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A SOCIAL SCIENCES

AA	PHILOSOPHY AND RELIGION
AB	HISTORY
AC	ARCHAEOLOGY, ANTHROPOLOGY, ETHNOLOGY
AD	POLITICAL SCIENCES
AE	MANAGEMENT, ADMINISTRATION AND CLERICAL WORK
AF	DOCUMENTATION, LIBRARIANSHIP, WORK WITH INFORMATION
AG	LEGAL SCIENCES
AH	ECONOMICS
AI	LINGUISTICS
AJ	LITERATURE, MASS MEDIA, AUDIO-VISUAL ACTIVITIES
AK	SPORT AND LEISURE TIME ACTIVITIES
AL	ART, ARCHITECTURE, CULTURAL HERITAGE
AM	PEDAGOGY AND EDUCATION
AN	PSYCHOLOGY
AO	SOCIOLOGY, DEMOGRAPHY
AP	MUNICIPAL, REGIONAL AND TRANSPORTATION PLANNING
AQ	SAFETY AND HEALTH PROTECTION, SAFETY IN OPERATING MACHINERY

EXTRA-LINGUISTIC FACTORS AND TENDENCIES OF ACTIVATION OF MILITARY VOCABULARY IN UKRAINIAN MASS MEDIA

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Abstract: The article characterizes the most used tokens in the texts of modern Ukrainian mass media, reveals new and with new variants of meanings lexical units, traces the expansion of the scope of military tokens not only in specialized media, but also in texts on socio-political, economic, and other spheres of activities; the functional and stylistic role of this vocabulary in the language of mass media is determined and its negative assessment in journalistic materials is emphasized. To study military vocabulary in the Ukrainian mass media of the early 21st century, we used descriptive method as the main method of observation. At different stages of the research, the method of functional analysis was applied, which allowed determining the stylistic load of lexical units. It was found that due to a number of extralinguistic factors of socio-political orientation (annexation of Crimea, Russian-Ukrainian conflict in eastern Ukraine), the modern Ukrainian language was supplemented by new tokens, and well-known nominations of this meaningful variety for persons, actions, processes, states, etc. were updated, which is reflected in the media of the second and early third decades of the 21st century. The tokens for naming individuals, groups and territories have become the most popular. Under the influence of extralingual factors, many new abbreviations have emerged. Often the analyzed tokens have a negative color, contrast with neutral vocabulary and at the same time serve as a means of attracting the reader's attention.

Keywords: Abbreviation, Extralingual factors, Military vocabulary, Negative assessment, Scope, Stylistic role.

1 Introduction

The language of mass media absorbs changes in the lexical-semantic system, as well as testifies to the functional and stylistic dynamics of established, correlated with other styles lexical units, reveals the problems of learning new words and their penetration into different stylistic spheres. Ukrainian mass media at the present stage of development have become one of the main sources of research of the Ukrainian language in general and the lexical system in particular, as they allow tracing the influence of society on their development, identifying features of social and linguistic dynamics interaction.

Changes in the structure of the modern Ukrainian language usually take place during a period of significant transformations in the life of society. They occur over a long period of time, affect the language system, but do not cause its destruction. Therefore, there is a need to identify and arrange language changes caused by new speech practice, as well as to thoroughly investigate the specifics of the use of lexical items and identify features of language processes that determine their origin and development. Under the influence of extralingual factors, the process of using military vocabulary intensified, which requires description and classification interpretation.

The works of modern researchers Kostusyak [3, 4, 5, 12], Mezkhova [4, 12], Navalnaya [5, 12, 16], Styshova [21], Struganets [20], and others are devoted to the study of the peculiarities of the language of mass media, the analysis of dynamic processes in its structure and the problem of interaction of language tools of different styles, including journalistic. The functioning of military vocabulary in the language of the media is traced in the investigations of Igrak [2], Rubashova [22], Kaluzhynska [17], Navalna [17], and others.

2 Materials and Methods

In the article, for the study of military vocabulary in the language of the Ukrainian media of the early 21st century, descriptive method is used as the main method of observation. At different stages of the research, the method of functional analysis was used, which served as a basis for determining the stylistic load of lexical units. The method of functional analysis allowed determining the stylistic load of lexical units.

3 Results and Discussion

Realizing the importance of close interaction of extralinguistic and linguistic factors, we emphasize the specifics of the manifestation of the former and their interpretation in the scientific literature. Researchers claim that one of the style-forming extra-linguistic factors is the sphere of social and production activities and life of speakers, which should be served by a certain style. Extralinguistic style-forming factors include the form of social consciousness (politics, science, law, art, domestic relations), which relates to the sphere of social production and life of speakers, they are formed and served by this style. The sphere of social and production activity of speakers, the form of social consciousness, the subject of communication constitute the basic extralinguistic basis of functional style [10, 145].

We consider the arguments of Struhanets to be quite well-founded: she considers the development of human society, its material and spiritual culture, productive forces, science and technology to be the dominant foreign language factors [19, 94]. The researcher emphasizes a number of social factors, highlighting the influence of traditions, the social need for words, the linguistic taste of society, the social and quantitative composition of literary speakers, the nature of literary communication. In addition, she attaches importance to the contact of languages, the result of which she sees primarily in the lexical-semantic system as one that, among other language levels, shows the greatest permeability. The peculiarity of the interpretation is the interpretation of the influence of donor languages on the recipient language as a factor that reveals the signs of external and internal factors, occupying an intermediate place between them. Struhanets substantiates the assumption that the consequences of language contacts are subject to these two types of factors, because, on the one hand, language interaction reflects the degree of political, economic, and cultural ties with the country, and on the other – depends on the degree of systemic proximity language [19].

Kots connects dynamic phenomena in language with a number of processes caused by socio-economic changes, mass communication, education system, different interpretations of natural and social life, scientific and cognitive, ideological, aesthetic, social factors, etc. emphasizing their different manifestations [6, 5–6]. Currently, in the context of external factors, it is customary to consider not only the dynamism of the vocabulary of the language in general, but also smaller groups of tokens. In the delineated plane, words are studied in view of their expression in texts limited by certain themes or stylistic parameters.

Styshov takes into account socio-historical, geographical, demographic, sociolinguistic, cultural and aesthetic aspects [20]. The concept of the linguist is distinguished by a fairly detailed interpretation of extralingual factors that affect the language of the media space. Among them: 1) democratization of all spheres of public life, first of all formation of new social and economic relations, expansion of contacts and mutual relations with the world community; 2) significant weakening (or even cessation) of the impact on the vocabulary of censorship and self-censorship; 3) the establishment of the Ukrainian language as the state language, and, in this regard, the growing importance of sociolinguistic research; 4) changes in the social structure of

Ukrainian society, which affect the formation and functioning of sociolects, and those in turn – on the evolution of general literary norms; 5) necessity, expediency, practical needs of speakers; 6) fashion for words, which primarily concerns the young generation (“new generation”), that always seeks to reject the usual and communicate in a new, more modern way; 7) search for new means of expression, among them those are preferred that promote the expressiveness of expression, create contexts that can affect the intellectual perception of the reader, listener or viewer, as well as his emotions, psyche, etc. [20, 21–22]. The linguist considers the language situation, the interaction of cultures, the contact of languages due to the intensification of international meetings, financial and economic relations, scientific and technical, military, cultural and artistic cooperation to be factors that influence the gradual, continuous, and uneven changes in the lexical system, etc. [20, 242].

Navalna argues that the development of language is affected by the global financial and economic crisis, the instability of currencies, the devaluation of the hryvnia, the revival of trade relations in the country and internationally, the active development of entrepreneurship, street and unorganized trade, global environmental problems, emergence of new diseases and medicines, spread of sports realities, change of power, legislative acts, transition to a multiparty system, expansion of diplomatic ties, cooperation with international organizations, frequent stay of Ukrainians abroad. Among the extralingual factors, she gives special place to Ukraine's openness and dynamic contacts with other countries, removal of political censorship, continuation of democratic initiatives in society, nomination of phenomena not typical for previous years, change of language tastes towards simplification and liberalization, intensification of socio-political processes, desire to manifest expression by any means [16, 56].

Lapinska considered the following to be extralingual factors: 1) the formation of an independent state of Ukraine, the development of a market economy, economic ties between other states and Ukraine, the achievements of English-speaking countries in some areas of activity; 2) intensive technical re-equipment of life of Ukrainians, use of foreign production equipment, increase of computer literacy of Ukrainians; 3) development of cultural ties between countries; 4) the impact of the lifestyle of other countries on Ukrainians; 5) students' perception of foreign words as newer; 6) elimination of political censorship, which led to the use in the mass media, in fiction, a large amount of foreign language vocabulary, slang, obscene words; 7) the existence of foreign religious organizations and sects; 8) demand for Ukrainian women among foreigners; 9) immigration of Ukrainians to other countries; 10) development of tourism in Ukraine, etc. [8,177-181].

Mazuryk focuses on the functioning of tokens, researching the enrichment of the Ukrainian-language system in the 90s of the 20th century with innovative words. She claims that the external reasons for this process are political and economic cooperation with neighboring nations, the presence of Ukrainian ethnic territories in foreign states, Ukraine's accession to international organizations, changes in the political system within the country. Among a number of important factors, the researcher considers the functioning of the international computer information network [11, 16-17]. Similar considerations were expressed by Arkhipenko and Rudakova, who consider relevant economic, socio-political, cultural, domestic, scientific, socio-psychological external factors that play an important role in the adaptation of tokens in general [1, 14] and socio-economic vocabulary in the press of the late 20th - early 21st centuries [18, 13].

With an emphasis on neonomations of socio-political issues, Tomilenko solves the problem of external factors. According to her, language and society interact closely, which clearly reflects the vocabulary. Among the external factors of vocabulary development, the researcher considers the evolution of human society, its material and spiritual culture, productive forces, the discovery of which is realized in the development of science, technology, culture, increasing information about the world, expanding social functions of language and its stylistic

variability in people's life. According to Tomilenko's observations, the lexical system of the language was influenced by socio-political events, in particular, tensions in the relations of Ukrainian citizens with the authorities, law enforcement agencies, etc. Mass protests, strikes and other forms of dissatisfaction with the socio-political life of the state, inadequate social protection of the population, and corruption in most spheres of human activity became more frequent. It is natural that these reasons lead to the emergence of much of the neological vocabulary, mostly of negative color, invented by dissatisfied masses to increase emotional impact on others and to express their own attitude to what is happening in the country. An important role in the formation of such neologisms belongs, of course, to the media, which are forced to be the first to respond to any changes in society [21].

We have analyzed only some well-known concepts, the proponents of which emphasize non-linguistic factors that directly or indirectly affect the development of language in general and its lexical system in particular. As we can see, there is still no single, jointly developed and described typology of these factors in the linguistic paradigm. Although the opinions expressed by scientists have a number of differences, at the same time they show some commonalities. In particular, most researchers are inclined to think about the undeniable dynamism of the language system, which occurs due to the action of different social processes that show unequal activity during certain time slices. Expressing solidarity with such considerations, we note that the development of language is influenced by changes in social and economic spheres, political life, development of science and technology, democratization and liberalization of society, international relations and interlingual contact, resulting in the addition of many words. It is important that the new nominations do not violate the established and developed norms of the modern Ukrainian literary language, and the use of neolexes is balanced and justified.

Navalna noted decades ago that “due to the resumption of hostilities in different countries of the world, the use of common military terminological vocabulary and well-known terminological phrases has become more frequent in the language of periodicals. E.g.: *army, army arsenal, military power, military doctrine, military regime, firearms*, etc.” [16, 144]. The researcher concluded that the terms of the military field (*demilitarization, aerobatics*) are used in publications on military exercises, drew attention to the use of military vocabulary in texts on socio-political life, and emphasized the figurative meaning of military nominations, which usually contrast with neutral vocabulary of journalism, give the texts the appropriate color, sometimes realizing the purpose of ironic and satirical coloring [16, 143-145].

According to Navalna and Kaluzhynska, due to a number of extralinguistic factors of socio-political orientation, the modern Ukrainian language has been enriched with new tokens of military actions, processes and states, which is reflected in the domestic press of the second decade of the 21st century. Researchers have grouped military vocabulary into two groups: 1) to denote persons; 2) with an indication of the characteristics of processes, actions, and states. According to Navalna and Kaluzhynska's observations, tokens of foreign origin for nomination are the most popular. Often military vocabulary has a negative color, contrasts with neutral vocabulary and attracts the reader's attention [17].

Under the influence of extralingual factors (annexation of Crimea, Russian-Ukrainian conflict in eastern Ukraine, etc.) we trace the duration of trends in the functioning of military vocabulary in the mass media to indicate persons, including those who defend Ukrainian territories or changed their place of residence due to armed conflict, and also those who are fighting on the enemy side.

Among a number of tokens denoting persons who take part in hostilities or live on the Ukrainian side, we single out the following: *serviceman* – “a man who serves in the army” [23, I,

670]; *military* – “the same as a serviceman” [23, I, 670]; *refugee*, *refugees* – “people who leave their place of residence during war or natural disaster” [23, I, 179]; *fighter* – “1. Participant in battles, battles; warrior. 2. Soldier, private. 3. Figuratively: About a man who fights for the realization of something” [23, I, 211]; *veteran* – “1. An experienced, seasoned warrior who took part in many battles. 2. Figuratively: A person who has been working successfully and fruitfully for many years, has worked in any field, acts, acted in something” [23, I, 343]; *defender* – “the one who protects, defends someone from attack, attempt, blow, enemy, dangerous, etc. action. // That which protects, blocks, shelters someone, something from something harmful, undesirable, dangerous” [23, III, 378]; *migrant* – “the one who has moved, moves to a new place of residence or relocated somewhere” [23, VI, 273]; *soldier* – “ordinary serviceman of the land forces // Serviceman in general” [23, IX, 441] and the phrase *participant in hostilities* – “a person who participated in combat missions to protect the homeland in the military units, formations, associations of all kinds and associations troops of the Armed Forces of the active army (navy), in guerrilla units and underground and other formations both in wartime and in peacetime” [Law of Ukraine “On the status of war veterans, guarantees of their social protection”. Available at: <https://zakon.rada.gov.ua/laws/show/3551-12#Text>] and others. Cf.: *Oleksiy Strizhak, a serviceman, died in Donbass today* (day.kyiv.ua/uk, September 30, 2021); *The Ukrainian military has spent 600 million on an army management system that may be unusable* (pravda.com.ua, March 16, 2021); *Three shelling and wounds of the fighter: on Tuesday in Donbass it was restless* (pravda.com.ua, 05.03.2021); *Zelensky signed a decree on social guarantees for veterans and families of fallen defenders of Ukraine* (day.kyiv.ua/uk, 11.09.2021); *Since the beginning of the day, two Ukrainian defenders have been wounded in the military zone* (day.kyiv.ua/uk, October 1, 2021); *Why don't migrants go to medical facilities? The public demands from the Ministry of Health an action plan that would help internally displaced persons to receive timely and quality assistance* (day.kyiv.ua/uk, June 23, 2015); *The border is being strengthened, the soldiers are being warmed. How the military and border guards in the Kherson region met the first frosts* (day.kyiv.ua/uk, 28.10.2021); *More than 400,000 combatants live in Ukraine. Their psychological rehabilitation and socialization is the key to the successful return of soldiers to a peaceful life. Neglecting this can have bitter consequences for the military itself and for society as a whole* (pravda.com.ua, 21.02.2021).

While these tokens are well-known nominations, they have only been actualized in the language of mass media for seven years, such words as *ukropy*, *ukry* and abbreviation-derivative formations *atovets*, its variant *atoshnik*, which was formed with some violation of the current derivation norms, appeared under the influence of non-contractual factors with the beginning of hostilities in eastern Ukraine e.g.: *Enemies are crying: Legendary “ukrops” received the first batch of clothes... Money was collected around the world* (zp.depo.ua, 07/18/2015); *“UKROP is the Ukrainian resistance. We raise money for our dear “Ukrys” who are fighting for Ukraine’s independence* (day.kyiv.ua/uk, 31.08.2014); *ATOvtzy from Kholmilnytskyi district of Vinnytsia region decided to deal with raider seizures on their own – they united* (day.kyiv.ua/uk, January 28, 2019); *Ukrainian ATOshniks were lured to Russia to show them to be terrorists - SBU* (pravda.com.ua, August 17, 2017). In the language of the Ukrainian media of different thematic orientation and forms of ownership, we come across different spellings of tokens: *Atovets*, *Atoshnyk*, *ATOvets*, *ATOshnyk*, and also fix the token as a proper name, e.g.: *In Krasyliv region, the Atoshnyk family burned down. Today on the fire rescuers found the bodies of a man and a woman* (depo.ua, March 24, 2018); *a 24-year-old atoshnik from Volyn disappeared* (volynnews.com, March 13, 2018); *Recently in Zhytomyr the public organization “ATOshnyk” was presented. The idea to create a public association belongs to the military, members of the ATO* (day.kyiv.ua/uk, May 20, 2019) and others. We consider nouns on *shnik* to be a literal translation of Russian acronym nouns, c.f.: *atoshnik* (Russian) – *atoshnik* (Ukrainian). *Atovets* should be used in Ukrainian.

In the language of the press of the second decade of the 21st century, the word *ukrop* is becoming more common. According to Kyryliuk, the token is produced through agglutination - a combination of initial parts: UKRAinsky OPir [7, p. 188]. The name was first used by Russian mercenaries who supported the DNR and LNR to denote Ukrainian soldiers in the anti-terrorist operation zone in eastern Ukraine. This famous token means “representatives of the Ukrainian people”. Another name of Ukrainian people from the mouths of the eastern neighbors, which is synonymous with the previous one, is *ukry*. Kyryliuk notes that this innovation emerged as a pejorative with the meaning “Ukrainians who support the European direction of the country's development, focus on Western European values” [7, 188]. In our opinion, this now well-known word has a more generalized meaning – “representatives of the Ukrainian people”. While the Russians use the words *ukrop*, and *ukry* mean something negative, the Ukrainian consumer of information treats these tokens the opposite - for pride, giving the words a positive assessment. The token *ukry* in the language of modern Ukrainian mass media functions as its own name - the film story “Ukri”, for example: *This year the award was won by Ukrainian playwright Bohdan Zholdak for the book “Ukri” and Belarusian writer Anatoliy Borovsky for the novel “Chosen by Will”. The founders of the award are the National Union of Writers of Ukraine and the Union of Belarusian Writers* (day.kyiv.ua/uk, January 21, 2016); *The film story “UKRI” by the famous Ukrainian writer, playwright and screenwriter Bohdan Zholdak is a combat prose about the modern anti-terrorist operation* (store.abahalamaha.com.ua, 12.12.2021).

In the language of mass media, tokens derived from the names of military formations are actively used: some tokens are formed with the suffix *ivets / ivts(i)* (*Aidarivets* – “serviceman of the assault battalion of the land forces of the Armed Forces of Ukraine”, cf. *aidarivtsi*, *Donbasivets* – “a servicemen of 2nd Special Purpose Battalion “Donbass” of the National Guard of Ukraine”, cf. *Donbass*); others are formed with the help of the suffix *ets / ts (i)* (*Azovets* – “serviceman of a special detachment of special purpose Azov of the National Guard of Ukraine”, cf. *Azovtsi*), etc. Focusing on the derivational features of these words, we note that both suffixes have the same purpose - to form the names of persons, but in one case the affix *-ets / ts (tsi)* is joined to the creative basis by a kind of connecting morpheme-gasket *-s*, modeling the complex suffix *ivets / ivts (i)*, and in others without this structural component. For example: *Aydarivets Roman Dzhrayev is also among them. For more than a year, he had to go to various instances to judge his status as a participant in hostilities* (day.kyiv.ua/uk, December 7, 2017); *Donbasivtsi celebrated their fourth birthday* (sd.ua, May 30, 2018); *Azovtsi detained looters in the frontline village* (azov.org.ua, 12.12.2021). These new words emphasize that a person belongs to a specific military formation that protects Ukrainian territories in a military conflict.

Although the analyzed tokens denote persons who fought or fights in the east of the country, defending Ukrainian territories, in some cases they are tested in contexts with a negative assessment, in particular, when it comes to poor social protection of the military.

In the Ukrainian mass media, journalists actively give tokens to denote people who are fighting on the enemy's side, for example: a militant – “a member of a combat group, detachment, etc” [23, I, 213]; enemy – “one who is in a state of enmity, struggle with someone; the enemy, the adversary” [22, I, 739]; invader – “one who forcibly seizes something; conqueror” [23, III, 71]; conqueror – “one who participates in the conquest of countries, enslavement of peoples by force; the opposite liberator” [23, III, 58]; mercenary – “2. Soldier or officer of the mercenary army; mercenary” [23, V, 96]; occupier – “one who takes part (participated) in the occupation; invader” [23, V, 686]; separatist – “supporter of separatism” [23, IX, 126]; terrorist – “supporter of terror tactics; participant in terrorist acts” [23, X, 94], etc. For example: *A Ukrainian court sentenced Plotnytsky and two other militants to life imprisonment* (pravda.com.ua, March 16, 2021); *In the Donbass since the beginning of the day the enemy opened*

fire three times (pravda.com.ua, 13.10.2021); *Six invaders were destroyed in Donbass* (day.kyiv.ua/uk, 5.11.2019); *Russian mercenaries fired at Ukrainian positions 10 times* (pravda.com.ua, 03.16.2021); *The occupiers in Donbass continue firing, the Armed Forces open fire in response* (pravda.com.ua, 13.03.2021); *The separatists opened fire 71 times on the positions of the anti-terrorist operation forces, 1 soldier of the Armed Forces was wounded, – headquarters* (day.kyiv.ua/uk, 10.07.2019); *Terrorists wounded a Ukrainian soldier in Donbas* (unian.ua, 2.12.2021).

To denote persons fighting on the side of the enemy, Ukrainian journalists in official materials usually use the phrase *member* (*leader – vatazhok*) of an illegal armed group (formations), e.g.: *In Kramatorsk, border guards found a member of illegal armed groups* (mvs.gov.ua, 12.08.2020); *A member of the illegal armed groups of the terrorist “LPR” was exposed by the Security Service of Ukraine in Severodonetsk* (ssu.gov.ua, 29.09.2020); *The Kremlin's information about the alleged detention of SBU officers who were supposed to detain the leader of an illegal armed group in Moscow is “a continuation of a chain of fakes”, the press service of the Security Service of Ukraine said* (radiosvoboda.org, 20.08.2020).

The role of functional equivalents of these nominations is sometimes played by the slang words *separi*, *vatnyks*, etc., for example: *The separi no longer know where to hide,* – volunteer *Mysiahin told about the formula for the success of the Ukrainian military in Donbas* (censor.net, May 19, 2018); *In Russia, they want to imprison a guy for 5 years for insulting “vatnik” on the Internet* (pravda.com.ua, 02.14.2017). In media texts, we sometimes come across the suffix derivative *vatnik* as a variant of the token *vatnyk*. Its creation with the help of the form *-ik* contradicts the norms of the modern Ukrainian literary language, but emphasizes the negative value and promotes the pronunciation of the text: “Ukrops” and “right-wingers” against “vatnyks” and “separi”.

Relatively limited functional expression is characteristic of the phrase to denote persons involved in various kinds of conflicts, e.g.: *Ukrainian agent - non-Ukrainian agent*; *Metro Bridge miner - a man who threatened to blow up the Metro bridge*, etc. Cf.: *The FSB stated that it had detained a “Ukrainian agent” in the Crimea with an explosive in a car* (pravda.com.ua, March 16, 2021); *The case of the “Metro Bridge miner” has been completed: the police failed to recover damages for the downed helicopter* (pravda.com.ua, March 15, 2021).

The authors deliberately enclose the analyzed phrases in quotation marks to emphasize the opposite meaning or address name of the person. Consumers no longer remember the name of the man who threatened to blow up the bridge, but everyone knows who he is.

The authors of the publications use a number of phrases to denote the occupied territories, e.g.: *temporarily occupied territories of Ukraine*; *temporarily occupied territories of Crimea*; *separate districts of Donetsk and Luhansk regions*; *demarcation line* (about Donbass); *administrative border* (about Crimea), etc. Cf.: *Russia minimizes the presence of the OSCE in the temporarily occupied territories of Ukraine – EU statement* (day.kyiv.ua/uk, 10.12.2021); *The Office of the Prosecutor General sent another informational report to the International Criminal Court concerning war crimes against cultural heritage sites in the temporarily occupied territory of Crimea* (day.kyiv.ua/uk, 12.08.2021); *The order of return of transport from the territory of separate districts of Donetsk and Luhansk regions* (gazeta.ua, 13.12.2021); *The main need of people living on the line of demarcation with the occupied territories is compliance with the ceasefire* (ukrinform.ua, 12.09.2021); *Administrative border with Crimea “in quarantine”* (voicecrimea.com.ua, 25.02.2021).

In modern Ukrainian journalism, language units are increasingly used, which, in addition to the nominative and informational function, provide journalistic texts with fiction nature. We observe a noticeable penetration of tokens and steady inversions

of official business style into the language of mass media. The shade of fiction in Ukrainian journalism is inherent to the phrase *occupying power* (*of temporarily occupied territories*), which is active in mass media texts, for example: *Russian occupation authorities strengthen information isolation and their control on the territory of ORDLO on the eve of the elections to the State Duma* (ukrinform.ua, 12.09.2021); the puppet occupation authorities of the so-called people's republics aim to keep the inhabitants of the temporarily occupied territories in complete isolation (armyinform.com.ua, 11.08.2021).

Active use included foreign tokens, which were relatively recently in the passive vocabulary, e.g.: *aggression* – “unprovoked armed attack of one state on another in order to seize its territory, eliminate or limit its independence” [22, I, 18]; *annexation* – “forcible accession, conquest by a state of another country or part of its territory” [22, I, 45]; *escalation* – “expanding the scale of aggressive war, the systematic increase in military power of the state, the army, increasing the number of military forces in a particular area, etc.” [22, XI, 682]; *occupation* – “temporary capture of part or all of one state by the armed forces of another state” [22, V, 686] and others. Cf.: *Russia's aggression against Ukraine continues to destabilize the European continent - Foreign Ministry* (radiosvoboda.org, 20.02.2021); *How much has Ukraine lost from the annexation of Crimea. Why it is important to know these figures* (bbc.com/ukrainian, 16.08.2021); *The annexation of Crimea is not only an unprecedented case that has destroyed the system of international security and which is not yet fully realized by the world community* (ucipr.org.ua, 13.12.2021); *Escalation of the conflict: what will happen instead of full-scale Russian aggression* (slovaidilo.ua, November 24, 2021); *Occupation and annexation of Crimea by Russia (general). In February 2014, armed men in uniform appeared in the Crimea, seizing the building of the Verkhovna Rada of Crimea, Simferopol Airport, Kerch Ferry, other strategic facilities, as well as blocking the actions of Ukrainian troops* (radiosvoboda.org, 03.02.2021).

In the language of the Ukrainian mass media, we fix single-root equivalents to the analyzed abstract nouns, in particular, the verbs to annex – “forcibly annex, seize another's territory, another state” [23, I, 45]; to occupy – “to carry out occupation” [22, V, 686], etc., as well as the adjectives formed from them annexed – “verb. pass. min including to annex” [23, I, 45], occupied – “adverb. pass. min including to occupy” [23, V, 686]. Cf.: *“Despite Russia's attempt to annex, Crimea is Ukraine”, the press service of Bulgarian President Rumen Radev said* (day.kyiv.ua/uk, November 23, 2021); *Smeshko: When Putin occupied Crimea, he opened a Pandora's box* (nash.ua19.04.2021) and the *Annexed property. How much property has Russia squeezed out of us?* (ucipr.org.ua, 13.12.2021); *How are Russia's military exercises destroying the occupied Crimea?* (radiosvoboda.org, 03.02.2021).

Ukrainian mass media actively use the token *aggressor* – “one who resorts to aggression; attacker, invader” [23, I, 18] in relation to the Russian Federation, and also use a complex nomination of the applied variety of the aggressor state, e.g.: *Then the aggressor intensified fire on the Ukrainian military in Granitnoye* (interfax.com.ua, 28.06.2021); *the aggressor state is intensifying its actions in the Crimean direction* (nrcu.gov.ua, March 18, 2016).

In the modern Ukrainian language, a high frequency of use is inherent in the word *war*, attested primarily in the literal sense as “organized armed struggle between states, social classes, etc.” [23, I, 669]. Wars have different names. They are named depending on the nature of intentions (aggression, liberation), scale (global, international, local), territory (Crimean, Yugoslav, Afghan, Iranian), participants (Napoleonic), time, duration (medieval, century), type of weapon used (nuclear, chemical) [15]. Various phrases are used in the texts of the domestic media to denote the military conflict in eastern Ukraine: the war in the east, the fratricidal war, the hybrid war, the Russian-Ukrainian war, the Cold War, and others. E.g.: *Oleksandr Mamai on the “fratricidal war” in eastern Ukraine...* (lb.ua, 13.12.2021);

Moscow has officially recognized the participation of Russians in the war in eastern Ukraine – the Ukrainian side in the TCG (pravda.com.ua, October 20, 2021); So what is a hybrid war? And is there a hybrid war in Ukraine? (armyfm.com.ua, 13.12.2021); Will the Russian-Ukrainian Cold War become “hot” again? (radiosvoboda.org, 08.04.2021). Journalists use the phrase “great war” with the danger of the aggressor's next actions in eastern Ukraine, for example: “The Great War” in Donbas: can the front flare up and move (bbc.com, March 12, 2021).

The well-known token *weapon* to denote “weapon for attack or defense” [22, III, 452] – a word often used in media texts, e.g.: *Germany blocks the supply of weapons to Ukraine through NATO* (pravda.com.ua, 13.12.2021); *How Russia supplies weapons to militants in the Donbas* (bbc.com/ukrainian, 04.11.2021). Modern journalists use the token *weapon* in comparisons (verbal expressions that compare two similar objects or phenomena in order to identify certain features of one of them through comparison with another), e.g.: *Attack on the EU: migrants as a “weapon” ... “The Kremlin is acting more straightforwardly than previously thought, even in the boldest forecasts”, the expert* (day.kyiv.ua/uk, November 8, 2021); *Gas as a weapon. Part one* (day.kyiv.ua/uk, 30.11.2021).

In the language of the Ukrainian mass media, we observe the use of a number of weapons, ammunition, etc. names. Among such nominations, there are mostly the newest borrowed units, the lack of complete linguistic adaptation of which is evidenced by their different graphic design. The names of ammunition and weapons in general are given by journalists in Cyrillic and Latin, in quotation marks and without them, with uppercase and lowercase letters. Cf.: *Ukraine plans to buy additional Bayraktari in 2022* (radiosvoboda.org, 12.12.2021); *Bayraktari in the “war for the North Stream”* (ukrinform.ua, 02.11.2021); *The Russian agency is trying to lure bayraktars under attack by Russian air defenses from the territory of the Russian Federation* (site.ua, 11.12.2021); *Recently, Ukraine used a Turkish-made strike drone in Donbas for the first time. Bayraktar TB2 destroyed the enemy artillery installation without even crossing the demarcation line* (pravda.com.ua, 05.11.2021); *New tactics of application. How the Armed Forces of Ukraine demonstrated what the Javelins and Bayraktars are capable of at the Shiroky Lan test site - photo report* (nv.ua/ukr, November 24, 2021); *The People's Deputy stated that the Javelins were used in Donbas, the OS denies it* (pravda.com.ua, November 23, 2017); *30 “Javelins” and 180 missiles arrived in Ukraine - Arestovych* (tsn.ua, December 10, 2021); *The Joint Forces Operations Headquarters denied reports that the Armed Forces had used Javelin anti-tank systems in combat* (babel.ua, 11/23/2021). The problem of graphic transmission of words borrowed from foreign languages of this kind is relevant, important, and promising for future research. At the same time, we consider it necessary to give a brief comment on the issue. In our opinion, the nominations “Bayraktar”, “Javelin”, and others should be written in quotation marks and in capital letters, if they name the brand of these technical products, functioning alongside common names, such as in sentences: *At the Shiroky Lan training ground in the Mykolayiv region, the Ukrainian military used Bayraktar drones and Javelin anti-tank systems for instruction and training* (radiosvoboda.org, 23.11.2021); *The Ukrainian army for the first time used the American portable anti-tank complex “Javelin”* (novyny.live, 21.11.2021); *According to the report, the new weapons include American Javelin anti-tank missiles, which Ukraine has long sought to strengthen protection against tanks that swept through eastern Ukraine during the fighting that has killed 10,000 people since 2014* (volynnews.com, 23.12.2017). In the case of naming purely products, it is expedient to use quotation marks, but make such words in lower case, e.g.: *Getting “javelins” became possible after Lutsenko froze cases related to the investigation of Robert Mueller* (lb.ua, 08.11.2019).

The linguistic units of this group include complex words of the appositional variety, in which one of the components serves as a means of concretizing the meaning of another part of the word:

kamikaze drones. E.g.: *Barrage ammunition: Ukrainian kamikaze drones “Thunder” and “Hunter” against the Turkish Kargu and the Polish Warmate* (defence-ua.com, 17.11.2021). Occasionally we record the stringing of weapons names in mass media texts, for example: *Kamikaze drones, Bayraktari, Javelins and high-altitude scouts. New weapons of the Armed Forces in action* (bbc.com/ukrainian, 05.06.2021).

The emergence of a large number of complex syntactic structures to denote certain concepts overloads the language, making it less flexible, unsuitable for communication. In addition, some nominations are so cumbersome that they are very difficult to use. In this regard, the law of economy of speech energy, language means acts, which is closely related to the pragmatic factor – the economical use of media space. The focus on these arguments is an important basis for the analysis of abbreviations that are constantly used in the language of the media. Recently, under the influence of out-of-order factors, others have been added to this group of derivatives, which, according to their active use, also claim to be permanently functioning, e.g.: DNR – Donetsk People's Republic; CPVV – entry-exit checkpoints; Luhansk People's Republic – Luhansk People's Republic; OOS is a joint force operation; ORDLO – separate districts of Donetsk and Luhansk regions; TOT – temporarily occupied territories. The abbreviation ATO needs special attention – an anti-terrorist operation, which arose relatively recently, but did not last long, now it is inferior to a new counterpart – OOS. E.g.: *Beauty unrecognized: representatives from “LPR” and “DPR” at international beauty contests* (radiosvoboda.org, 09.04.2021); *The right to benefits for ATO/OOS participants and members of their families* (dp.tax.gov.ua, 12.12.2021); *CPVV: monthly crossing of the demarcation line. Information received from the official website of the State Border Guard Service* (minre.gov.ua, 13.12.2021); *Latest news on the topic of LPR as of today and for the last week* (zaxid.net, 10.12.2021); *Environmental protection: 14 shellings, there are dead and injured* (pravda.com.ua, 13.03.2021); *The legitimacy of the representatives of the so-called ORDLO can be recognized only if they are appointed legal representatives of Ukraine* (day.kyiv.ua/uk, 13.03.2020); *Webinar: “Humanitarian situation at the TOT in eastern Ukraine”* (r2p.org.ua, 24.11.2020).

Recently, journalists of the Ukrainian mass media, along with the abbreviations DNR and LNR, use the phrase *so-called people's republics*, which serve as a formal means of marking the phenomenon of secondary nomination, e.g.: *Unfortunately, the occupying “power” of the so-called “people's republics” arbitrariness, terror and humiliation of human dignity* (loga.gov.ua, 11.04.2021); *Then the Russian special services tried to implement the Novorossiya project, creating several so-called “people's republics” in our country* (armyinform.com.ua, September 18, 2019). In order to emphasize the conditionality of the nomination and to express the irony and contempt for these objects, newspaper texts use the so-called stable expression, and the phrase *people's republic* are often quoted.

The abbreviation is due to the process of simplification of linguistic means of expression, but it belongs to the not-quite-desirable phenomena in journalism. The use of unusual initials in modern media sometimes complicates the perception of information, the reader sometimes finds it difficult to understand the meaning of some abbreviations - he has to review the text to find the basic phrase. Sometimes, the consumer of information does not understand it at all. Abbreviations can cause confusion, errors in the perception of information, and although the meaning of such formations is often clear from the context or situation, their possible homonymy should be avoided when forming new complex abbreviated units.

4 Conclusion

Thus, due to a number of extralinguistic socio-political factors (annexation of Crimea, Russian-Ukrainian conflict in eastern Ukraine), the modern Ukrainian language was supplemented by new military tokens, and well-known nominations of this meaningful variety for persons, actions, processes, states, etc.

were updated, which is reflected in the media of the second and early third decades of the 21st century. Tokens for nomination of persons, groups, territories acquire the greatest manifestation. Under the influence of extralingual factors, we observe the formation of new abbreviations. Often the analyzed tokens have a negative color, contrast with the neutral vocabulary, attracting the reader's attention.

Military vocabulary is a little-studied layer of lexicology and needs detailed study. We consider in-depth interpretation of thematic groups of the mentioned nominations, their study in the context of word-forming potential and issues of standardization to be promising.

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