

THE EVOLUTION OF SCHOLARLY THOUGHT ON THE AWARENESS OF UKRAINIAN NATIONAL IDENTITY

The article explores the evolution of scholarly thought on the awareness of Ukrainian national identity within historical, cultural, and social contexts. It analyzes various approaches to the formation of national consciousness, including ethnic, political, and cultural concepts, as well as their development under the influence of globalization and external factors such as imperial influences and the current war. Particular attention is given to the role of language, culture, and religion in shaping identity, as well as to the contemporary challenges that affect the transformation of national consciousness. The focus is placed on the changes in both internal and external perceptions of Ukraine, especially following the Revolution of Dignity and Russia's full-scale invasion in 2022.

Keywords: identity, media, discourse, war, culture

У статті досліджується еволюція наукової думки щодо усвідомлення української національної ідентичності в історичному, культурному та соціальному контекстах. Проаналізовано різні підходи до формування національної самосвідомості, зокрема етнічні, політичні та культурні концепції, а також їхній розвиток під впливом глобалізації та зовнішніх факторів, таких як імперські впливи і сучасна війна. Особливу увагу приділяється ролі мови, культури та релігії у формуванні ідентичності, а також сучасним викликам, які впливають на трансформацію національної свідомості. Зроблено акцент на змінах у внутрішньому та зовнішньому сприйнятті України, особливо після Революції Гідності та повномасштабного вторгнення росії в 2022 році.

Ключові слова: ідентичність, медіа, дискурс, війна, культура

The study of the development of scientific approaches to the formation of Ukrainian national consciousness in the context of historical, cultural, and social factors is of current relevance. The analysis includes an exploration of various theories of national identity, such as ethnic, political, and cultural, taking into account the influence of external factors like globalization and imperial influences. Special attention is paid to the role of language, culture, religion, and contemporary challenges affecting the transformation of identity amid modern political and social changes.

Scholars such as V.A. Ushchyna, V.I. Kononenko, P.S. Khabotnyakova, and others have conducted research on national identity. The aim of this article is to analyze the evolution of scientific thought on the understanding of Ukrainian national identity.

National linguoculturology focuses on identifying specific linguistic and cultural processes taking place in Ukraine. For example, these processes include

understanding culture in its complex linguistic and cultural environment, the interconnection between national language and culture, which implies reliance on native cultural indicators and multicultural and multinational contexts [1, p. 18]. This refers to the potential of Ukrainian linguoculturology as a comprehensive science that encompasses multifaceted data and achievements from various humanities and non-humanities disciplines, ultimately forming its own ethnolinguocultural concept.

Various approaches to identity are based on striving for coherence and stability, although identity is often unstable and changeable. The linguistic image, associated with the concept, reflects knowledge and understanding of the world through language. Linguoculturologists consider the figurative basis of linguistic units as an important cognitive mechanism that integrates cultural information into the linguistic sign.

According to V. Kononenko, what is specifically national is the folk and traditional that exists in the ethnocultural space and is quite dynamic [1, p. 22]. And if earlier Ukrainian verbal symbols were the cuckoo, poplar, and towel, which embodied national identity, in modern media discourse such symbols are nowadays:

- forced migration,
- sorrow,
- refugee status,
- war,
- destruction,
- air raid alarms, among others [2].

Ukrainian national identity is largely shaped by Christian values and family values, which have always been central to the formation of Ukrainian national identity and remain relevant in modern realities. Many women faced the choice of leaving their husbands and going abroad or staying behind, women saving their children. The image of the woman as guardian, mother, and wife is also depicted in modern media discourse [3].

In Ukrainian artistic texts, both poetic and prose, linguocultural elements are clearly expressed, while in modern media discourse, these national-cultural contexts are implicitly formulated.

The image of Ukraine created in the media significantly influences public opinion both within the country and abroad. This image can affect perceptions of the conflict, support for one side or another, and positions on social and political issues. Foreign media often portray Ukrainians as resilient and courageous people fighting for their independence and freedom. Such an image contributes to the creation of a positive image of Ukraine on the international stage and fosters support from other countries.

A retrospective view of Ukraine's perception in society and its evolution demonstrates how identity and the perception of Ukrainians on the international stage have changed over time. During Soviet times, Ukraine lacked a clearly defined image on the global stage, as it was seen as part of the USSR. Its

identity was somewhat diminished, and its cultural and historical characteristics were overshadowed by dominant Soviet ideology.

After the collapse of the USSR and Ukraine's independence in 1991, most European countries and the USA still did not recognize Ukraine as a separate state with a unique nation and language. This was a kind of perception of the country as part of the former USSR, with undefined geographical and cultural boundaries.

However, over time, Ukraine began to be recognized as a separate cultural, national, historical, and national-patriotic center. The Revolution of Dignity in 2013-2014 became a turning point in the formation of national consciousness. Questions of identity and national awareness came to the forefront, attracting the attention of the international community. Russia's annexation of Crimea in 2014 became another important stage when Ukraine began to defend its territorial integrity, and the world community began to better understand its geographical position and significance.

However, it was Russia's full-scale invasion of Ukraine in 2022 that became the key moment that changed global perceptions of Ukraine. Since then, Ukraine has become a top topic in the news of most developed countries, influencing both external perceptions and the image of Ukraine on the international stage. Foreign countries began to view Ukraine not only as an independent state but also as a strong democratic nation fighting for its rights and freedoms.

This external image of Ukraine, formed in media discourse, is the first component of constructing the image of a Ukrainian. The second component is the internal perception by Ukrainians of themselves. The full-scale invasion revived interest in the native language, history, geography, and national resources. Ukrainians began to value their cultural heritage more, which changed their internal positioning and self-perception.

Conclusions. Summarizing the research on the evolution of scholarly thought on the awareness of Ukrainian national identity highlights the complexity and multifaceted nature of this process. Studying various approaches to national identity, including ethnic, political, and cultural aspects, shows how historical, social, and political factors influence its formation. The modern context, particularly the war and globalization, has prompted a reassessment of national symbols and images, contributing to the consolidation of Ukrainian identity both within the country and internationally. An important aspect remains the role of language, culture, religion, and media in forming a positive image of Ukraine in the eyes of the world and strengthening national self-awareness in the face of contemporary challenges.

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