take on a special significance during times of war, serving not just as platforms for sharing information and personal opinions but also as spaces for linguocreativity. Therefore, social platforms allow users to experiment with language, creating new words, slang expressions and memes that embody their sentiments or experiences on the realities of the war.

Some **morphological neologisms** have appeared as a result of **affixation processes**. Among these lexical innovations we can identify the word "**мовнюк**." The neologism was created by adding suffix "-нюк" to the stem "мова." The word denotes a Ukrainian who actively advocates for the use of the Ukrainian language and reproaches those who have not yet embraced it since the full-scale invasion. *"Я мовнюк принциповий. Будучи східняком, я виховав сина так, що він мене називає "тато", а не на французький манер "nana"..."* (Zagravsky, 2024).

One more example of affixation is "**зрадофіл**" derived from the stem "зрада" and suffix "-філ." It refers to individuals who are constantly seeking reasons to criticise the actions of authorities or international partners. *"Український зрадофіл людина пластична: шлях від «танків не дадуть, все пропало» до «щось Абрамсів малувато обіцяють» може пройти за неповну добу"* (Bogdanov, 2023).

Another example of affixation is "**Scholzing**" derived from anthroponym Scholz and suffix -ing. The neologism refers to the act of making promises and never keeping them. *"We know you are keeping **Scholzing**, coward Scholz"* (Roy, 2024).

We also observed the actualisation of the term "**Finlandization**," which is derived from anthroponym Finland and suffix "-ization." According to Merriam-Webster Dictionary (n. d.), the term refers to "a foreign policy of neutrality under the influence of the Soviet Union" or "the conversion to such a policy." *"The*

Finlandization of Ukraine against their will would be a breach of international law just like any other" (Arvidsfar, 2024).

We also note words that have emerged as a result of **compounding**. For example, "**tractor troops**" refers to the collective image of Ukrainian farmers who used their tractors to remove russian equipment from the fields and provide them to the Ukrainian army. "*Ukrainian tractor troops at it again. This time, a captured TZM-T...*" (Gronk, 2022).

Another example is "**TikTok army**" is a derogatory term to the russian army, specifically to the so-called "kadyrov army" who are known for filming staged footages with their supposed success in repelling advances. "*LOL, russian TikTok army. They are probably shooting on some empty field...*" (Pupik, 2024).

Some neologisms with a derogative component are notable for their remarkable linguistic creativity. Among them we observe "*Млиннолопатна скотоублюдія*" or "*бліннолопатна скотоублюдія*." If we consider a neologism from the perspective of word formation, we can distinguish the following components: stem "млин" + interfix "о" + stem "лопата" + suffix "-н-" + stem "скот" + "interfix "о" + stem "ублюдок" + suffix "-ія." The neologism is a mockery of the russian tradition during Shrovetide, where the pancakes are usually served to the people with shovels; and the derogative component encapsulates a sense of satire. "*бліннолопатня скотоублюдія атакувала енергетичну інфраструктуру у Харківській, Запорізькій, Львівській, Київській областях*" (Український Наступ | #УкрТГ Δ, 2024).

Another example is "**нафтодирне пинєбабве**." The neologism was created by means of **compounding** (stems "нафта" + interfix "о" + "діра" and blending "пиня" (derogative name for "путін") + "Зімбабве"). The term serves as a satirical critique of russia, a country with substantial oil reserves, yet where a significant portion of the population lives below the poverty line. "*Сенат США ухвалив*

резолуцію, яка закликає ДержДеп визнати **Нафтодирне Пинєбабве** державою-спонсором тероризму через події в Чечні, Грузії, Сирії та в Україні" (Український Наступ |. #УкрТг, 2022).

In the course of our study, we also observe a number of **semantic changes** in both English and Ukrainian. During the war, the word "**owl**" acquires a new connotative meaning related to Ukrainian unmanned aerial vehicles or Ukrainian intelligence, namely referencing the logo used by the intelligence service, which symbolises vigilance and strategic insight. "*Ukrainian owls never ignore threats*" (Tasha@, 2024).

Another example is "**очі**," which has come to denote unmanned aerial vehicles. "*Нам потрібні очі, щоб зберегти наших захисників і мінімізувати втрати найдорожчого і найціннішого ресурсу - наших людей і водночас нам дуже потрібні крила, щоб нести смерть з повітря окупантам на гарячій ділянці фронту*" (Пасішнюк, 2024).

The word "**дискотека**" denotes intense military action or bombardment. "*У Херсоні сьогодні епічна дискотека с феєрверками. Смажених орків стає усе більше с кожною хвилиною*" (Далюк, 2022).

Among **semantic neologisms** we also observe military jargonisms "**аватар**," which denotes a soldier prone to alcohol consumption. "*тема для обговорення пані та панове військовослужбовці, як у вас в підрозділі відбувається боротьба з аватарами?*" (вишня весняна, 2024).

"**Покемон**" is military jargon for a modernised Kalashnikov machine gun. "*Побратим кулеметник перед тим як херачити по росіянам кричить: піка-піка!! (Кулемет калашнікова модернізований скорочено називають ПКМ або в народі покемон.)*" (Hlazun is watching you, 2022).

One more instance is "**кабачок**" — a military jargonism referring to a grenade launcher ammo. *"Нашо вони підпалили кабачок від рпг?"* (NordUA, 2024).

"**Болога**" signifies historical perceptions of the current territories of Russia, which were once considered unsettled, unlike the cities and cultural centres of Kyiv of that time. *"Новокузнєцк, Кемеровська область сьогодні. Враховуючи всі останні затоплення на бологах - що це, якщо не карма?"* (Полуботько, 2024).

It is noteworthy to note the expansion of the semantic meaning of the anthroponym "**Маркіян**." The viral Ukrainian video "Маркіян іде...)))" (Gromada, 2024) shows three soldiers jokingly discussing whether an ATV or a motorbike is better. One of them suggests asking Markiiian's opinion and points the camera at the man approaching. Although Markiiian walks throughout the video, he never reaches his brothers-in-arms. Against the backdrop of the long-promised F-16s, Ukrainians began to refer to them as "Маркіяни," humorously symbolising their anticipation and the delayed delivery of these aircraft. *"Цього літа Маркіян буде захищати Харків від російських КАБів. Він вже іде"* (STERNENKO, 2024).

Among the common tendencies of **borrowing** in the English and Ukrainian social media segments, we observe "**putinverstehер**," which has been adopted from the German language. The neologism is derived of the onym "putin" and "verstehер" (understander), respectively, it refers to adherents of Putin's ideology. *"Germany refused Ukraine's request to buy 100 Marder infantry fighting vehicles. The Putinverstehер faction in power in Germany will dismantle them instead"* (MacKay, 2022). Ukrainian users predominantly use the neologism as a calque. *"Підозрюю, що решта президентів з країн Балтії та Польщі не були в захваті від перспективи, що цей "путінферштеєр" слухатиме, що вони обговорюють"* (Сапронова, 2022).

Another instance the neologism that has been borrowed into English is "**vatnik**." It is a pejorative term for individuals who exhibit pro-Kremlin sentiments (Contributors to Wikimedia projects, 2015). *"Keep Ukraine Tidy Campaign please put all **Vatniks** in the bin after use"* (The Ministry Of Ungentlemanly Warfare, 2024).

We noted a tendency of using such **formulaic expressions** as "**ТРО** **"Барселона"** and **"Батальйон "Монако."** The following expressions carry a satirical undertone, which is aimed at mocking high-ranking officials and public figures who stand aside from the war in Ukraine, either by staying or fleeing abroad. *"Як з київської ТрО перевестися у **ТрО Барселони**? Скиньте зразок рапорту, пліз"* (captain Priceюк, 2023).

Similarly, we observed a **collocation "рабські вимирати"** is built upon wordplay of "раб" and "вимирати," which stands for the name of the Russian Federation, which emphasises Putin's usurpation of power and the blind acquiescence of the Russian people to the criminal orders of the authorities. *"**Рабські Вимирати** продовжують дивувати світ своєю тупістю. У 21 віці, коли всі люди живуть як люди, ці неандертальці навіть інтернет своєму убогому розумом народу вимикають"* (Назарчук-Лядова, 2023).

The **phraseologism "Хороший росіянин"** usually denotes a euphemism for "deceased Russian." *"Хороший росіянин – той котрого не видно в тепловізор"* (Maryna Ukraine, 2024).

Similarly, we observe another example of a euphemistic **phraseologism "від'ємний наступ,"** which refers to a situation where a Russian attacking force is actually retreating. *"Трохи північніше Ізюму у рашистів справжня паніка і, схоже, неконтрольований **від'ємний наступ**..."* (Що там за обрієм?, 2022).

We are also witnessing a resurgence of "**рязанський цукор**" – an Internet meme that emerged after the FSB carried out a series of bombings of residential buildings in Russia on 4-16 September 1999 (Учасники проєктів Вікімедіа, 2018).

The term refers to the self-shelling of russian territories, where russian troops allegedly fire on their own territories to frame the Ukrainian army responsible for the attacks. *"Дивлюся про що верещать західні прокремлівські ліваки та «хороші росіяни» і приходжу до висновку, що по Белгороду вдарив Ху. Туну рязанський цукор, коли будинки підривало ФСБ, а в тероризмі звинувачували чеченців"* (Mirochnik, 2023).

We also draw attention to the word "**coca-cola refugee**." This word was used as an occasionalism by a Romanian comedian Victor Patrascan during one of his stand-up shows, where he addresses to russian: *"You are a **"Coca-Cola refugee"**, do you know this?... This is the name for the russians who left russia in the last two years for moral reasons. You were ok when russia invaded Georgia, Syria, Ukraine for the first time, but when you cannot order on Amazon your morals start to kick in..."* (Patrascan, 2024). However, this word is now gaining traction, in particular among Ukrainian users of the social network X.

Moreover, among anglophone users of social media we identify the use of **acronyms** such as "**NAFO**," which stands for North Atlantic Fellas Organisation — an internet-based movement that supports Ukraine and counters russian disinformation (Contributors to Wikimedia projects, 2022) and "**MRSA**" — Make Russia Small Again.

To conclude, the language of Ukrainian and Anglophone social media is rich in emotionally-charged neologisms that are designed to humiliate the enemy. Such linguistic practices foster a cohesive community that revolves around a collective goal — to annihilate the aggressor.

3.4 The use of neologisms in information and psychological operations

Since the beginning of the full-scale war in Ukraine, information and psychological operations have become one of the key methods of hybrid warfare. Russia uses disinformation to undermine morale, split Ukrainian society and manipulate

international opinion. By spreading fake news and panic rumours, russia is trying to destabilise the situation in the country, sow discord among Ukrainians, undermine trust in the government and the Ukrainian army, and create tension between society and its Western partners. Thus, the PSYOPs are aimed at destroying unity within Ukraine and reducing support from allies in the international arena.

In the course of our study, we conducted an analysis of materials published by the Center for Countering Disinformation to uphold the accuracy of information. The Centre plays a key role in the identifying informational manipulation and refuting cases of disinformation of the wartime. Therefore, our study aims to uncover the underlying strategies and linguistic innovations employed in the dissemination of disinformation.

The first article that draws our attention is "**The enemy accuses Ukraine of preparing "a radiation (nuclear) provocation,"**" which states the follows: "*The russian propaganda is spreading information about future **nuclear provocations** by Ukraine in order to discredit it on the international stage*" (Center for Countering Disinformation, 2023a).

The neologism "**nuclear provocation**" (**phraseological collocation**) indicates the possibility of aggressive actions that involve nuclear weapons, which, in terms of historical precedents, evokes fear about probable global catastrophe. russian propaganda aims to frame Ukraine as an aggressor. Therefore, not only such narratives seek to justify russia's military intervention in a sovereign state, but also increase domestic support for a more aggressive stance.

One more instance of **compounding** we observe in the article "**russians have deployed a new campaign to discredit Ukraine**" states: "*...hostile propagandists highlight rallies and protests in countries around the world and try to tie a «Ukrainian footprint» there. Allegedly, Ukrainians participate in such provocations, and some even give protesters weapons that were given to Ukraine as*

part of aid" (Center for Countering Disinformation, 2023b). **"Ukrainian footprint"** intends to attribute Ukraine as responsible for unrest beyond its borders, and undermine global financial, humanitarian, and military aid.

It is also worth noting that the russian-Ukrainian war is often subjected to manipulations and comparisons to the Israeli-Palestinian armed conflict. In this regard, russian propaganda tries to draw parallels between Ukraine and Israel, and Donbas and Palestine, claiming that Israel is exterminating Arab minorities in the same way that Ukraine allegedly commits violence against russian-speaking Ukrainians. On this occasion, the Center for Countering Disinformation (2023c) in the article **"Are situations in Ukraine and Israel similar?"** warn that russian and pro-russian narratives speculate that *"bloody scenarios written in Ukraine at the behest of Washington have been implemented in the Middle East, where thousands of Palestinians have been killed by the Israeli army."*

The **formulaic sequence "bloody scenarios"** sets an imagery of violence and death, which entails a significant loss of life, which is attributed as a blow to the USA's credibility. Manipulation by comparing and shifting responsibility to the United States implies an intention to justify russia's armed aggression on the territory of Ukraine and justify russia as a victim of external manipulation rather than an aggressor.

The manipulative potential is also revealed by the **phraseological collocation "Ukraine fatigue,"** which refers to the reduction of public attention and decline of political, financial, humanitarian, and military aid for Ukraine. Russian propaganda often appeals to this term to depict Ukraine as "unwilling to compromise," which will only lead to the exhaustion of Ukraine's international partners. *"Putin has calculated, probably correctly, that time is his ally and that the West's commitment to Kyiv will sooner or later be subverted by "Ukraine fatigue," exacerbated by the*

cost to European and American taxpayers" (The Washington Post Editorial Board, 2023).

Among the messages of a manipulative nature on social media, we also observe a neologism "**Zelenskyism**," which is derived from the anthroponym with the help of a suffix -ism. Presumably, the term refers to the political philosophy and style of leadership associated with Volodymyr Zelensky. *"Down with #Zelenskyism! What drives this serious little man? Nationalism? Getting his ego stroked? Bartering lives for bucks? He's finally become a meme. Hollywood's lover boy"* (Groyper Gladiator., 2022). The manipulation is carried out through an attention-grabbing slogan with a neologistic component "*Down with #Zelenskyism!*" The message aims to amplify dissent and transform Zelenskyi into a controversial figure. Furthermore, the accompanying commentary questions his integrity and commitment to national interests by portraying him as self-serving and detached from the realities faced by Ukraine.

It is also important to note that the Ukrainian social media space is constantly feeling the influence of the manipulative information flow. Russian propaganda is actively fighting on social media platforms, as they provide wide access to the audience and the ability to quickly proliferate information. One of the key strategies of the Russian information campaign is to spread fake news, distort data, manipulate and discredit the current president and the Ukrainian government, and Ukrainian armed forces.

Among the manipulative messages and psychological operations, we can observe **neologisms-blends** with the anthroponym "Зеленський": "**Зерадник**" ("Зеленський" + "зрадник") and "**Зевлада**" ("Зеленський" + "влада"), which are used to create a negative image of the President of Ukraine.

Undoubtedly, the preservation of Ukraine as a sovereign and democratic state necessitates conscription campaigns, which are aimed to strengthen the country's

defence capabilities. However, Russian propaganda attempts to spread narratives that compromise the credibility of mobilisation efforts and create social upheaval. **Affixal neologisms "Бусифікація" and "могилізація"** are examples of Russian propaganda. The term "бусифікація" ("бус" + "-фікація") evokes associations with violent mobilisation, while "могилізація" ("могила" + "-ізація") creates an image of conscription as a march towards death. Thus, defence measures are reframed not as a matter for the survival of the nation against russian armed aggression, but rather as an additional threat to individuals' lives.

So, manipulative techniques aimed at influencing people's minds through information and psychological operations have become an important method in the tactics of Russia's hybrid war against Ukraine. By spreading disinformation and carefully constructed narratives, russia seeks to cause social upheaval, weaken state institutions, and achieve strategic goals on the frontline.

Neologisms often play a particular role in manipulative information campaigns. They are used to simplify complex issues, reinforce particular narratives, create biased ideas, and evoke strong emotional reactions that can resonate further with a wider audience.

To conclude, Figure 2 presents the overall results obtained during the analysis of Ukrainian and Anglophone mass and social media.

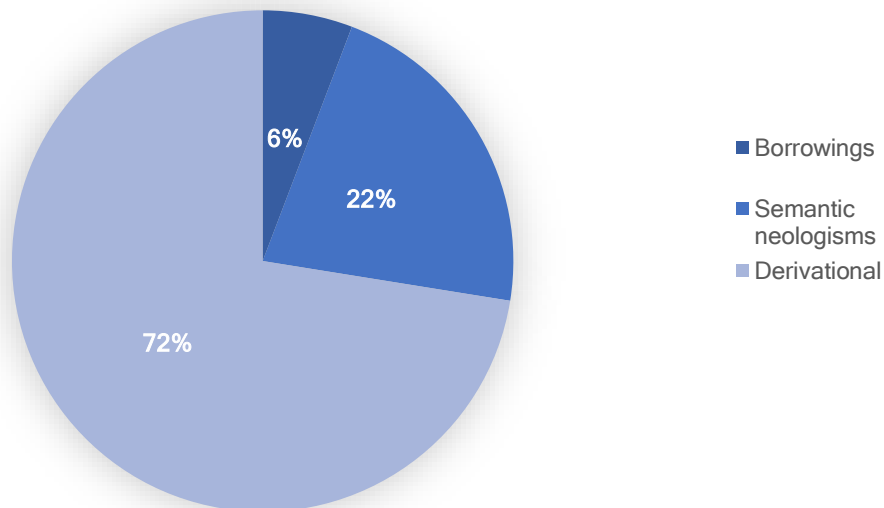


Figure 2. Distribution of neologisms by type in Ukrainian and Anglophone mass and social media

Figure 3 deals with the distribution of analysed derivational neologisms and their word-formation processes.

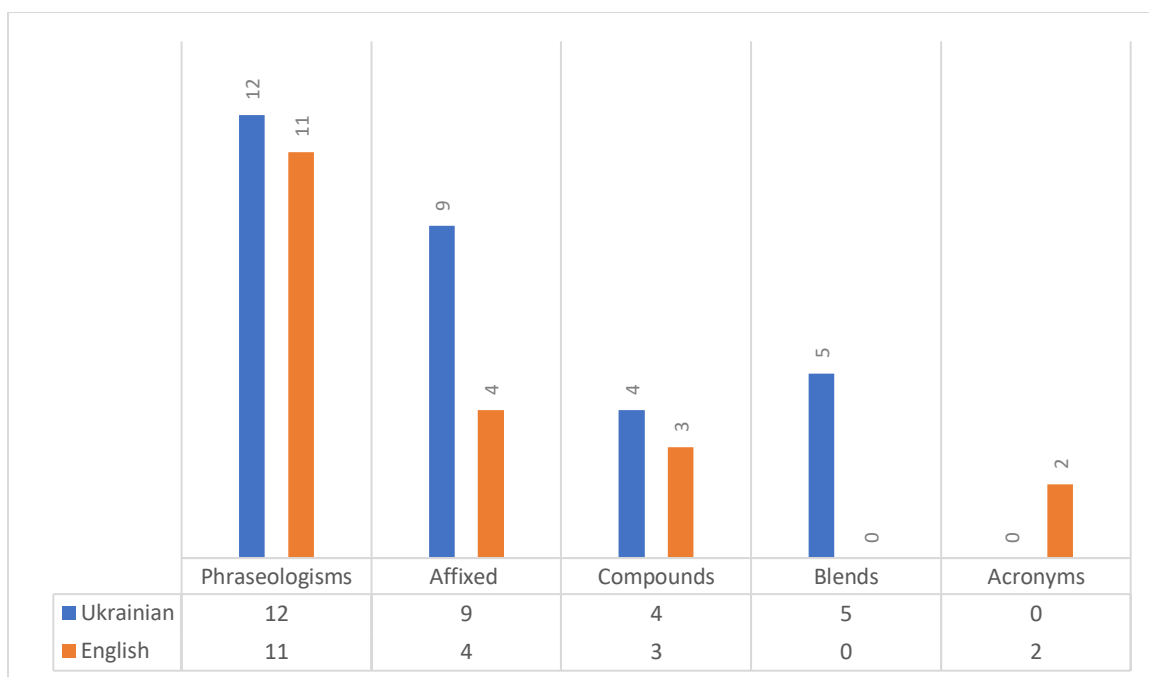


Figure 3. Distribution of word-formation processes of the analysed syntactic neologisms of wartime in Ukrainian and English

Conclusions to Chapter Three

1. The analysis of the media news articles (*Українська Правда, ТСН, УНІАН, BBC, The Guardian, Politico, etc.*) and social media posts (*X, Facebook, Telegram*) for the period from February 24, 2022 to October 2024, allowed us a total number of 69 neologisms.

2. Overall, 69 neologisms were analysed. Figure 2 reveals that the largest portion of neologisms, which accounts for 72% (50 instances) of the total, is derivational neologisms, which can, correspondingly, demonstrate that the primary function of neologisms lies within nomination of the new phenomena that occur during the wartime. Semantic neologisms are the second most common type, at 22% (15 instances). It is worth noting that the semantic expansion of meanings mostly occurred in the Ukrainian language, due to the course of the war, the influence of military jargon, and the adaptation of existing language resources to new realities. Borrowings feature at only 6% (4 instances). Accordingly, the practice of borrowing from other languages is not widespread during wartime.

3. According to the data given, both Ukrainian (12) English (11) exhibit a higher frequency of phraseological collocations creation. The predominance of new phraseologisms in the languages is explained the war factor. Phraseologisms personify the emotionality of Ukrainians and connotatively carry nation's disdain for the enemy, while in English they serve as a nomination for political and military action. Both languages have a high frequency of affixal neologisms, with Ukrainian (9) slightly higher than English (4). Therefore, we can affirm the statement that affixation is a productive word-forming process for both languages. The process of compounding is another highly-productive word-formation process for both languages, with only Ukrainian (4) having a slightly higher frequency of compounds than English (5). As far as blending concerned, we observed that it appeared to be

more productive in Ukrainian (5) rather than English (0). However, English has 2 instances of acronyms, while Ukrainian has none.

4. Thus, in the framework of our study, we can conclude that during the Russian-Ukrainian war, both Ukrainian and English were enriched by borrowings (4 instances), and semantic neologisms (15 instances). Of a greater influence to the languages' wordstock were derivational neologisms (50 instances), that is, phraseologisms (23 instances) and morphological neologisms (27 instances).

5. In the course of our study, we also observed that neologisms have a specific role in psychological operations. We were able to identify 9 cases of neologisms with manipulative potential, including 1 phraseological and 8 morphological instances.

GENERAL CONCLUSIONS

A prominent aspect of contemporary linguistic studies is the emergence of new words in times of crisis. Neology examines the formation of new vocabulary, its semantics, areas of its use, and how new linguistic units enter a language's register.

The first chapter disputes the main characteristics of neologisms, surveys approaches to their definitions, taxonomy, formation patterns, and causal factors behind their appearance. The analysis of the theoretical framework has demonstrated that neology as a field of linguistics has not been established and remains an object of polemics among scholars.

A number of notions are explained as well, such as: neology, nonce-word and occasionalism, and neologism.

Neology embraces a variety of definitions. It may be understood as a branch of linguistics, the use of a new word or existing word in a new or different sense, the use of unconventional expressions, and the introduction of new words into a language. Nonce-word and occasionalism denote a term coined for a single use to fill a speech gap or deliberately. The term "neologism" has various interpretations among scholars. To keep it short, it may be understood as a new word or an existing word that extended its semantic meaning.

Also, there is an extensive classification for neologisms. The research paper delineates neologisms by means of their formation, which falls into phonological, borrowings, semantic, and morphemic.

The emergence of neologisms in a language is conditioned by intra- and extralinguistic factors. Intralinguistic factors are caused by the tendency to linguistic economy for clear and concise expression, while extralinguistic factors are conditioned by the nomination of new scientific, medical, political, and military phenomena.

The theoretical framework serves as a basis for understanding how the armed conflict affects the linguistic worldview.

Second chapter of the thesis is dedicated to defining the functional features of mass and social media. During the wartime, mass and social media form a unified information space, which is aimed at information transmission, shaping public opinion, military communication, and global support mobilization.

During the wartime, neologisms are prevalent, as they serve to nominate new realities of the ongoing armed conflict and express nation's emotions and sentiments. Therefore, mass and social media are the centerpiece of contemporary communication and social norms. They adapt and foster language innovation to reflect ongoing social transformations and further shape the linguistic consciousness.

The war transforms media and social media to a strategic tool for information warfare. Information and psychological are carried out with various linguistic means, encompassing neologisms. Such linguistic strategy imposes a manipulative framework that guides the perception and information interpretation of addressees.

The third chapter deals with the analysis of sampled neologisms in Ukrainian and Anglophone mass and social media during the wartime. The study sheds light on the interrelationship between language and war.

The results reveal several key findings. Firstly, the war has stimulated linguistic innovation in both languages. Secondly, the majority of neologisms appeared to be of derivational nature. Borrowing played a minor role. The languages demonstrated reliance on internal word-formation processes. Ukrainian and English exhibited a high degree of productivity in affixation and compounding. However, Ukrainian demonstrated a unique tendency towards the creation of new phraseological collocations and extension of semantic meaning. Such results can be

explained by the direct impact of the war action, military jargons, and the nation's emotional expressiveness towards the aggressor.

The study identifies the potential of neologisms to be used in information and psychological operations. Certain neologisms, particularly those with strong emotional connotations, were used to incite fear, question Ukrainian internal and external policy, and justify russia's armed aggression.

In general, the study of the linguistic innovation during the wartime helps us understand how crisis influences the linguistic landscape. The study of war neologisms can give better insights on the collective sentiment of nations on the course of war, their shared values, aspirations and how they can be exploited by an enemy.

RESUMÉ

Магістерську роботу присвячено дослідженню неологізмів війни в українськомовних та англійськомовних ЗМІ та соціальних мережах. Аналіз наукової літератури засвічує, що неологія, як наука, все ще розвивається. Це пояснюється варіативністю підходів до дефініції як і самого поняття неології, так і до визначення факторів, етапів та механізмів утворення нових слів. Також варто зауважити, що серед наукового кола немає усталених підходів до визначення поняття "неологізм", його класифікації та тривалості його існування.

На тлі російсько-української війни процес поповнення словникового запасу, зокрема в ЗМІ та соціальних мережах, новою лексикою викликає значну зацікавленість серед лінгвістів, особливо в тому, що стосується ролі неологізмів у інформаційно-психологічних кампаніях.

Робота складається із трьох розділів. Перший розділ присвячено визначення місця неології в контексті лінгвістичних студій та її проблематики, підходів до визначення "неологізм", факторів його виникнення, типології та класифікації та способів утворення. Другий розділ присвячено функціональним особливостям ЗМІ та соціальних мереж, їх роль у створенні та поширенні неологізмів, функцій та маніпулятивного потенціалу неологізмів під час війни. У третьому розділі було здійснено структурно-семантичний аналіз добірки неологізмів на матеріалах українськомовних та англійськомовних ЗМІ та соціальних мереж. У результаті було встановлено, що серед досліджуваного матеріалу найпродуктивнішими способами творення для обох мов є афіксація, словоскладання та утворення фразеологізмів.

Ключові слова: неологія, неологізми, мова ЗМІ, мова соціальних мереж

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