

The monograph characterizes vocabulary of a literary language in integral perspective (examples are Ukrainian and French). Word is elucidated as an object of lexicology, in permanent dynamics, in cognitive linguistics, and in thematic clusters. Analysis of lexical phenomena is conducted with regards to both seminal works and most recent studies. This approach helps to trace the evolution of the linguistic thought. The language material originates from various sources that represent the natural speech such as dictionaries, fiction literature, mass media, and internet communication.

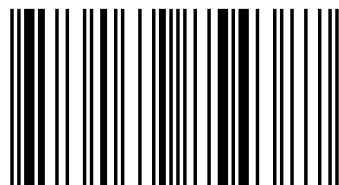
Multidimensionality of vocabulary



Lyubov Struhanets (Ed.)

Multidimensionality of vocabulary in the literary language

The collective monograph ed. by Lyubov Struhanets



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Struhanets (Ed.)



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FOREWORD

Lexicon is the dynamic system which ability to develop is the natural way of its social existing. Simultaneously, it is a complex multidimensional phenomenon, so the studies of lexicon are never complete. Changes in vocabulary are the result of shifts in life of peculiar language community. Lexical modifications are caused by permanent influence of extralingual and intralingual factors; consequently, they demand instant research and codification. The development of cognitive linguistics, communicative linguistics, and pragmalinguistics sheds light on advanced dimensions of a lexical unit: how it verbalizes concepts, represents general lingual and individual world picture, and express speaker's communicative strategies and tactics.

Although, a potent corpus of works about peculiarities of lexical-semantic system by Ukrainian scholars exists, there is no integral study that could represent the status of vocabulary in synthesis of interdisciplinary parameters. The proposed research is also topical due to the fact that discovering tendencies of vocabulary development is a paramount of national lexicography.

The aim of our research is to characterize vocabulary of a literary language (examples are Ukrainian and French) in integral perspective. The monograph elucidates word as an object of lexicology, in permanent dynamics, in cognitive linguistics, and in thematic clusters.

Addressing mentioned issues, the authors refer both to seminal works and most recent studies. This approach helps to trace the evolution of the linguistic thought. The language material originates from various sources such as dictionaries, fiction literature, mass media, and internet communication. This wide array represents the spirit of live speech.

We hope that our study will enhance the integral perception of vocabulary on intersection of scientific paradigms.

CHAPTER 1

WORD AS THE OBJECT OF LEXICOLOGY

1.1. Word in lexical and semantic system

The comprehension of the objective reality by an individual is inseparable from the lexical language level. Lexicon is not just a set but the system of words. The notion of lexical consistency was established by linguists in the end of 19th century. The word studies by Oleksandr Potebnia [Potebnia 1993] gave a powerful boost for the development of lexicology and semasiology. Works by Hermann Osthoff, Kuno Meyer, Hans Sperber, Jost Trier, Gunther Ipsen, Walter Porzig also put emphasis on lexical consistency. «For example, Hermann Osthoff assumed that the language included a system of meanings. Kuno Meyer... concluded that every term drew its value from its own place in the general nomenclature. Hans Sperber explored the existence of meaning fields. Jost Trier distinguished fields of meaning, Gunther Ipsen identified lexical-grammatical ones, and Walter Porzig wrote about lexical-semantic fields. Next, Oksar and Duchacek developed the notion of a lexical-semantic field. Vynohradov proposed a term «lexical-semantic system», and Smyrnytskyi investigated lexical-semantic variant» [Kocherhan 2006, p. 264]. The lexical-semantic theory has been further developed by L. Lysychenko [Lysychenko 1997], L. Novikov [Novikov 1982], A. Ufimtseva [Ufimtseva 1962; Ufimtseva 1968; Ufimtseva 1986], V. Rusanivskyi [Rusanivskyi 1983; Rusanivskyi 1988], M. Kocherhan [Kocherhan 1976; Kocherhan 1997; Kocherhan 2006], I. Sternin [Sternin 1985; Sternin 1997; Sternin, Popova 2014], O. Muromtseva [Muromtseva 1985], O. Taranenko [Taranenko 1989; Taranenko 1996; Taranenko 2000₁; Taranenko 2000₂; Taranenko 2000₃], E. Kuznietsova [Kuznietsova 1989], L. Struhanets [Struhanets 2002], O. Styshov [Styshov 2003], O. Selivanova [Selivanova 2008], M. Navalna [Navalna 2011], Ye. Karpilovska [ARSUN 2013], R. Pomirko and O. Kosovych [Pomirko, Kosovych, 2014; Kosovych 2014] etc.

The apprehension of the lexical-semantic system as a language level which consists of words and their meanings is generally accepted in linguistics. According

to N. Shvedova, lexical-semantic system is the self-sufficient formation with next parameters: 1) modern lexical system has been established historically, and it represents the continuous experience of a nation; in this system, separate units, and the their subsets that contain the imprints of the previous stages of language development function simultaneously; thus, the system itself defines properties for co-existing of units which differ in their individual genetic (chronological) characteristics, and stylistic connotations; 2) lexical system lives according to its own linguistic laws that regulate its existence and development; 3) lexical system contains separate areas (subsystems) which interact with each other, but generally they exist under the aegis of the system; these areas have also their own internal organization and a certain core to which the components of such a subsystem are directed; 4) lexical system is open; this openness is unequal for its various sites: some accept innovations easily, others are strictly conservative; 5) when entering in a system area, innovations provoke certain changes: a new unit is not just placed in the corresponding area, its presence affects the interrelation and qualitative parameters of other units in this set; 6) lexical system as a natural, living, and historically formed unity provides the possibility of a reproduction of the lingual worldpicture with the set of hierarchically organized nominations and their relations, defined by means of the language system itself [Shvedova 1999, p. 4].

The object of lexicography is a vocabulary of the language. Lexical-semantic system is the most complex level of the linguistic hierarchy, since it is characterized by the numerosity of elements, multidimensionality, openness, dynamism, and the subsystems interaction within the system. Vocabulary consistency implies: «1) deducing of a lexical unit from others; the ability to interpret any word with other words of the same language; 2) the ability to describe all lexical units with the help of a limited number of elements – words with the most important semantics...; 3) consistency and orderliness of the objective world which is fixed in the lexicon» [Kocherhan 2000, p. 282].

The vocabulary is studied in synchrony and diachrony. In the synchronic approach, scholars investigate the vocabulary of a certain historical period through

the scope of its modern organization: word meanings, stylistic differentiation of the vocabulary, thematic and lexical-semantic grouping of words, system relations between sets and connections between units within these sets. Diachrony deals with the formation and development of the vocabulary, the history of words, and changes in different groups of words. The synchronic and diachronic aspects of vocabulary studies represent two types of dialectical approach to the study of linguistic phenomena.

E. Kuznetsova distinguishes two areas of linguistic research: external (sociolinguistic) and internal (systemic-semasiological) [Kuznetsova 1989, p. 4–5]. In the lexical-semantic system, these two directions partly coincide with the differentiation between the lexicology in its narrow sense and semasiology. Lexicology studies first and foremost those vocabulary units which are caused by extralingual factors with social and historical origin. The task of lexicology is both to study formation of the vocabulary and its internal historical changes and to codify the vocabulary in terms of its origin, active and passive use, differentiation in the spheres of use, etc.

Semasiology primarily investigates the lexical system and the word as an element of this system with regard to internal regularities. The objects of semasiology are different expressions of the lexical consistency: lexical-semantic groups of words, semantic variation, patterns of word compatibility, and various kinds of semantic and formal-semantic opposition of lexical units.

However, the real object of the research in scope of any of these approaches is the lexical norms of the literary language. The scientific description of the lexical norm is ideally «complete... condensation and preparation of the relation between the word and other units of the corresponding class, its various and polyfunctional environments, and those extralingual circumstances in which this word functions» [Shvedova 1982, p. 154].

Language is a universal sign system that conveys content through material forms. O. Fedyk states: «Cognition is impossible without naming the realities, without identifying the objects, phenomena, processes in the human minds. This

function is the priority for the word as a lexical unit of language» [Fedyk 1990, p. 40]. The manifestation relations that connect elements of the expression plan with elements of the content plan are extremely valuable for language structure. In words (classical signs of the language, these relations are realized in bonds between the external material form of the word (lexeme) with its ideal expression (sememe). The term «lexeme» operates in modern lexicological studies with this meaning [Kuznetsova 1989, p. 10].

System connections between lexical units are realized in four types of relations: 1) intraword, 2) paradigmatic, 3) syntagmatic, 4) associative-derivational.

Intraword relations are intrinsic for polysemantic words. The meanings of the polysemantic word form a certain structure. Its elements depend in different ways on one another and interlink in different ways [Kocherhan 2000, p. 282].

Paradigmatic relations in the lexicon are the antinomy between the language elements, united by certain associations. They are based on the formal or semantic similarity of words. Examples of paradigmatic relations are synonymy, antonymy, homonymy, and hyperonymic-hyponymic bonds. Paradigmatic relations involve the analysis of common and distinctive features of the same language units. The features that help to include words into a common paradigm are called identifying; and the semantic peculiarities which contrast meanings of words are qualified as differential semantic features.

Syntagmatic relations are based on the collocation regularities of language units. Modern lexicological studies emphasize that in spite of the paradigmatic value, word obtains another type of relational significance, the syntagmatic one. The comprehensive content arises from the individual meanings of words when combined in a linear series.

System relations in the lexicon have one more dimension, which is called associative-derivational (M. Kocherhan), epidigmatic (D. Shmelev) or derivational (P. Denisov). This type demonstrates the relationship of words in the word-formation line, semantic associations and phonetic convergences. As an example of associative-derivational ties in the form of M. Kocherhan gives the words *земляний*, *землистий*,

землекоп, which are associated with the word *земля* «грунт», whereas the words *земний, наземний, земноводний* are associated with the word *земля* «суша» [Kocherhan 2000, p. 284].

Furthermore, linguists also distinguish the relation of variability, since lexical norms exist in the form of: a) invariant abstractions, which constitute the basis of the language system, and b) in the form of variants representing these abstract units in speech. Therefore, one should see difference between notions of «virtual sign» and «actual sign». These terms indicate different word modifications and differentiate it into two spheres of speech activity.

A virtual (generalized) sign refers to the nominative-classificatory language activity and is presented in a curtailed form in the vocabulary; actual sign refers to the act of speech and functions in specific statements. Words-onomathemes are signs with independent content, and they can be considered outside of the context, regardless to functioning in the sentences. These are generalized units of the lexical system, the main function of which is the nomination. It is precisely their onomatheme status which binds words with paradigmatic attitudes. Thus, the lexical-semantic system of language is complex and multidimensional. Analyzing its elements, we will use mentioned approaches and take into account the different types of system relations to describe the lexical norms of the modern Ukrainian literary language, codified in dictionaries.

Word as a unit of the lexical system has following main features: a) formal feature: the material form is expressed by a complex of phonetically linked with one emphasis morphemes; b) semantic feature: the meaning is secured by the communicative practice; c) functional feature: the word serves for the name of objects of extra-verbal reality.

The components of the word structure, i. e. the phenomena that correspond to the vertices of the semantic triangle, have a certain terminological expression. Thus, the subject of extralingual reality is qualified either as a denotatum or a referent. Denotatum is not a particular, real object, but the whole class of relevant objects. A

concrete object denoted by a word, a real display of the denotation is qualified as a referent [SULM 1997, p. 115–116].

The signified is a meaning of a verbal sign. It is ideal and mental phenomenon in contrast to a material denotatum. The signified represents properties of a certain referent in the human consciousness. The indirect connection between the denotatum (referent) and the form of the verbal sign is mediated by the signified. In a semantic triangle, it is represented by a dotted line between the corresponding vertices.

Thus, the meaning of the word is a socially fixed representation of an object, phenomenon or relation in consciousness. The meaning is included in the structure of the word as a part of its inner side. It is formalized due to the laws of the grammatical structure and the semantic system of a particular language vocabulary. O. Fedyk observes: «The word as a sacred phenomenon is the creator of reality. It means that the word forms an autonomous (that is, independent) ideal reality which does not repeat the objective reality, does not copy it, but forms a parallel and self-sufficient world» [Fedyk 2000, p. 73].

Besides the conceptual (denotative-signifying) content, lexical meanings of many words include empirical, motivational, and connotative components [Kuznetsova 1989, p. 21–28]. The empirical component presents the visual and sensuous image of denotatum. The motivational component can be found in derivative when meaning of a lexical unit is motivated by the existing word from which it is formed. The connotative component of meaning consists of a number of emotional, evaluative, and proper stylistic features. They do not belong to the main conceptual part of the meaning. These features rather contain additional and subjective information.

Analysing properties of a word as a language sign, M. Zarytskyi creates its model using the geometric shape of the cube (Fig. 1.1). The sides of the cube are represented by the letters *a*, *b*, *c*, *d*, and the upper and lower faces are *k*, *l*. Consequently, *a* is the denotative component; *b* is the signified, (*a* + *b*) is the objective-logical or lexical meaning (LM). Next, *c* represents the grammatical meaning (GM), and *d* is the stylistic meaning (SM). Thus, the lateral faces symbolize

the meaning of the word which consists of the components LM + GM + SM. The upper face k (phonetic appearance) and the lower face l (morphological appearance) represent the expression plan (EP) of a word. Thereby, WORD can be modeled using the formula:

$$\text{WORD} = \frac{\text{FORM}(k + l)}{\text{CONTENT}(a + b) + c + d};$$

or

$$\text{WORD} = \frac{\text{EP}}{\text{LM} + \text{GM} + \text{SM}}.$$

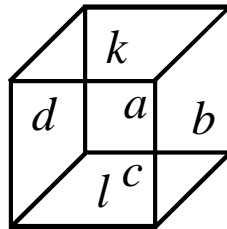


Fig. 1.1. The geometric model of a word as a language sign by M. Zarytskyi

The form has phonetic and morphological appearance, and the content is the sum of objective-logical (LM), grammatical (GM), and stylistic (SM) components. The net of the model is on the Fig. 1.2. [Zarytskyi 2001, p. 18–19].

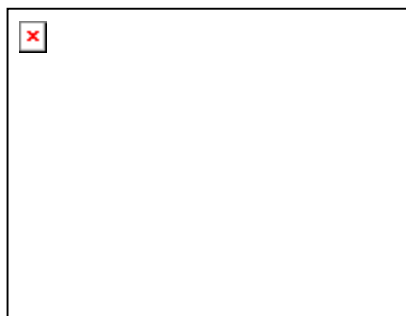


Fig. 1.2. The net of the word as a language sign model by M. Zarytskyi

In the monograph «Language as the Spiritual Adequate of the World (Reality)», O. Fedyk analyzes several ways of nominating: 1) one nomination – one

phenomenon, 2) one nomination – two or more phenomena; 3) two or more nominations – one phenomenon [Fedyk 2000, p. 91]. The first type includes monosemantic words; the second one consists of polysemantic vocabulary and words used in figurative meaning; to the third one, synonyms belong. The researcher agrees that the “one nomination – one phenomenon” variant is the best in terms of the reality separation. However, in this case, the language would expand quantitatively to an extent when its lexical system was too hard to be learnt. For this reason, «the language chooses another way to separate reality, a nominative-semantic one. It makes the semantic system of language complicated, but keeps the lexical one simple» [Fedyk 2000, p. 92].

The third method of the reality separation, according to O. Fedyk, is caused by following reasons: a) cognitive (synonyms reflect the different aspects of an object or phenomenon, its various connections and relations with other objects and phenomena); b) etymological (when there exist a national word and borrowed one to name one phenomenon); c) social (when special institutions put certain words into circulation, naming the corresponding institutions, organizations, etc., and these names function simultaneously) [Fedyk 2000, p. 92].

The quintessence of the author’s views on the ontological separation of the reality is the following quote: «The adequacy of language representation of the reality cannot avoid such important phenomena as generalization and specification: each nomination combines typological features of some word class and in the same time is capable of contextual concretization. This dichotomy also tends to ordering of the lexical system which separates the reality into objects, phenomena, processes, etc.» [Fedyk 2000, p. 93].

The types of lexical meanings are also an important question. Usually they are classified with regards to following features: a) the connection between a word and the reality (direct, figurative, and connotative meanings); b) origin (root words and derivatives); c) functions (nominative, evaluative and expressive-synonymous meanings); d) connection with the context (free, lexically bound and phraseologically bound meanings); g) grammatical organization: syntactic (peculiarities of the word

compatibility with other lexical units in phrases and sentences), morphological, and constructive meanings.

The identifying of the type of lexical meaning based on the connection between a word and the reality is one of most frequent. Linguists distinguish direct, figurative, and connotative lexical meaning. Words with the direct meaning are in the straight nominative relationship with the signified. Figurative lexical meanings are mediated names of objects and phenomena of the objective reality. They are commonly used and belong to us. These lexical meanings need interpretation or translation in dictionaries (and, in fact, they are the object of our study). Apart from the usual, there exist occasional meanings. They derive from author's figurative use of words which opposes to the established standards of compatibility. The connotative lexical meanings demonstrate the complicated nominative relationship with the signified. They carry additional information: the positive or negative evaluation of an object or phenomenon, or the intensity of action or feature [SULM 1997, p. 110–111].

Modern linguistics studies not only the lexical meaning of the word, but also the semantic structure of the word and components of the lexical meaning. The words are decomposed into elements that represent separate meanings. They are lexical-semantic variants (LSV) of polysemantic word, and these units constitute the semantic word structure. Thus, the word is the basic unit of lexical semantics, and the LSV is the elementary one.

LSV is «an elementary cell of the lexical-semantic system which reflects the corresponding segments of reality (words-concepts) in the processes of thinking and communication» [Novikov 1982, p. 112]. Moreover, it is a set of all grammatical forms of a given word which correlate with one of its meanings. Unlike LSV, a word represents the set of all grammatical forms with all possible meanings. Often, particularly in works of Russian linguists, the lexeme is called the plan of expression of the word, and the sememe is called the plan of content. The LSV as an elementary unit represents the unity of lexeme and sememe:

$$\text{LSV} = \frac{\text{lexeme}}{\text{sememe}}.$$

Word (W) as a basic unit is the unity of lexeme and corresponding sememes [Novikov 1982, p. 115]:

$$W = \frac{\text{lexeme}}{\text{sememe}_1 \leftrightarrow \text{sememe}_2 \leftrightarrow \text{sememe}_3};$$

or

$$W = \frac{\text{lexeme}}{\text{sememe}_1} \leftrightarrow \frac{\text{lexeme}}{\text{sememe}_2} \leftrightarrow \frac{\text{lexeme}}{\text{sememe}_3}, \text{ etc.}$$

The set of all sememes forms the meaning of a word.

It is worth to clarify that the term «lexeme» has other interpretations by different linguistic schools and scholars. Thus, O. Taranenko provides the following definition in the encyclopedia «The Ukrainian Language»: «Lexeme is a word as a complex of all its forms and meanings and a structural element of language, as opposed to the word in its specific realizations (word forms, word use, «words meanings» which are separate meanings of a polysemantic word)» [Taranenko 2000₄, p. 271].

Sememe as an elementary value is divided into units of the lower level, semes. Seme is the minimal component of the elemental meaning. The set of semes forms the semantic structure of sememe.

Thus, each LSV is a hierarchically organized set of semes. It is a structure that consists of integral generic meaning (archiseme), the differential specific meaning (differential seme), and potential sememes which reflect supplementary characteristics of the object or phenomenon. These sememes are important for the formation of figurative meaning. In figurative use, the archiseme and differential seme step aside, and the potential semes are actualized. They become differential semes.

Since semes classifications are based on different approaches, their typology is quite wide. The most detailed typology of semes was suggested by I. Sternin who describes semes in following oppositions: usual and occasional, disjunctive and invariant (in relation to the language system); integral and differential (by the distinctive force); bright and weak (by the degree of brightness); explicit and hidden

(by the manifestation peculiarities); constant and probable (by their specific meaning); actualized and non-actualized (in connection with the act of speech) [Sternin 1985, p. 56–70].

The quantitative seme content in the lexical meaning is a changeable value. The method of component analysis allows linguists to identify constituent semes in the word. The basic semes are usually included in the interpretation of lexical units meaning in dictionaries. Therefore, identifying and objectifying semes, researchers generally use the vocabulary definition. The component analysis is relevant to our investigations which use the material from lexicographic works.

The idea of the vocabulary consistency prevails in the modern linguistics. The connections of words are diverse, as well as their forms of expression. Minimal realizations of paradigmatic relations form verbal oppositions, maximal ones from word classes. Verbal oppositions are pairs of words with certain similar components which at the same time differ in other parameters. E. Kuznetsova classifies verbal oppositions as formal, semantic, and formal-semantic. Each of these oppositions has two characteristics: the lexemes interrelation and the sememes interrelation. Depending on the relations between components, she identifies three more types of oppositions: identity opposition; inclusion opposition (including hyponymic relations); intersection opposition [Kuznetsova 1989, p. 43–48].

Furthermore, every word has an endless number of direct and indirect connections with other nominations. This complex lace of words and their relations would be difficult to put into a certain framework without the other type of lexical paradigm – word classes. Word classes are distinguished by the components – formal or semantic – which are common to the words in the class.

Scientists put the emphasis on the difficulty of classification of lexical groups within the lexical-semantic system. V. Levytskyi proves this with several reasons in his monographic study «Semasiology». To begin with, the objects and phenomena of the world are linked by complex relationships. And these diverse objective contacts with the world are projected «vertically» into the lexical system of language, distributing it to interrelated lexical blocks. Undoubtedly, different types of objects –

the spheres of «world of things» and «world of ideas» – are characterized by specific system relations which complicates the relationship between lexemes that «cover» corresponding areas even more. Secondly, the elements of the lexical system are connected «horizontally» by their intralingual relations that originate from the conditions of language development and functioning. Both systems of bonds – intra- and extralingual – overlap and interact, resulting into the strange net of paradigmatic connections between words and lexical-semantic variants of a word. Semasiological studies which took into account only one type of the indicated bonds – «vertical» (reality-oriented) or «horizontal» (language-oriented) – or ignored the difference between them did not succeed. Therefore, according to V. Levytskyi, the differential criteria for various types of microsystems and principles of their practical isolation require further study and discussion [Levytskyi 2006, p. 207–208].

Traditionally, there are three types of word classes: formal (for example, verbs of one declension type), formal-semantic (parts of speech, derivational nests), and semantic (synonyms with no formal similarity).

Word classes are defined either on the basis of extralingual criteria or depending on lingual features of words. Now we turn to the most accurate typology by E. Kuznetsova [Kuznetsova 1989, p. 70–86]. In first case, when the real essence of phenomena denoted by words is taken as the basis of word classification, we work with a semantic field – a group of lexical units united by invariant meaning (for example, the semantic field of color, time, shape, etc.). Semantic field has following differential features: 1) infinitude; 2) content attraction, and not binary contrast; 3) integrity; 4) orderliness; 5) mutual identification of elements; 6) completeness; 7) arbitrary and fuzzy boundaries; 8) continuity [Denisov 1980, p. 127]. Next word class is a thematic group. Such groups usually combine nouns with specific meanings (for example, names of plants, animals, vehicles, etc.).

In the second case, when we take into consideration linguistic features of words, word classes are parts of speech, lexical-semantic categories (for example, qualitative and quantitative adjectives), lexical-semantic groups, and groups of synonyms.

In the scope of the lexical system, lexical-semantic group is the most important type of word classes. It combines words which belong to one part of speech and have not only general grammatical semes but also at least one lexical seme (archiseme, calssseme) in common. An example of a lexical-semantic group is color adjectives. The lexical-semantic group may consist of subgroups (subparadigms) where the words are bound not only by one categorical seme but also by a common differential seme.

All types of word classes form a complex phenomenon of lexical paradigm. The lexical system is a unity of open semantic sets that intersect and interconnect with numerous semantic chains.

Analyzing paradigmatic relations between corresponding lexical units in the linguistic and linguodidactic works, scholars establish traditional lexical-semantic categories such as polysemy, synonymy, antonymy, homonymy, paronymy. However, E. Kuznetsova regards polysemy as a manifestation of variance relations [Kuznetsova 1989, p. 100].

Polysemy is the word ability to have multiple meanings (sememes) at the same time and denote various objects, phenomena, actions, processes, features of reality. Each polysemantic word is the unity of several LSVs.

Two common types of LSV motivation in the structure of a polysemantic word are connection based on similarity (metaphor) and connection based on of contiguity (metonymy). In modern linguistics, there are many methods for studying polysemy. V. Levytskyi distinguishes the following basic techniques: contextual, structural, psycholinguistic and statistical [Levytskyi 1989, p. 18].

Synonymy is based on complete or partial coincidence of lexical meanings of words belonging to the same part of speech. The semantic similarity of synonyms is mainly a result of likeness of a part of their semantic content, certain LSVs (sememes) as well as some semes (components of the sememes). In this framework, synonymy is the identity not of the whole words but only separate elements of their semantic structure. According to L. Novikov, «synonyms are semantically identical (equivalent) within certain meanings (LSVs) or common parts of meanings in words

that can substitute each other in the text within the limits of their common content (intersection of their semantic content)» [Novikov 1982, p. 225]. Synonyms form paradigms (or rows) of words (LSV) identified by establishing their similarity and distinction with the dominant – the semantically simplest, stylistically unmarked and syntagmatically flexible synonym.

The lexical category of antonymy is viewed as a semantic relation of opposite meanings which are formally expressed with different words (LSVs). Two (or more) LSVs are antonyms if they have different formal expressions (lexemes) and opposite meanings (sememes).

Homonymy is characterized by the fact that «the same format, that is, the material expression of a verbal sign, is used for the signifying of completely different objects of extralingual reality» [SULM 1997, p. 149].

Paronymy is a phenomenon of partial sound resemblance of semantically different words (full or partial). Paronyms belong to one part of speech and are formed from one root with help of various affixes.

Semantic peculiarities of a word and its status in the lexical-semantic system do not characterize all the features of a lexical unit. Words can also be investigated from the sociolinguistic perspective. To achieve sociolinguistic systematization of the Ukrainian vocabulary, we will refer to a basic classification of vocabulary by A. Hryshchenko [SULM 1997, c. 174–225]. This approach consider the lexicon in terms of origin (vocabulary of native origin, lexical borrowing from other languages); functional differentiation of vocabulary of the Ukrainian language: vocabulary in terms of spheres of use (general vocabulary, specific vocabulary, dialect vocabulary, terminology, professional vocabulary, etc.); vocabulary in terms of active and passive use (active vocabulary, passive vocabulary); chronologically marked vocabulary (neologisms, archaisms); stylistic differentiation of vocabulary (vocabulary of all styles, specific vocabulary).

In the set of lexical norms, linguists identify the nucleus (main vocabulary fund) and periphery [Kuznetsova 1989, p. 133–134] or active (actual) vocabulary and passive (irrelevant) vocabulary [Denisov 1980, p.105]. The mail vocabulary fund

includes frequently used words that denote most important concepts in terms of universal and social values. Mostly, researcher define it as a set of basic units of different lexical-semantic groups which features are simple morphological structure, broad compatibility, large meaning. Furthermore, they are neither archaisms nor recent borrowings.

The periphery comprises rarely used words, including those with stylistic marking or belonging to the spheres of the intersection of lexical-semantic groups. Moreover, it is made up of words with a large amount of differential and potential features when the enormous content is inversely proportional to their use. The passive vocabulary includes words that have come out of the speech (obsolete words) and those which people have not yet stated to use, since these lexemes have just appeared in the language (non-codified vocabulary). M. Zarytskyi states that «in the periphery, there is a two-way movement that provides a homeostasis, that is, a stable equilibrium of this part in its interaction with the environment» [Zarytskyi 2001, p. 62].

Consequently, in current synchronous cut, the lexical system of the literary language is represented by the nucleus and peripheral zone where the outdated words move from the center and neologisms constantly penetrate the nucleus. It demonstrates certain conventionality and fluidity of the boundaries between the different zones of the lexical system once again. P. Denisov notes: «The presence of archaic and ultramodern details in the lexical system is an inherent property of language as a system that slowly but firmly moves in time. This system has its own history and evolution. Though, there may be historic periods of intense increase in new words or aging of entire lexical layers, in general, both loss of unnecessary words from the dictionary with further transformation into archaisms and emerging of new necessary words (neologisms) is a constant process» [Denisov 1980, p. 104–105].

The studies of the contemporary Ukrainian literary language vocabulary in systemic-semasiological and sociolinguistic aspects provide deep evidence that its numerous units are bound with all kinds of systemic relations existing in the language

system. It is undoubtedly true that relations on the lexical level are unique, primarily due to the complexity of a word as a language system unit, its functions and the connection between reality and thinking.

Lexicological research focused on the norm is carried out in terms of the word theory, semantic, stylistic, functional, historical, etymological, ethnolinguistic, sociolinguistic, and other parameters. Seminal works in the Ukrainian lexicology with regard to their chronology, priority and elaboration degree are presented by O. Taranenko in the encyclopedia «Ukrainian Language» [Taranenko 2000⁵, p. 281–282] and L. Struhanets in the monograph «Dynamics of lexical norms of the Ukrainian literary language of the twentieth century» [Struhanets 2002, p. 51–53].

Directly reacting to changes in the reality, lexical norms are in the state of dynamic stability. Lexical-semantic system of the literary language in its various spheres and sets experiences permanent dynamic processes. Therefore, the development of the literary languages vocabulary requires further research.

1.2. Factors of vocabulary development in the literary language

The study of the dynamic changes in the vocabulary of literary languages in various historical periods remains one of the most actual areas of linguistic research. Under the vocabulary we understand not the mechanical set of words inherent in the language at the appropriate stage of its functioning as a means of communication, but the lexical-semantic system ordered in accordance with certain laws. Its elements are connected by different types of semantic relations, that differ by the spheres of use in the communicative practice of society, characterized by the most expressive, compared with units of other language levels, the dynamics of qualitative and quantitative development, are directly dependent from the phenomena of extraordinary reality, reflecting cognitive activity, a broad societal and historical experience of native speakers [SULM 1997, p. 101].

The study of the development of vocabulary is closely intertwined with the resolution of questions about the causes of linguistic change. Although linguistic changes are objective, they do not occur spontaneously, since they are always

determined by certain factors. The most often, scholars distinguish between external and internal causes of linguistic development: «External causes include those impulses of development, that coming from the external environment, and internal – tendencies of development, which are laid down in the language itself» [Kocherhan 1999, p. 187].

Undoubtedly, those linguists who emphasize parallel influence on the language of external (extralinguistic) and internal (intralingual) factors are right [Semchynskyi 1988, p. 4]. L. Palamarchuk emphasizes that the lexical renewal and enrichment of languages should be considered as the result of the interaction of internal and external factors and patterns in which arises the complex interweaving of the new quality of the literary language or even more or less noticeable its reorganization occurs [Palamarchuk 1982, p. 5]. However, do not lose their relevance, the traditional ones, in particular for language culture, history of language and lexicology, the question: how does the language reflect social development; how changes in society generate new phenomena in the usus, which eventually lead to the transformation of the lexical-semantic system.

The answers, at first sight, are obvious. New concepts that become the achievement of collective linguistic thinking need to be marked; the emergence of new products of consumption determines the entry of new nominations; the progressive division of work leads to the formation of new terminology systems. Names of items and phenomena that are out of use or outdated are forgotten. Thus, the development of human society, of its material and spiritual culture, of productive forces, of science and technology belongs to dominant foreign-language factors. V. Rusanivskyj explains the active processes in the life of the language through appealing to the phenomena of socio-historical in the monographic study «History of the Ukrainian literary language» [Rusanivskyi 2001].

Social factors often include the influence of school tradition, the social necessity of words, the language taste of society, the social and quantitative composition of the bearers of the literary language, the nature of literary communication. It should be noted that in the theory of language evolution Y. Polivanov denied the direct

influence of social factors on the development of language. Recognizing the social essence of the language and the position on the need to study the evolution of language in close connection with the evolution of its native speakers, the scientist noted: social factors directly affect the socium, and speech activity of the last – on his language.

He constantly emphasized, that economic and political shifts alter the contingent of native speakers (social substratum) of a given language or dialect, and the modification of the primary sources of its evolution follows from there. Actually the volume and social content, quantitative and qualitative changes in the contingent of the native speakers of this language have a certain influence on the nature and pace of linguistic evolution [Zhuravlev 1991, p. 114]. O. Fedyk emphasizes that not only reality affects language, but also reflects in the system of nominations, but the nation (and human) imposes its model on the real world, coded in the word, identifying its presentation, its understanding with the present state of things [Fedyk, p. 278–279].

The second important external cause of linguistic change is the contact of languages. The result of such interaction is especially noticeable in the lexical-semantic system, which differs from other language levels with the greatest permeability. The influence of donor languages, external to the recipient language, is sometimes given to an intermediate position among extra-intrarencing factors, since the consequences of linguistic contacts depend on extra-linguistic factors (for example, on the degree of political, economic and cultural ties with the country), and from inter-language (for example, from degree of system proximity of languages).

Among the internal causes of linguistic changes are the need to improve the linguistic mechanism, which is never perfect, the need to preserve the language in a state of communicative suitability, internal contradictions, contamination and other processes, adaptation of the linguistic mechanism to the physiological features of the human body [Semchynskyi 1988, p. 268]. In the language there is a kind of struggle of opposites, which determines its self-development. These oppositions have been called speech antinomies, since each particular solution of any contradiction generates new antagonistic processes and, therefore, their final solution is impossible.

Therefore antinomy is a constant stimulus of language development.

Antinomies (internal contradictions) are predominantly enumerated: the antinomy of the signifying and signified word, the antinomy of the norm and the system, the antinomy of the speaker and the listener, the antinomy of the information and expressive function of the language, the antinomy of the code and the text (language and speech) [Kocherhan 1999, p. 195–196]. Due to the fact that there is no well-established classification of internal contradictions, we will also present other antinomies underlined by linguists, such as antinomy caused by the asymmetry of the linguistic sign, the antinomy of *usus* and the possibilities of the language system [LSRLY 1968, p. 25–26].

Some internal laws of language are manifested in scientific research in the form of a number of trends: the tendency to facilitate the pronunciation, the tendency to express the same values of one form, the tendency to express different meanings in different forms, the tendency to save language means and efforts of speakers, the tendency to limit the complexity of linguistic units, tendencies to abstraction of linguistic elements, tendencies to change the phonetic appearance of a word when it is lost to lexical meaning [Semchynskyi 1988, p. 269; Kocherhan 1999, p. 197–198], the tendency for the differentiation of values [Itskovich 1981, p. 25], tendencies to uniformity (regularity) [LSRLY 1968, p. 52]. Concerning the essence of certain tendencies, the expediency of their separation polemics is still ongoing.

Previously named internal factors determine the functioning of different levels of the linguistic hierarchy, including lexical. The lexical-semantic system is also characterized by the tendency towards the expressiveness of units [LSRLY 1968, p. 52; Senko1980, p. 11]. The development of vocabulary is predetermined by word-formation opportunities, systemic connections within different groups of vocabulary, syntactic relations and stylistic opportunities for the use of words.

Tendency, as a rule, occurs in unstable parts of the linguistic system. They serve as a kind of vector that indicates the direction of movement of forces that can change the norm. Typically, a trend does not necessarily lead to the destruction of the existing norm. It can cause fluctuation of the norm, to make its stability weaker.

Presented antinomies and tendencies – internal stimulus for the improvement of the language mechanism – cannot be described as completely asocial, since they are also determined by the essence of language as a means of communication.

Thus, extra and intralingual factors are in constant interaction and cause quantitative and qualitative language changes. This thesis is generally perceived as an axiom that needs no proof. However, behind the scenes of certain factors, antinomies and tendencies, the history of existence in the linguistic space and at certain times specific words, language processes that arose in the lexical-semantic system by the influence of various factors often remain. In addition, some changes apply very quickly, others make their way slowly. Objective assessment of the state of literary language and its norms should be based not on subjective personal judgments, but on the analysis of historical patterns and modern trends in language development.

CHAPTER 2

WORD IN PERMANENT DYNAMICS

2.1. Development of the Ukrainian language word stock of the 20th – beginning of the 21st centuries

Every language is a complicated systematic and structural formation which is situated in the coordinates of time and space. In the same time it can be considered as a living organism, the existence of which is provided by the dialectic unity of statics and dynamics in the process of functioning. Language changes when responding to all alterations in a society and consciousness of native speakers.

On the basis of natural transformations, we distinguish chronological layers (cuts), i.e. periods of its development. Chronological layers are conventional though convenient for the linguists. When comparing them, the researchers determine the scope and type of changes which take place in the language during the definite period of time.

In modern linguistics, the researches of word stock are devoted to semantic, stylistic, functional, historic, etymological, sociolinguistic, and others aspects. The dynamics of word stock of different historical periods and trends of language development were investigated by such Ukrainian linguists as M. Hladkyi, L. Bulakhovskyi, L. Palamarchuk, V. Rusanivskyi, T. Panko, V. Nimchuk, O. Taranenko, Ye. Karpilovska, O. Styshov, M. Navalna. Ye. Karpilovska emphasizes that «to understand deeply lexical changes in vocabulary during years of functioning of the Ukrainian language as a state language, one should investigate the consequences of such dynamics not only in brand new but also in old and traditional functional and stylistic variety of the language which is significant for process of formation of a new literary standard of the Ukrainian language on the edge of 20th – 21st centuries» [DPSUL 2008, p. 6]. In spite of existing analysis of lexical norms, certain lexical unions, and dynamic processes in lexical and semantic systems, the issue of development of word stock has not being researched thoroughly. Furthermore, the investigation of vocabulary development in the Ukrainian language

is important for national lexicography, consequently the issue is topical. The purpose of our study is complex analysis of development of the Ukrainian language word stock in the 20th and the beginning of the 21st centuries.

In terms of our research, we are most interested in the language of the 20th century, when the national language unity was under creation. During this time interval comprehensive scholastic research and appropriate codification of the norms of the Ukrainian language became possible. Let us consider historical context, i. e. the stages of the Ukrainian language development.

Prohibition for the Ukrainian language usage was cancelled after the Russian revolution I of 1905 and it began to develop. After the proclamation of independence of Ukraine on January 22, 1918 the literary language, particularly its vocabulary, began to evolve. The famous Ukrainian scientist I. Ohiyenko pointed out that the life of the Ukrainian language under the Soviet regime is interesting and deeply tragic [Ohiienko 1995, p. 198]. He calls the years of 1917–1923 as the period of Russification and the years 1922–1933 as the period of Ukrainization. Then followed the period of repression and Ukrainian studios crushing. Though national policy of the Soviet regime changed for several times, those were only external changes, as this policy was always hostile towards Ukrainians, only the level of the hostility was changing. The totalitarian period lasted till the 80's of the 20 century. At that time the policy of bilingualism was imposed by all existing factors (economic, social, political, administrative) and it was considered as a means of preservation of the totalitarian multinational state – the Soviet Union. The period of independence began in the 90's of the 20 century. The Ukrainian language has been socially extending, its figurative-expressive abilities develop simultaneously.

In general, major stages of the history of the Ukrainian language, which are distinguished by the researchers, correlate logically with the milestones of the history of the Ukrainian people. The issue of language for Ukraine is still political, as its development (i.e. manifestation of all literary norms, quality of stylistic functioning and ways of implementation) depends on the official status of the language in the country.

Lexicographic works indirectly reflect literary norms level development and state of social language consciousness. The language world picture, the word stock of the Ukrainian language in particular, formed in Ukraine in the beginning of the 20th century, is summarized in 4 volumes of «The Ukrainian Language Dictionary» («Slovar Ukrayins'koyi Movy») (1907–1909), compiled by B. Hrinchenko. After this lexicographic edition was issued, the era of standardizing dictionaries of the literary language was launched, and the practical demand for them was urgent. The sources for our research were major comprehensive dictionaries of the Ukrainian language: «Russian-Ukrainian Dictionary» («Rosiysko-Ukrayinskyi Slovnyk») in 3 volumes (1924-1933) (the 4th volume of this dictionary (editor S. Yefremov) was ready to be edited, but at the behest of a governmental institution its composition was destroyed, and galleys were withdrawn and demolished; the volumes of the dictionary edited earlier were confiscated from the libraries), «Ukrainian-Russian Dictionary» («Ukrayins'ko-Rosiys'kyi Slovnyk») in 6 volumes (1953–1963), explanatory «The Ukrainian Language Dictionary» («Slovnyk Ukrayinskoyi Movy») in 11 volumes (1970–1980), and others. At the beginning of the 21 century, «The Ukrainian Language Dictionary» («Slovnyk Ukrayins'koyi Movy») in 20 volumes is being published (the six volumes have already been printed). We consider every lexicographic work to be a chronological layer (cut) of the state of the lexical-semantic system during the definite period of time. On the basis of some lexicographic layers (cuts) we reconstruct the dynamics of lexical norms, history of some lingual phenomena, and evolution of language progress (or regress).

Development of the Ukrainian language word stock is dialectically bound process of: 1) replenishment with new lexical items, 2) gradual restriction in usage, and ceasing to exist of some nomens, which on some reasons turned out archaic, 3) semantic transformations, 4) stylistic transposition of the existing words.

To the major ways of word stock renovation belong: creation of neologisms on the ground of proper language resources, borrowing of words and phrases from other languages, and involvement of the lexical elements from marginal fields of the language system.

For example, «Russian-Ukrainian Dictionary» of 1937 first codifies a large number of new lexemes: *траса* «road», *шосе* «highway», *автобус* «bus», *тролейбус* «trolleybus», *таксі* «taxi», *шоколад* «chocolate», *телевізор* «TVset», *телефон* «telephone», etc.

One of the most important features of word stock of every language is the existence of lexical borrowings. In the 20th century there were a lot of cases when the Russian language was the mediator between foreign words and their Ukrainian calques. «Russianisms» were implanted in dictionaries. Loan words adoption from the Russian language increased in 1930s, and culminated in 1960–1980s, when in the Soviet Union the idea of «fusion» prevailed, and the role of the Russian language as a means of international communication dominated. On the verge of the 20th–21st centuries penetration of «anglisms» is very noticeable. This is dealt with the change the status of Ukraine in the international arena. That's why the problem of the equality of the correlation of the norms of the native language and borrowings is important.

In the process of archaisation we can define words that belong today to passive word stock and obsolete words and also historisms and archaisms. The analysis of dictionary articles of different lexicographical editions gives us possibility to observe the process of definite lexical units (or definite lexico-semantic variants) outing from the usage. For archaisation process boundaries defining we suggest to introduce one more lexicographical characteristic of a word – the last recording of a lexeme in a dictionary.

The sense of the semantic transformation is in the widening or restriction of the word meaning or in the reinterpretation of the meaning of the lexical unit in accordance with new realities the linguistic society, etc. The suggested system of formulas, models and patterns of transformations of the semantic structure of words favours visual expressiveness of changes in meaningful significance of modern Ukrainian literary language word stock [Struhanets 2002].

Dynamic changes in stylistic transposition are also versatile. During the period under consideration, the processes of nomination reorientation, shifts of social

connotations, reactivation and passivity of lexical-semantic means, terminologisation and determinologisation of the lexical units, etc. are in progress.

For example, social connotations changes of lexical units take place in three directions: neutralization of marked vocabulary, development of connotative colouring of words, opposite change of connotative status of words. Diametrically-opposite change of the words connotative character is illustrated by *комуніст* «communist», *комунізм* «communism» (mainly from plus to minus), *національний* «national», *багатопартійний* «multi-party» (from minus to plus).

Chronological characteristics are a logical addition to traditionally established features of literary norms, they give possibility to investigate the influence of extra-linguistic factors on the process of standardization and codification, and give holistic evaluation of the language development tendencies.

To give general evaluation of lexicographic information in diachronic aspect (for a decade or a century) we use the personal automated information system «Lexika», which is worked out by the author and used in Ukraine for the first time. In addition, we implement the appropriate methodology of research of the dynamics of lexical norms in synchronic and diachronic aspects, which is worked out on the basis of lingual-informational approach.

To source materials of investigation belong main data banks. Let us describe each of them.

<Слово / Word> – word list in alphabetical order (lexemes codified by different dictionaries and non-codified neologisms). To general list belong normative and foul language (for example, obsolete words i. e. not used any more).

<Форма / Form> – word structure information (compound word, compound-shortened word, abbreviation, word derived from abbreviation).

<Част. мови / Part of speech> – word belonging to a part of speech.

<Грам. х-ка / Grammatical characteristic> – word grammatical characteristics (gender, number, unchangeable word, collective word, etc.).

<Семантика / Semantics> – word semantic structure information (monosemantic or polysemantic word); several word meanings are registered.

<СТИЛ. ПОЗН. / Stylistic mark> – stylistic mark. This is a mark added to lexemes in Modern Ukrainian Literary language and it points at the sphere of word functioning: anatomy, archaic word, building, dialed word, euphemism, etc.

<Х-р позн. / Note characteristics> – stylistic note characteristics. It is explained whether the stylistic note refers to the whole word or a particular meaning. Each position has a combination of different notes.

<Варіанти / Variants> – word variants information (phonetic, morphological, lexical).

<ІНШОМОВНІСТЬ / Belonging to another language> – source language of loan lexeme database.

<Тематика / Subjects> – structural data on which sphere of language reflection of the world a lexeme represents (everyday life, culture, socio-political life etc.). For each word there are three code names which depict different generalization level necessary for the researcher. For example: everyday life – food – fruit, everyday life – dwelling – furniture.

<Лексика / Vocabulary> – word belonging to definite vocabulary groups (paradigmatic relations).

<Глосарій / Glossary> – database with numerical corresponding signs to Ukrainian writers' names, in the creative works of which a definite lexeme occurs. Such information enables to observe time correspondence of a word real functioning in social life and its codification in lexicographical works. If necessary a sentence-illustration can be inserted into the data bank <Additional information>.

<МОДЕЛЬ / Model> – these are framed types of lexical norms codification in dictionaries.

<Процеси / Processes> – processes, tendencies taking place in Modern Ukrainian Literary language, factors of language development, ways of lexical enrichment a definite word illustrate.

<Банк даних / Data bank> – different, unpredictable by a researcher information that appears in the process of different lexicographical works, vocabulary groups, word semantic structure analysis.

<Перша фіксація / First recording> – code of a dictionary (chosen for analysis from the list of lexicographical works) in which a lexeme is first codified.

<Коди словників / Codes of dictionaries> – codes of those main dictionaries to the list of which the analyzed word belongs.

To include all units of <Слово / Word> database into a general list (corresponding codes) a detailed scale was introduced in <Коди словників / Codes of dictionaries> database for vocabulary differentiation which is not codified by the latest dictionaries: 01 – non-codified vocabulary (innovations), 02 – obsolete words, 03 – foul language etc.

<Додаткова інформація / Additional information> – text database which includes data inserted with different aims. For some words contexts of their usage, interesting information on objects origin, and necessity of nomination that causes the appearance of new words are given.

All information of investigation source material database (except the object <Додаткова інформація / Additional information>) is given in numerical codes.

The methodology of research of the dynamics of lexical norms in synchronic and diachronic aspects on the basis of lingual-informational approach, worked out by the author, give us an opportunity: to compare the registers of the dictionaries observed; to collect information on chronological parameters of lexemes: time of adoption of the new nomens into the registers of the dictionaries, last registration of the nomens in the lexicographic codes; to systematize information about a definite word (the characteristics deal with content, formal and functional features of a lexical unit); to compile lexicographic history of definite words; to select nomens according to definite differentiating features; to determine productivity of word-forming elements; to create models of word reflection in lexicographic works, models of the semantic changes of the words, models of the shifts in stylistic marking of lexical units.

In general, this methodology gives an opportunity to create models of lexical-semantic processes in different literary languages and analyze them. The automated information system «Lexika» will facilitate the development of computational

linguistics' foundation because it helps to obtain principally new lexicographic products – the features of dynamics of the literate language word stock.

2.2. Innovative processes in the lexical structure of French language

Language is a dynamic system, a complex mechanism that, on the one hand, is in constant motion, on another one – retains signs of stability and integrity, as a major means of communication. Obviously, that's why the question on language mutability, the essence, factors and trends of language evolution is one of the central problems in linguistic science.

Socio-political changes taking place in France at the beginning of the 21 century can't, of course, do not touch this essential aspect for society as speech's communication. It is possible to talk even about the change of communication's paradigm of verbal communication.

In modern society the dialogic paradigm dominates. This process has led to the communicative freedom of speech, which is evident in the abundance of innovation in providing benefits to non-standard forms of expression in the expansion of normative boundaries of language, and sometimes in conscious violation of linguistic's norms. Innovation processes occur continuously, as they relate to speech. These processes represent context-independent redistribution of semantic components in the contents of individual units, due to which this language unit becomes informational, expressive or pragmatically meaningful in the context of specific statements [Remchukova 2005, p. 32].

Innovation activity is one of the components of the language evolution process. Innovation processes in the French language has repeatedly been the object of analysis at certain time intervals. In particular, the development of vocabulary was explored by L. Guilbert, J.-F. Sablayrolles, M.-F. Mortureux, G. Walter, J. Bastuji, J.-Cl. Boulanger, F. Cusin-Berche, etc.

Innovation's processes involve changes in the system and semasiological vocabulary's characteristic as well in the sociolinguistic vocabulary's characteristic. Innovative processes in the system and semasiological plan are associated with the

change of the semantic and/or formal status of lexical units [Gochev 2017]. Changes in the political space, political and legal organization of society and economic transformations, science and technology achievements, Internet technology, electronic means of communication, the openness of society and its integration in the international cultural and information's space are the factors that determine today the active innovative processes in the French language's vocabulary.

On the one hand, we observe natural significant improvements in lexical-semantic system of language: the words that are actively used, updated semantically and functionally, and the nominations that are familiar for most speakers moved into the category of historicism; a number of lexemes, by contrast, moved from the passive fund to active one (*flashmob m*, *hacker m*, *googlisme m*), that are especially observable in the field of journalism, newspaper, adolescent and youth language. As noted by E. Karpylovska, new loanwords (neoloanwords) provide as aspectuality and generalization of the words' semantics with new derivation's resources [Karpilovska 2009].

Some aspects of loanwords were investigated on the modern stage of the French language's development of [Ruban 2012], when its vocabulary is constantly updated with borrowed words, there is a need to consider carefully the sources, ways and means of borrowing, and find out the need and prospects of functioning in the language. Indeed, overreliance on a borrowed lexicon leads to «clogging» of the language, to diffuse its national features [Shcherbak 2007].

It's necessary to note that the manifestation of the innovation process in sociolinguistic plan is associated with changes in the status of lexical units:

1) in the sphere of their usage: the return of the low-used or obsolete words from the passive vocabulary to the active (*areligieux adj*, *présentement adv*, *plaisant adj*, *connecter*, *ménager*, *couleurs n.f.pl.*), as well as the return of the lexical units in a passive dictionary (*gasconisme m*, *système m téléphonique*);

2) in the area of their distribution: the transfer of lexical units from a limited vocabulary use in vocabulary of unlimited use, for example: *scanner*, *modulateur* (from computer science), *skating*, *canyoning* (from sports terminology);

3) in the sphere of their implementation in the speech: the transfer of lexical units from one circle to another, for example, the book word **choix** in the context «*C'est une réflexion que je mène depuis des semaines. Des élus sont venus me soir, je les ai écouté et à un moment, j'ai pris ma décision au bout de quelques semaines. Elle n'était pas facile. C'est un **choix** de passion, pas de carrière, l'appel de Paris est irrésistible*», a-t-elle expliqué» [LP3 2013].

Thus, changes in the status of lexical units in sociolinguistic plan are the result of innovative processes of the transition of existing lexical items from the one lexical stratum to another within the limits of each of these areas. As a result, they acquire a new characteristics oriented to the adaptation to the specific conditions of the new site of the corresponding sphere.

It is believed that the emergence of new units is influenced by specific external language patterns regarding the language system, and on the basis of internal patterns that are inherent in the language. Research of features of the vocabulary development is not possible to hold without regard to the position of dialectical approach to the phenomena of language in general and to the word formation in particular. The main idea is about the interdependence and interconditionality of linguistic phenomena; a systematic approach in the study of objective reality is using.

The most active development of language is in the area of vocabulary, that is caused in addition to its features by comparison with other linguistic levels, in particular, by a higher degree of extra-language determination.

The development of language, as noted in the Dictionary of sociolinguistic terms, this is 1) any changes that occur in the language (eg. the development of the suffix from independent words); 2) those that lead to the improvement of the expressive possibilities of language, as a consequence of the process of language adaptation to the evolving needs of communication. The concept of «language development» and «language changes» are not clearly differentiated in linguistics, resulting the changes that do not lead to the improvement of the language, also are related to the field of «development of speech». Relative and absolute development of speech are distinguished.

The phonetic changes are as an example of the relative changes in the language; the main task of these changes are the elimination of «areas of tension». It may create new areas of tension, resulting in a wavy movement of language change. Absolute progress of technology is expressed in fitting language to the forms of social life, which has become increasingly complex (the growth of the productive forces of society, development of science, technology and human culture).

There is a large number of new concepts for which the language has to find means of expression, expanding social functions of the language, the stylistic variability is becoming more complex. Languages develop along the line of absolute and relative progress at the same time.

Language's changes are the processes that occur in the language as a result of indirect pressure on the language's system of extralinguistic factors. So, A. Martinet called linguistic changes as the innovations in phonology and grammar, due to the principle of economy, which was understood as the resolution of the conflict between the needs of communication and the natural inertia of man (eg. changes in the expression of grammatical categories in the evolution of language). First of all, a new phenomenon are visible at the lexical level, but they also arise at other levels of language, e.g., in the syntax (expressed in the ordering of the syntax, the elimination of ambiguous syntactic structures). Changes in language are also the result of language contact, for example, syntagmatically on the level of accumulation of interference phenomena leads to the development of polysemy, changes the rules of combining morphemes and lexical units, as well as to the emergence of new syntactic constructions, etc. [Kozhemjakina, Kolesnik, Krjuchkova, Mikhalchenko 2006].

The changes in language are closely connected with transformations in the lexical system, which is the result of the action of external conditions of functioning of language (the language situation, linguistic interference, mutual influence of national cultures), and intralinguistic mechanisms (analogy, trends to short sayings (saving speech efforts), the desire to use expressive and emotional means of expression, the emergence of new syntagmatic relations of words that have an impact on lexical and semantic changes, etc.

The vocabulary of the French language is a multifaceted complex construction. Its development is natural. The language contains a significant percentage of stable elements, and simultaneously creates a new lexical units. Vocabulary changes are accompanied by processes of unification and differentiation, thanks to which achieves the stability of the vocabulary, a certain sequence of updates and enrichment. The stability of the lexical system is implemented and perceived through the action of certain conditions which are called conditions lingual stability, in particular such:

1) the gradual, stepwise nature of the word formation processes, when word-formative innovations occur in stages in accordance with the requirements to customary usage, namely word-formative family is in process of formation for a long time;

2) the nature of language's contacts and new loan-words that is regulated;

3) semantic stability, a clear definition of the boundaries of values and conformity of speech practice to lexicography's fixation;

4) an obvious character of stylistic stratification [Skljarevskaja 2001].

The stability indicator of the lexical system at different stages of language development is not the same. In the early 20 century some kind of «neology boom» is typical for French language: we note the significant specific quantitative and qualitative transformation of the vocabulary, the flexibility, the democratization of linguistic norms. Under these conditions, the problem of introduction of new words and meanings, archaic units to normative dictionaries arises.

The processes of regrouping of the central and peripheral lexemes occur in the language constantly: new and restored lexical items gradually become central, and a certain amount of them passes into the periphery of the dictionary. The main feature of language is associated with a constant need to supplement it with new means so that the language's system adopts lexical neologisms in clearly defined places for them [Zhaivoronok 1999].

Exploring ways of replenishment of lexical structure of the French language, researchers often point to three main sources: the creation of new words using word-

formative possibilities of the language; loan-words (*clubbeur, buzz, slim, wiki*). Today there is an increased intensity of word formation, in particular, various types of affixation (*décohabiter, cyberdépendance*), composition and fusion of various types (*adulescent, multijoueur, fluocompact, mobinaute, moto-taxi*), etc.

We note that the language reacts to changes in public and individual consciousness, and, accordingly, reflects them. Social factors that affect the development of vocabulary are varied: the level of production and technology, social culture, political activity, economic, scientific-technical, cultural contacts and etc. Scientific discoveries, scientific cooperation lead to the internationalization of terminology, international contacts have contributed to some internationalization of the vocabulary as a whole. The interaction of lexical layers is considered in linguistics as the process of integration.

The rapid increase of terms accompanied by their intensive penetration into general literary language. Socio-political processes of recent years have resulted in multiple language transformation, besides a new forms of social relations are manifested more actively in various semantic changes.

The fact of relation between the replenishment of the language vocabulary with society and civilization as a whole. V. Vinogradov maintained this point of view, arguing that «...the vocabulary of the language faster and wider than the other side of language structure responds to changes in all spheres of public life. In the development of dictionary a kind of registration of these changes and consolidation of a continually creative educational work of the society are doing.

The history of vocabulary is closely and organically connected with the history of production, life, culture, science, technology, history and social worldviews. The relations of language's history with the history of social development are direct and comprehensive» [Vinogradov 1977]. In addition to extra-linguistic causes influencing the development and updating of the vocabulary of the French language, linguists traditionally point to «the intralinguistic reasons, which are largely predetermined by external stimuli – social need in the name of all that is new in his thinking, intralinguistic factors – trends in economy, unification, consistency of language

means, the variation of nominations, with different inner form, etymology, tasks of expressive, emotional and stylistic expressiveness» [BJS 2000].

Thus, the appearance of new words is dictated not only by the need for nomination of a new concept which has emerged, the concept of reality, but also by constant self-development of the language, the desire to improve methods of language symbols. So, in the vocabulary of the language we have a tendency to complicate and enrich. The dynamics of the semantic's structure of some word leads to the development of the vocabulary as a whole, to its qualitative and quantitative transformation.

However, renovation of the vocabulary is not only as an explicit inclusion of new vocabulary's units. Since the word is in constant operation some changes can be seen or can occur in its semantic's structure that lead to more or less significant changes and innovations. A quantitative increase in the dictionary is no doubt (in general, it should be noted that the processes of words' archaism are expressed less in comparison with the enrichment of vocabulary), its organization is complicated (composition of lexical-semantic, synonymic, antonymous, homonymous groups and etc.), the existing derivational relations of words differentiate, as the vocabulary becomes more diverse, the migration of words from different language's registers is increasing.

The emergence of new lexical-semantic variants leads to substantial changes in the lexical fund. Consequently, the dictionary is the most productive scope in the language. This is confirmed by its continuous renovation by the new lexical units, and in accordance with statement of V. Vinogradov, «the vocabulary of the language is in a state of almost continuous change» [Vinogradov 1977, p. 218].

For comparison, imagine the dynamics of development of the vocabulary of the French language on examples of dictionaries of French language *Petit Larousse* (Fig. 2. 1) та *Petit Robert* (2000-2013) (Fig. 2.2, Fig. 2.3).

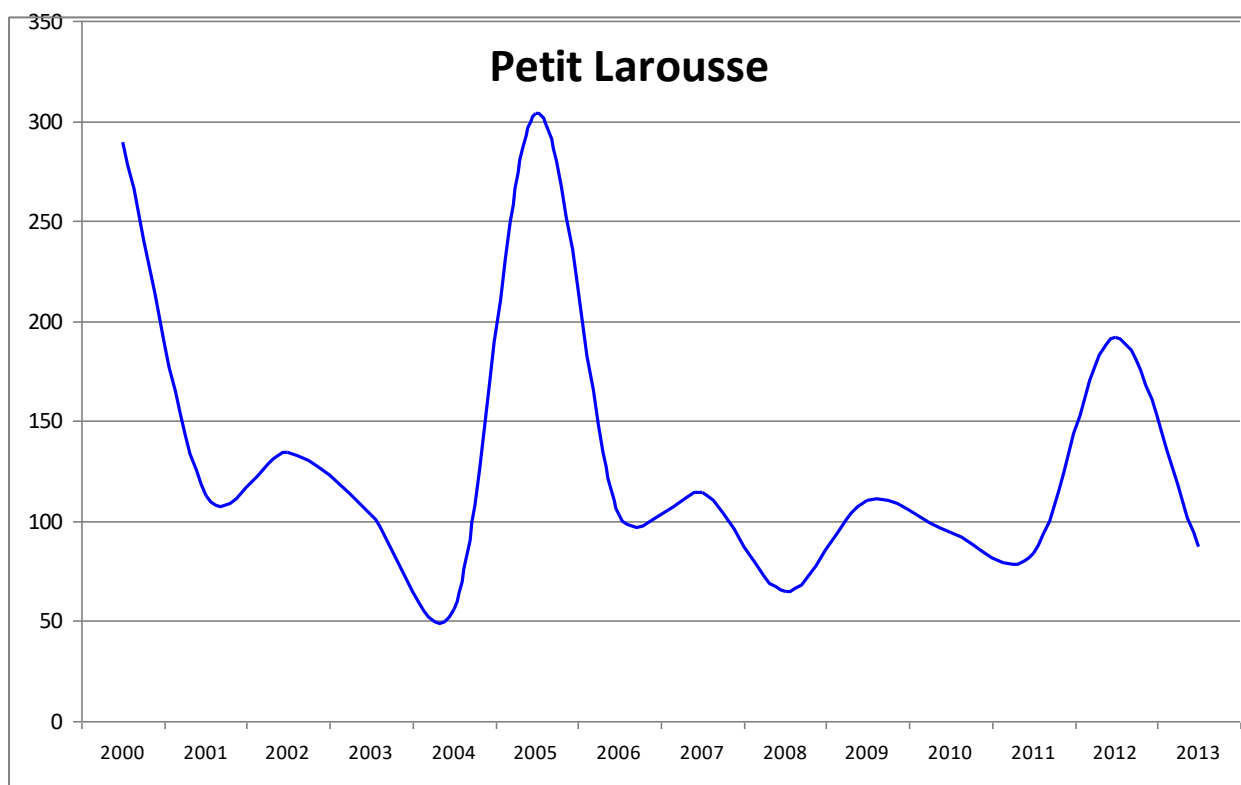


Fig. 2.1. Innovations included in the dictionary Petit Larousse during 2000–2013

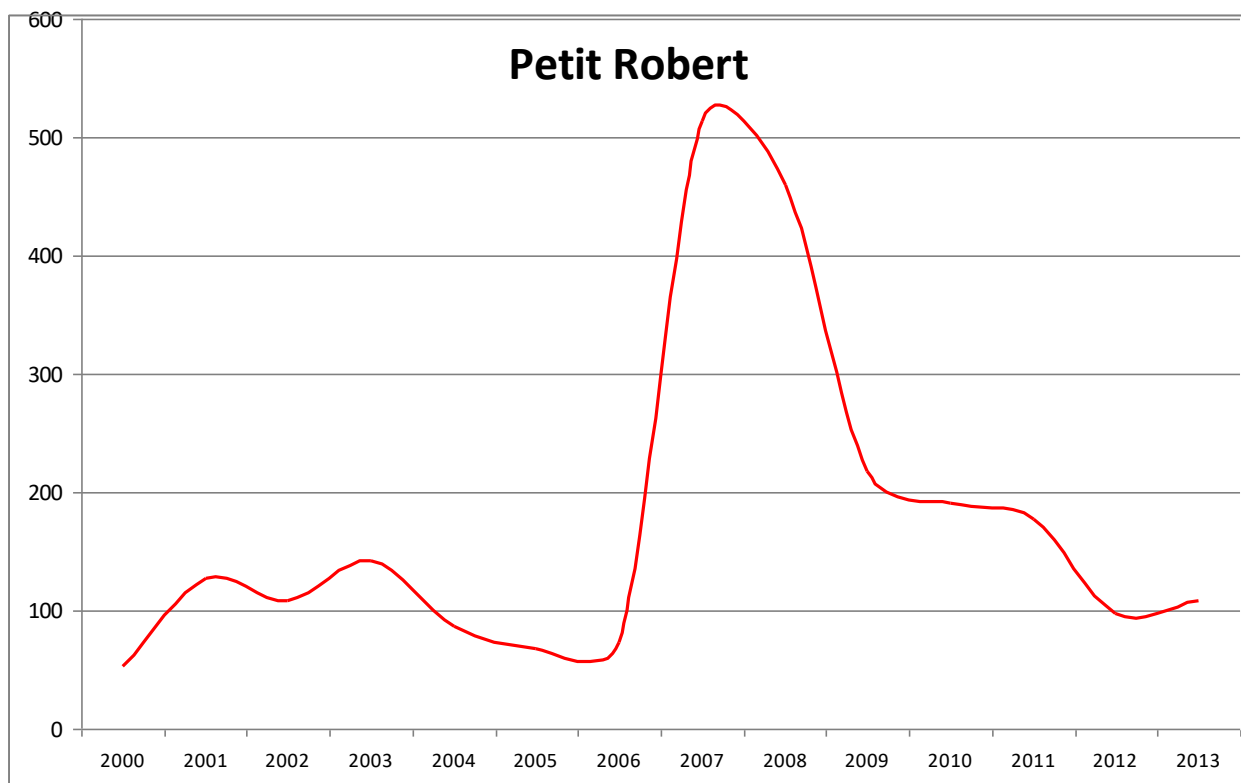


Fig. 2.2. Innovations included in the dictionary Petit Robert during 2000–2013

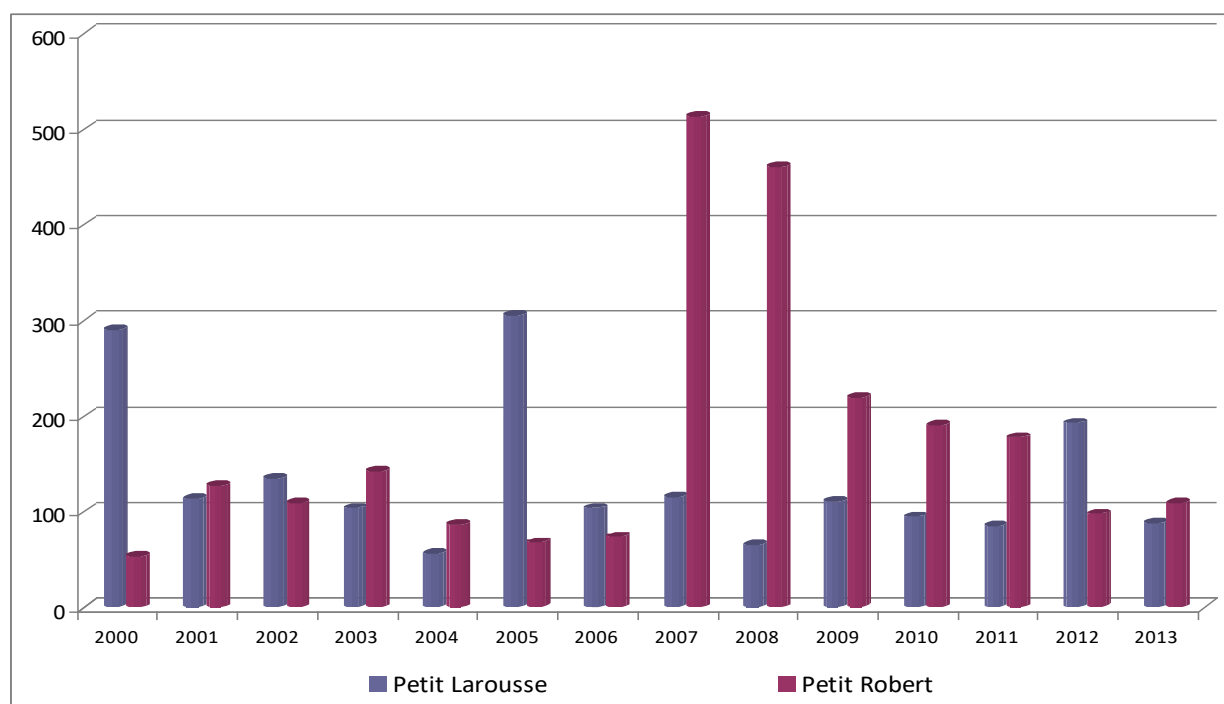


Fig. 2.3. Comparative diagram of new words occurrence

On the basis of register of dictionaries' data we have the ability to monitor the development of the vocabulary and, therefore, to study better the processes of obsolete word's formation and language's fund neologization, to predict the main trends of lexical-semantic development, to establish regularities of the language's dynamics, to identify the causes and factors of language's evolution.

The variety of lexical items gives rise to the complexity and mobility of relations between them in vocabulary. Words evolve in different directions.

Linguists distinguish between internal and external factors of the vocabulary's development. External factors relate primarily to its quantitative growth. These include borrowing, word-formation, vocabulary fund of neologisms, archaic vocabulary, phraseological etc. This unity contributes not only to identification of the structure of the vocabulary, but to the communication and continuity between its various states at different stages of language's development, which organically combines variability, the uniqueness of sustainable trends as well as the frequency of occurrence of certain phenomena and processes. All these factors operate in the complex and crossed with a domestic, so a qualitative transformation of the

vocabulary occurs in a complex way. Trends of internal development are based on the interaction of lexical layers, the transition of words from one part of speech to another, the dynamics of the development of the semantic structure of words, differentiation of word's choices, formal and semantic merger of the words, variety of words, and so on.

The constant interaction of different lexical layers is conditioned by the unity of language system and speech activity.

The processes of words's migration cause significant changes in the vocabulary. This affects the structure of the lexical units, changes their functions in language, in their relationships, groups, within the structure of the lexical structure. Thus, the development of the vocabulary is uneven and is characterized by a complex of various processes.

A great importance for the emergence of neologisms have intralinguistic processes: the occurrence of metonymy and metaphorical usages, the change of the semantic structure of the word. It should be noted that the vocabulary in the modern period is subject to renovate, semantic conversion, word-formation activation, stylistic changes associated with the loss of stylistic colouring by the one words and acquisition of this color by other words etc. As you know, major changes in lexical-semantic system of Ukrainian language in the beginning of the 21 century occur in three main ways:

- 1) expansion of the vocabulary of the Ukrainian language at the expense of new lexical units;
- 2) redistribution between different groups within the vocabulary of the prevailing;
- 3) changes in terms of word sign content [Klymenko, Karpilovska, Kysliuk 2008].

The empirical analysis shows that French language in the beginning of 21 century is developing along the same lines.

The process of expansion of vocabulary with new lexical units is done in two ways:

- 1) through the completion of a new dictionary by foreign language units;
- 2) through the formation of neologisms of their own language resources.

The majority of loan-words are presented by anglicisms: **audioblogging** («manifeste de l'audioblogging»), **biohacking** («exploration du décodage du génome humain, avant la biologie synthétique avec les doigts, comme nous avons exploré l'informatique avec des lignes de code»), **blook** («un livre réalisé à partir du contenu d'un blog ou un livre publié sur un blog»), **facebookable** («un contenu digne d'être publié sur facebook, susceptible de susciter l'intérêt des internautes qui pourront «liker» ou commenter sur le réseau»), **buzz marketing** («technique marketing consistant à faire du bruit autour d'un nouveau produit ou d'une offre»), **fast casual** («concept de fast-food haut de gamme, crédibilise son engagement nutritionnel en s'appuyant sur la caution d'un professionnel de santé»). There are loan-words from Spanish: **guérillero m jardinier** (guérillero de jardinage) («partisan-jardinier»), **caracoler** («effectuer des caracoles, pour un cheval; évoluer avec vivacité et facilité; prendre une position prédominante, très au-delà des concurrents»), from Italian: **barista m** («celui qui a acquis un certain niveau de compétence dans la préparation de boissons au café à base d'expresso»), **fascisme** («un mouvement politique italien apparu en 1919»), **aggiornamento** («un terme italien signifiant littéralement mise à jour»).

A prerequisite for linguistic borrowing is the existence of contacts between peoples-native speakers. At the present stage, thanks to technological inventions, latest technologies, the opportunities for contact between different countries are extremely increased. Foreign words penetrate particularly actively with help of the media: «Le nouveau luxe, c'est... la révolution à table. Le nouveau luxe, vaste programme comme dirait De Gaulle... En 2010, la politesse a pris un tour **facebookien**. Tout le monde s'embrasse, tout le monde se déclare, «bisous» ponctuent chaque fin de conversation, l'adulcescence s'est emparée de nous...» [LP2 2010]; *La Fouine*: «Les **clashes**, ça peut mal se terminer». Ces **clashes** à répétition avec Booba, c'est un peu ridicule, non? *La Fouine*. On est des cons, des bouffons, on donne une mauvaise image de la banlieue, des jeunes des quartiers. Je suis pressé

que ça s'arrête» [LP3 2013]; «En fin de journée, deux enseignantes des lycées Bon secours et Sainte-Louise de Marillac ont présenté la **flashmob** de la fraternité avec près de 200 personnes sur la musique des Black eyed peas, I gotta feeling, au pied du Castillet. Ce samedi à 15 h 45, une célébration d'envoi pour Diacona Lourdes était célébrée par Monseigneur Marceau. Les pèlerins se verront confier le Livre des merveilles et des fragilités pour Lourdes» [LI 2013].

All this explains the influx of a large number of foreign words in the French language over the last decade. Loan-words are often used to denote new concepts, phenomena, realities: **web services** *m pl* («services en ligne, par Internet»), **tumblelog** *m* («variante du blog»), **tribal-surfer** *m* («qui trouve dans Internet sa tribu et le moyen idéal de tisser un réseau relationnel, sans se soucier de la classe sociale, de la langue ou de la race»). The most numerous group consists of foreign language words used to refer known phenomena or realities, but which were not in the French language, single-word names, for example: *un crash d'avion* instead («un avion s'est écrasé»); *une vamp* («femme fatale»), *un campus universitaire* («ensemble universitaire situé en dehors de la ville, regroupant des salles de cours, des résidences, des parcs»), *un boom* («développement rapide et soudain d'un événement»), *le baby boom* («le boom des naissances»). Such lexical innovations are not only short, but expressive. The use of some loan-words is a manifestation of modernism: **loser** *m* («personne qui accumule les mauvaises expériences, un perdant»), **nerd** *m* («une personne à la fois socialement handicapée et passionnée par des sujets liés à la science et aux techniques»). A new lexeme **globish** (*anglais décaféiné*) is often using in modern media: «Parlez-vous le globish? Avec un vocabulaire d'à peine 1 500 mots, le «**globish**», ou «anglais décaféiné», est devenu la langue véhiculaire planétaire. Dans *The Guardian*, l'écrivain Robert McCrum analyse l'avènement de ce nouveau dialecte du 21e siècle» [BLM 2010]; «Parlerait-on encore Anglais dans cinq ans? C'est la question bien plus ennuyeuse que je me poserais. Le quart de la population mondiale, les revues internationales, les informations, et tout? C'est vrai. C'est même ma langue de travail ordinaire. Ce qui est certain, c'est que ce n'est pas de l'anglais. On l'appelait il y a peu le **Globish**.

C'était assez juste: langue globale, avec des concepts simplifiés, du genre binaire» [LF 2010]; *«La France à l'heure du «globish». L'anglais représente au moins 90% de l'enseignement des langues en entreprise, comme l'a montré le récent salon Expolangues 2011 de Paris. Le «globish», dénominateur commun de la mondialisation?»* [SC 2011].

Smaller numerous group consists of loan-words, which are synonyms doublets in the French language: *un spectacle en solo (one-man-show), un mécène (sponsor), une réunion bilan (debriefing), un buffet matinal (brunch), un bar à volonté (open-bar), un gratin mondain (jet set)* [TP 2012].

Strengthening of interaction of languages in terms of the increasing role of cultural and economic relations between people leads to the formation of the special fund of international words.

Of course, the process of expanding of the French language's vocabulary is much more intensive due to the neologisms created from their language's resources. As you know, the French language has developed word-formative system.

The most productive word-formative processes in the modern French language, according to the scientists [Skuratov 2006; Cybova 2008; Chernyshova 2009; Shcherbakova 2010] are: 1. *Suffixation*. At the present stage of development of the French language among the suffixes that actively contribute to the formation of new words, we highlight such as: **-tion**, **-iser**, **-erie**, **-isme**, **-iste** and so on.; e.g.: **confessionnalisation** (*fait de confessionnaliser, de donner un caractère confessionnel à quelque chose*); **ethniciser** (*donner, attribuer un caractère ethnique ; interpréter un fait, un événement sous un angle ethnique*), **flexitarisme** (*alimentation qui fait la part belle aux végétaux, aux légumineuses et aux céréales*), **hyperbolisme** (*emploi abusif de l'hyperbole*), **libertarianisme** (*doctrine politique prônant un libéralisme jusnaturaliste, posant la liberté individuelle et le principe de non-agression comme principes moraux fondamentaux du droit nature*), **hospitaliste** (*médecin qui se spécialise ou se concentre sur la médecine hospitalière*), **guérillériste** (*activiste d'une guérilla*), **saladerie** (*«service de restauration rapide proposant salades, sandwiches, boissons à consommer sur place ou à emporter»*).

I. Chernyshova selects the suffixes **-ien, -iste, -esque** (*libertarien, hoministe, bloguesque*) as the most productive in the formation of suffixal adjectives [Chernyshova 2009, p. 127].

2. *Prefixion*. The prefixal analysis of neologisms shows that the most productive prefixes are: **cyber-, hyper-, multi-, bio-** etc.: **cyberespionnage, hypertextisme, multilocalité, bioproduction**. Prefixal innovations in the modern French language are discussed in detail in the article of I. Shcherbakova [Shcherbakova 2010, p. 170-173].

3. *Parasynthesis*: **hyperconsommation (une consommation excessive), coéducation (éducation en commun), multi-équipement (plusieurs télévisions pour un même foyer), rebilanter (refaire le bilan médical d'un patient)**;

4. *Truncation*: **prolo = prolétaire, apéro = apératif, pub = publicité**;

5. *Abbreviation*: **MIPS (million d'instructions par seconde), VPC (vente par correspondance)**;

6. *Word-building*: **mégalo-métropole, magnéto-laserothérapie, cinéma-thérapie, ego-cuisine**;

7. *Blending*: **globésité (globe + obésité)(obésité globale), glumour (mélange de glamour et d'humour, Grexit (mélange de Grèce + exit), gréviculteur (adepte de la culture de la grève, qui fait la grève pour la grève)**.

Redistribution between different subsystems within the lexical system of the modern French language is implemented mainly in the form of two lexical-semantic processes between active and passive vocabulary and between vocabulary of a limited use and vocabulary of common use.

An opposite effect process is the transition from passive vocabulary to active one is less specific for the French language. However, let's say, today in the French press a following word is often used **moult (moult, moult, moult et moult)** in the meaning «*beaucoup de, plusieurs*», which appeared in language in the 10 century and became obsolete in the 16 century: «*Après moult essais, c'est décidé, je reprends le sport ... un jour (zumba, step, danse, gym). J'ai déjà fait du sport en salle dans ma*

vie. Je sais, après trois enfants cela ne se voit pas, il me reste quelques kilos à perdre» [HLC 2012].

Regarding verbal units, they are redistributed between the lexicon and the limited use of common vocabulary due to the transition to the class of common words, words-terms, which previously belonged to the bookish style of the literary language (*portail, clé USB, microprocesseur, grippe H1N1* etc.), and also slang words that represent non-literary forms of existence of the national language (*footeux, ket, meuf*).

According to some specialists in Romance studies, the terminology is a special layer of vocabulary, which has a double bond. It is related not only to certain special sciences and techniques, and it is part of the common language and keeps within its laws. Terminology is not a separate, closed layer of vocabulary. It is an open system that is supplemented by neologisms and which is in constant interaction with a common vocabulary [Skuratov, 2006, p. 50–57].

We have to note that a distinguishing feature of the modern linguistic situation in France is the increased frequency of use in all spheres of communication of different classes of jargon. The most significant part is composed from the verbal units of youth slang.

Due to the appearance of the Internet, a huge number of e-mails, sms-messages the youth language penetrates into the writing. Under the influence of advertising that in order to attract the attention of consumers tends to use the most vivid and the most expressive linguistic means, and of the press, a huge number of colloquial and slang words become entrenched in the language and entered in the dictionary [Krivonosova 2010, p. 267].

The third direction in the development of lexico-semantic system of the French language in the beginning of 21 century concerns the changes in the content of the verbal signs, which may affect the semantic structure of the word as a whole or the structure of individual meaning.

Regarding the semantic structure of a word, changes in content occur most often as the processes of semantic restructuring, i.e. changes in the hierarchy of meanings

in the semantic structure of words and as the processes of semantic derivation, associated with the emergence of new lexical-semantic variants of known words in the language.

Thus, the changes in the lexical system of the French language, have both quantitative and qualitative character. Quantitative changes are associated with expansion of lexical composition due to the formation of neologisms of their own language resources and replenishment of French loan-words. Qualitative changes involve changes in the content of lexical units.

The processes of redistribution between active and passive vocabulary, between the limited use of vocabulary and common vocabulary can not be clearly assigned to the class of qualitative or quantitative changes. Words in such cases remain within the lexical structure of the French language and only change the structure or semantics of certain stylistic characteristics, which confirms the thesis about the attribution of these processes to the class of quality and quantity.

2.3. Neologization as a reflection of general language's evolution

Today's society requires continuously the vocabulary updating, and in order to understand the reasons for these changes, it has to go beyond the language itself, to enter into the very history of society, culture history, science, art and etc. The new paradigm of a language personality [Karaulov 1997, p. 23–56] defines the main freedom of a repertoire set of expression means, which are associated with looseness of speaking, and even some negligence.

Dynamics of language, its ability to innovate, to create neologisms makes it possible to perform more complex cognitive-discursive functions, contributing to the reflection in the linguistic consciousness of the phenomena that are nominated. Gradually along with the transformation and changes in society, spiritual life, transformation of the language image, which has already happened earlier, and the conceptosphere of the language is renovated. In this regard, neologic researches acquire relevance focused on the occurrence of interactions between well-established and accepted usage of the system of the French language, and of its links are

renovated. This interaction reflects the process of harmonisation of language system and conceptsphere of modern society that is changing rapidly.

Despite the diversity of ways and forms of vocabulary as the main process in the development of vocabulary linguists name the neologization's process as such that reflects the general linguistic evolution. The intensity of the neologization's process is closely linked with the incentives of innovation. This social nature is not only the appearance of the category in response to the request of the society (with the emergence of new realities, of the concept), but actually intralinguistic processes, since all speech is a social practice, including the improvement of expression's means.

Neologization is associated with external processes in society, which are understood as the totality of the various impulses coming from the environment, and associated with the peculiarities of historical development of society; so with the internal laws of the language – the law of analogy, the law of language economy, the tendency to regularity (uniformity) of intralinguistic relations, the striving for generalization, the tendency to differentiation, the tendency to use more expressive symbols for already known phenomena [Valgina 2003, p. 123–132]. New words that appear in the result of external factors of language development, name the realities that occur in one area or another area of society is *a requirement of relevance*. New words that appear in the result of the action of internal factors of language development, reflect underlying tendencies in language development [Valgina 2003, p. 78–90] – democratization, the formation of analytics, striving for accuracy – distinctness, economy of speech efforts.

We have to note that today such extremal factors are most active as ideology and social structure, allowing a major amount of neologisms in the modern French language relates to socio-political life. These words, expressing the relationship in the community, as well as words related to the activity of the state [Krjuchkova 1989, p. 13].

Structural-semantic and stylistic diversity of innovations is explained by the reasons of neologization. In general we can say that neologization of the vocabulary

comes under the influence of various driving forces, some of which are associated with reflection in the language of the world's modern image, others are associated with appointment of language as mean of communication. The first ones serve to the nomination of new objects that appear in objective reality, the second ones serve to the needs to improve language technology. Enrichment of vocabulary is one of the important factors in language's development. Languages can not be changed for the reason that the basis of acts of communication, a means of practical implementation of which is language, is a reflection of reality, which itself is constantly changing.

According to N. Kotelova's comment, «the scientists focus on high-level content of vocabulary in general and in particular extralinguistic informative changes...» [Kotelova 1978]. An intensive influence of extralinguistic factors, primarily social factors on the lexical system of the languages in recent times is not in doubt. However, «the seizure to underline the high degree of such influence sometimes leads to a lack of specifics of its manifestation at different stages of language development, in different forms of existence of public speeches in different subsystems that are members of the lexical systems» [Barannikova 1989].

Regarding the system of literary language we can speak about the combination of objective and subjective factors, first, and of extralinguistic and linguistic (structural), second. The influence of objective extralinguistic factors (change in social reality, the development of science and technology, strengthening of international relations etc.) contributes to the changes, especially, to the replenishment of the lexical systems by the units of different types as loan-words and by lexical units created from own material by semantic or derivational nature. However, the role of extralinguistic factors is so significant that changes in the lexical system occur continuously and manifest themselves quite clearly and accurately.

In modern neology, in our opinion, so important concepts as factors and neologization's branches are not clearly demarcated and differentiated. So, A. Senko believes that, «in the role of extralinguistic causes of the neologization's process in modern language are:

– ideology and social structure (*antibioterrorisme* – measures to struggle against bioterrorism, *anti-fanatisme* – genuine and sincere hatred of celebrities, famous things, phenomena, etc., *politicide* – political murder, *francosphère* – France and other French-speaking countries);

– social factors of scientific and educational values (*cyber argent* – «electronic money», the system of payments through the Internet, *vidéo blogue* – online magazine with video content)» [Senko 2000].

It seems obvious to us that «reasons» and «factors» refer clearly to what we name neologization's branches. Unfortunately, non-distinguishing of the two concepts has acquired the typical and traditional character. Henceforward, we consistently distinguish between these concepts.

External factors of language's evolution, which should include the development of various sectors of society, demonstrate social character of language's system. New words that their appearance is caused by the action of the factor of language development, name new realities, which appear in one or another field of social activities. Today the most active neologization's processes are observed in the following branches:

1. Branches that refer to the socio-political structure of society: *Cressonisation* – the policy of the government of Prime Minister Edith Cresson, *Merkozy* – the political tandem of Angela Merkel and Nicolas Sarkozy, *Raffarinade* – the statements of the Prime Minister (2002–2005) J.-P. Raffarin, *SARKOFRANCE* – political blog N. Sarkozy, *Balladurette* – allowance for the purchase of the car provided by the government of E. Balladure. The following examples of innovations demonstrate a such characteristic feature of modern linguistic development, as the strengthening of personal characteristics of a political leader: *sarkoholisme*, *Merkhollande*, *Méprisance*, *Lepénisation*, *Juppettes*, *Bravitude*, *sarkozyste*, *sarkoholique* etc. For example: «Un bel effort. Sortir du *Sarkoholisme*, surtout pour un newsmagazine, c'est un combat de chaque semaine. Mais avec du temps, de la volonté et l'aide des *sarkoholiques* anonymes, on peut y arriver. Si» [LE 2007]; «François Hollande, désormais dispensé de surenchérir à gauche, est un homme libre, ce qui n'a pas

échappé aux marchés. Ce n'est plus le cas de Nicolas Sarkozy. «Merkozy», c'est fini?» [LE2 2012].

2. Economic system: **buzz marketing** – «clandestine marketing» (provides the advertising of goods or services by professional actors and the scenes of real life when actors are posing as ordinary people), **clic et mortier** – trading company, which uses both ordinary and «virtual» forms of commercial activities, **cyberentrepreneur** – an entrepreneur who creates an Internet campaign, **import-export** – «import-export operations», **offshore** – «free trade zone», **dumping** – «sale of goods at the lowest prices with the aim to gain a foothold in the market». For example: «Le **buzz marketing** utilise en effet les technologies du marketing viral, encore un terme barbare qui regroupe tout simplement les techniques du marketing se servant de la participation des consommateurs comme socle de diffusion» [PDP 2010]; «La bonne pioche d'un **cyberentrepreneur**. Pépinière d'entreprises. Cependant, pour une petite entreprise telle qu'Omnivision, louer des locaux plus grands signifie aussi un coût plus important» [LP 2000].

3. Science and technology: **andrologiste** – a specialist in the field of medicine dealing with problems of men's health, especially their reproductive system, **bioéthique** – the science that studies the problems of ethical aspects of human intervention in biological processes, **bio-informatique** – bioinformatics is the science that deals mainly with data processing associated with decryption of the human genome (in particular, for the development of new drugs) etc. Researchers identify sub-languages of science and technology: language of mathematics, sports and etc. There are new names of science, of machines, equipment and mechanisms: **absorbeur-neutralisateur** – «apparatus for absorbing and neutralizing the fumes», **spatiologie** – astr. group of science and space technics. We have to note especially the neologisms from computer science: **mentaille** – software, **mémorette** – USB flash drive; **clavardage** – chat: «...en introduisant un nouveau fureteur, Safari, et surtout, une application de présentatique à la PowerPoint, Keynote, Jobs envoie un message très clair aux investisseurs et à Tonton Billou: nous sommes maintenant capables de nous passer de Microsoft» [LD 2003].

4. The language of science: **biohacking** – «biohacking», *particular interest is the genetic code*, **bio-ordinateur** – «biocomputer», *unit to calculate at the DNA level*, **modem** (modulateur-démodulateur) – modem, **micro-informatique** – *microinformatics* etc. For example: «Le **modem** (modulateur-démodulateur) est un périphérique servant à communiquer avec des utilisateurs distants. Il permet d'échanger (envoi/réception) des fichiers, des fax, de se connecter à Internet, de recevoir et d'émettre des e-mails. Il peut également être défini comme un acronyme» [CSA 2008].

5. Culture's branch: **chick-lit** – *fiction, artwork, written by women, and it is a story about the life of a young aggressive heroine*, **rappeur consciencieux** – *rap musician, which promotes lyrical rap music, which is imbued with high morale and promotes a sense of responsibility*, **célébritologie** – *the study of the characteristics and preferences of famous people*, **célébutant** – *young heir of a celebrity, who produces his own dubious glory at formal balls, dinners etc.* For example: «La célébrité mise en pièces» est un cours d'université dispensé par le Professeur Connu, qui a fondé la **célébritologie**, discipline basée sur les travaux d'Edgar Morin et les aventures de Britney Spears...» [TDBN 2011]; «Le **chick-lit** challenge... C'est fini? Voilà nous sommes arrivés à la fin de ce challenge, qui à ma grande surprise, a eu son petit succès. Le chick-lit challenge, c'est terminé pour l'année 2011. Alors concrètement ce challenge, ça a donné quoi en un peu plus d'un an?» [BLLD 2012].

6. Sports branch: **canyoning** – *an extreme sport that combines climbing and boating, raft negotiating the rapids, waterfalls etc.*, **Zlataner** – *to dominate on the football field* etc.

The interaction of internal and external factors was stressed by V. Vinogradov: «Do not think that the laws of language development arising from its public entity, and the laws that derive from the structure of the language are different, not mutually associated patterns will be different plans for the functioning of language. In fact, they are interdependent and indivisible» [Vinogradov 1977].

Adding to the lexical stock of the language, neologization is associated with word's formation, phraseology, morphology, syntax, which makes it interlevel

process. Neologization's process in language is constantly growing, a kind of «neology boom» [Gak 1978] has led to a natural selection in modern linguistics of a special section of lexicology neology and the appearance of numerous publications on innovation of speech and language. New words' appearing in the language is of great scientific and practical interest. «Neology has a direct access not only to different fields of linguistics, but in the perspective of the general theory of language, giving new linguistic material, and telescoping the actual problems of his descriptions, putting the question to discuss the problems of the social aspects of language, nature and types of nominations, statics and dynamics of language, relationship between language and speech, system and usage, study of the problem of generating linguistic units, terminology and terminotics, concepts of the literary language» [Kotelova 1988]. Today the attention to the neology is pointed, and the learning of new words has become more intense. This is probably due to the fact that linguistics became aware of the crucial role of neologisms in the knowledge of the language's system, its potential capabilities and features of functioning in different spheres of communication. The relevance of such studies, according to scientists, is amplified by the necessity of the solution of applied linguistics's tasks, lexicography, linguistics, computer modeling.

There are many classifications of neologic typologies, which differ from the point of view of structure and terminology. We must firstly distinguish between the word's configuration (analysis of its components) from a lexical matrix on the basis of which it was produced, the language mechanism, which made possible its introduction. On the one hand we have morphological analysis in morphemes, on other hand – methods of lexical transformation.

The question about the reasons of new words' appearance, meanings and phrases relates to the major issues of neology as a special branch of lexicology. «The emergence of new categories as a response to social demand, as a result of the progressive development of the world is the main driving force of neologization in all languages and at all stages of their development» [Kotelova 1982]. This trend is active today. Lexical changes in the language system are caused, as noted, primarily

by extralinguistic factors. «Nominations brought to life by the external linguistic reasons are the most visible and numerous. Denotation of new objects, events, concepts, realities, new words, new meanings of known words, new phrases are therefore the main characteristic feature in determining the nature of neologisms, new words. Categories of this type are considered by most researchers of neologisms» [Alatorceva 1998; Sablayrolles 2000].

Neologisms formed as a result of these processes, do not represent new objects and concepts, and are used for names of words that are already existing. In his work V. Gak noticed that the emergence of new words and meanings are determined by two main needs: nominative (the need to define a new concept) and expressive (creating of expressive or a short designation of the subject, a phenomenon that already has a name). Secondary nomination caused by expressive need, clearly presented among the new words and phrases of the literary language: a colloquial, dialectal vocabulary, emotionally expressive vocabulary and phraseology etc.

A growing tendency to economy language's means is pointed out by researchers [Martinet 2003; Sablayrolles 2000], which is realized in the use of one-word nominations instead of descriptive designations, in abbreviation, condensation of usual combinations of words, in words shortening, in the formation of different types of abbreviations.

This group also includes foreign words and phrases that enrich the arsenal of language's means of language that takes them. The intralinguistic processes that cause the formation of stable word's combinations of different types as a result of their multiple realization in speech are of great importance. Intralinguistic changes associated with the completion of the literary language's words, meanings, combinations of oral speech, special languages, jargons, dialects and etc. The words associated with the actualization of concepts, certain sectors of life, etc. also belong to this group. Thus, it is clear that without taking into account the intralinguistic reasons influencing the development of the vocabulary, the process of changes in the composition of the lexico-phraseological innovations of speech can not be analyzed objectively. Without the second (except social) factor in language development

certain valid linguistic laws and rules for the formation of new categories are not considered. In this sense, the researchers note certain language trends that prevail. So, in modern lexicology it is recognized that a variety of linguistic processes is due to two of the most common internal factors. This trend towards regularity on the one hand, and the trend that it is opposed to the tendency of expressivity on the other hand. «The dialectic of existence of language as means of communication and the natural living of the sign's system is manifested in the fact that the emergence of new words is the result of a struggle between two trends – trends in the preservation of language as a communicative suitability and tendency to constant development and change. In order to reflect new concepts most adequately, most correctly and most efficiently (i.e., most fully correspond to their functions – communicative and reflection of reality), the lexical system is forced constantly to readjust, to differentiate, to create a new units» [Alatorceva 1998].

In connection with the orientation of modern linguistics to the study of the processes of language development, a profound, thorough, comprehensive study of neologisms is of an implicit interest.

The language is a well-organized and systematized object, and its subsystems are interrelated and interdependent, therefore, the neologization process occurs not only at the level of the lexical subsystem of the French language, but also at the level of the other subsystems. In this case the language's neologisms are one of the subsystems that is the product of the relationship of the elements of the language's system that are involved in the neologization's process for the development as its lexical structure and language's system in general.

Therefore, a dynamic change of language is a natural movement in the language. The social structure of society, science, technology, contacts of peoples, and human consciousness are these external forces that cause the renovating of the dictionary. Although the influence of external factors plays an important role in the development of vocabulary, however, not always innovations can be the consequence of extralinguistic reasons.

Transformations in language that don't have a direct relationship to the reflection of the world picture are less visible. The neologisms that are caused by them do not denote new objects and concepts; rather, they are used for items of already existing realities that were previously affected either in description form or by a separate word already known in the language. So they are less visible, the expression of novelty in them is not so expressed.

In addition, as it was already indicated, as a defining characteristic of the concept of neologism a number of linguists put forward an extremal deterministic lexical enrichment. A large number of innovations is «potentially presented» in the language, although is not frequently used (*souricette*, *mignonette*, *grenouillette*, *grandette*). These innovations that are arising for transnomination (renaming) of already known concepts, is the result of actions of the generating function of the language system. Modern realities brought to life in the French language, a number of derivative words form previously known stems, for example: *photophoner* – *taking pictures on a mobile phone*: «*Je me suis fait photophoner hier*» [LMPLF 2012]. Comp. also: *aguichage*, *ballottement*, *animalisation*, *curialisation*, *gentrification*, *sociologisme*, *bienvenuter*, *bien-pensisme*, *automagiquement*.

An important mechanism for generating speech is analogy, which makes possible the transition from the existing form to its logical continuation and repetition.

One way of implementing of the analogy is a constant tendency to the expressiveness in the linguistic system. Thus, analogy helps to unify within a homogeneous lexical group and eliminates the ambiguity that arises as a result of the emergence of homonymous names.

Powerful stimulus to the development of speech is a tendency, which was called «*language economy*» or «the law of economy of language efforts» [Martinet 2003]. According to L. Skrelina, «the principle of economy possesses an explanatory power for the interpretation of intrasystem relations and changes through its analog in speech (trend towards the smallest effort), it binds intrasystem causes of changes with the extralinguistic effects» [Skrelina 1973]. The specified stimulus finds

its expression in the replacement of expressions that have, as a rule, the sustainable nature of language nomination, by one-words names, as a more economical by form: *eurogner* – to do savings (in countries with Euro currency); *aigriculteur* – the farmer who is tired of his farming life; *textoter* – to write sms. Compound words are compact by their form, and at the same time their semantics is easily perceived, the inner form is transparent enough, and that causes their advantage in front of the phrase.

Another source of «economical» innovations is abbreviation. This phenomenon in the language reduces greatly the «area» of words signs: *EO* <édition originale, *EOF* <édition originale française, *HT* < hors taxes, *N.S.J.-C.* <Notre-Seigneur Jésus-Christ. We can observe the use of such language's units in the following context:

«Ma boutique est paramétrée en HT et TTC. J'ai des produits avec des prix spéciaux. Dans le flux je retrouve le prix de vente TTC mais le prix barré est HT».

J'ai aussi une gamme de produit gérée par une «règle de prix catalogue» qui n'est pas prise en compte lors de l'export du flux».

The economy of linguistic resources may manifest itself not only in the appearance of innovations, but also in borrowing in the French language of words from other languages. The process of borrowing is not the purpose of a nomination for a new reality, realities, and for a more rational designations of already known concepts: *brushing* – pulling hair with a hair dryer so that they become straight; *shooting* – photosession; *vintage* – retro; *prime-time* – prime-time.

The concentration of meaning in a number of cases is provided by semantic transformations of existing words in the language. We confirm this thesis by the examples: *cacique* – the chief of the tribe/fig. an important person, «big wheel»); *musclé* – muscular/fig., polit. authoritarian, rigid; *barbouze* – beard/spy, secret agent.

As another reason, which causes the appearance of neologisms, let's name the desire to generalize, the need to give a common name for one-typical concepts: *marinistique* – different types of art and literature devoted to the sea theme; *vidéothèque* – various apparatus and devices for images recording and sound on

magnetic tape (camcorder, VCR , etc.). Therefore, the appearance of the above items is caused not only by the need to give generic name of subject or other realities or the desire of monosemanticity at the level of relations of species and generic concepts within a semantic field, but also a permanent desire of the language for enrichment.

Along with a tendency to generalization in the French language the tendency to differentiation is functioning, reflecting the attraction to a certain hierarchy within the semantic field. For example: **bioaccumulable** – *qui est susceptible de s'accumuler dans la chaîne alimentaire*, **court-termisme** – *stratégie du court terme, dont les délais sont courts*, **carburoculture** – *culture de produits végétaux susceptibles de produire du carburant*.

So, the main trends in the development of the category are: differentiation of new objects names, estimated rethinking of existing language nominations; the manifestation of trends in the economy (a truncation, compressive word formation, etc.); the trend towards semantic precision; the strengthening of personal component in the nomination.

Thus, the analysis of internal and external factors of language's development showed that the neology processes occurring within the lexical subsystem of the language, are mediated by external factors. External factors resort to the language the mechanisms that seek to give to already well-known concept a convenient one for a given state of language system, or find a new one.

CHAPTER 3

WORD ON THE CROSSROAD OF STYLES

3.1. Specific features of lexical units in literary language of functional styles

The option what word to choose for the text creates many diverse semantic and stylistic reasons, that are created by the way how certain elements of modern Ukrainian language are interacting. Due to this interactions, there are many opportunities for stylistic word differentiation. Any word, that is used in context that is different from origin of the word, can create some special kind of stylistical effect.

The lexical system of modern Ukrainian literary language is the most important component of its stylistic system. Stylistic role can be performed not only by emotional or expressive words, but also by any other words that have been chosen to express particular style, since only one word is suitable for naming every phenomenon, though there are a lot of relatively and semantically close words that could be used.

According to the most typical communicative situations nowadays in the system of modern Ukrainian literary language such functional styles are distinguished: official-business, scientific, publicistic, colloquial, literary and also confessional style, which again appeared in this system in the end of the twentieth century [Yermolenko 2007⁷, p. 675–676]. Earlier researchers proposed classification that included more styles: literary, scientific, publicistic, official-business, epistolary, industrial-professional and everyday colloquial [SULM-LF 1973, p. 151]. «Usage of modern Ukrainian literal language in the most diverse public areas caused its functional and stylistic differentiation, which can be seen on all levels, but especially expressive at lexical level. Ukrainian as any other developed literal language is a system of functional styles, which exist and develop in constant interaction and interpenetration» [SULM-LF 1973, p. 151]. Since communication spheres are not isolated or closed, the styles and layers of vocabulary that creates the specifics of these styles can not be separated. Interpenetration of styles and their elements causes

changes in the stylistic meaning of some words, because of that revaluation of meaning happens: some bookish words begin to be perceived as neutral, instead some neutral words can become more colloquial or even rough, in the same time colloquial or rough words can be treated as neutral etc. Each of the functional styles has elements of other styles.

Mutual influence and interpenetration of styles are distinctive features of the stylistic system of the Ukrainian literary language at the present stage. Therefore, when language element (mostly vocabulary) transfer to another style it gradually lose its original stylistic meaning, as a result they become neutral tools of style expressing in this new style. Sometimes these elements are firmly fixed in a new functional style, becoming the linguistic norm of expression that is inherent in this style.

The problem of the literary language vocabulary style classification remains controversial. In Ukrainian opinion of researchers who learn linguistics and stylistic in the lexical system are distinguished in several areas: 1) diachronical (neologisms, historicism, archaisms); 2) functional and stylistic (industry word, situational vocabulary, high, low, neutral); 3) regional (conversation vocabulary, vernacularism, slang words); 4) emotionally expressive (expressive, emotional vocabulary); 5) semantic-formal (antonyms, homonyms, paronyms) [SULM-S 1973, p. 57].

In researches of the last decades the term «Stylistic varieties of the Ukrainian language» is used, which «on the one hand reflects broader understanding of the spheres where Ukrainian language is used than structural-functional styles term. It concerns written and colloquial types of Ukrainian language. Written and colloquial means of expression that are used in functional styles cause the degree of their literacy, usage in colloquial speech or neutrality. The borders between stylistic varieties of the Ukrainian language are transitional: literature elements combine with colloquial and easily become emotional and expressive means of literary style; words from everyday colloquial usage appears in genres of publicistic style, which belongs to literary – written type of language» [Yermolenko 2007₈, 678–679].

Researchers use different definitions of functional style. In «Modern Ukrainian Literary Language. Lexicology and Phraseology» functional style is described as «the type of literary language that is determined by the sphere of its functional usage and is characterized by specific expressive means, that have different expressive elements» [SULM-LF 1973, p. 151]. O. Ponomariv believes that functional style is the most important category of practical stylistics, it is «the category, that characterized by lexical, phraseological, morphologically-syntactic, orthoepical and accentual means, it is used to perform one of the speech function – communication, message and influence» [Ponomariv 1992, p. 6]. S. Yermolenko proposed a definition that is commonly used in modern linguistics: «Functional style it is a kind of literary language, which is characterized by a systemic associations of linguistic units of different levels, whose functions are determined by the social sphere of language use, guidance and communication conditions» [Yermolenko 2007₁, p. 810].

Each of the functional language styles has its own lexical peculiarities. In particular, scientific style as a functional type of literary language that is used in the field of science and education for cognitive and informative purposes, is characterized by such lexical features as the presence of terminology, commonly used words has only one of several meanings. P. Dudyk notes: «Words are used in the literal sense, phraseologisms are rarely seen. This is predetermined by the nominal nature of scientific speech, which operates with concepts, that is mostly expressed by a noun or a combination of words with a syntactically independent noun in it» [Dudyk 2005, p. 76]. Nouns and adjectives prevail over other parts of the language, and give to scientific style non-dynamical, static mood.

Official-business style as a functional type of literary language «used in official communication (between institutions, a separate person and institution, between officials, business relations in the industry, etc.) ... belongs to clearly distinctly objective styles, is allocated to the highest literacy degree» [Yermolenko 1999, p. 469–470]. The vocabulary of this style is mostly neutral, is used in the literal sense, special terminology is widely used [Ponomariv 1992, p. 7].

Literary style, literature language, language of fiction – a functional type of

literary language, that reproduces reality through specific sensory images. A combination of lexical elements of all styles of the literary language is possible in this style: dialects, jargon, etc. are also used here, a number of specific lexical and phraseological means, stylistic figures are used.

Colloquial style is distinguished among other. Some researchers call it colloquial – living [Dudyk 2005, p. 61]. The encyclopaedia «Ukrainian language» uses the term «spoken language», which is «a special kind of literary language, which speakers use in everyday informal communication» [Yermolenko 2007₆, p. 582–583]. It was also emphasized that spoken language is considered as a separate style of literary language with the usage of colloquial vocabulary, which contrasts to stylistically neutral and bookish lexicon of literary language with its emotional and expressive manner and functional task.

Not all scientists see confessional style as an independent style. It has arose in the end of 20 century because of non-language factors and took place in the basic classification of styles. Recent linguistic researches distinguished confessional style as a stylistic variety of the Ukrainian language, serving the religious needs of society. Lexical structure of confessional style can clearly characterize it. Words that used to name God and otherworld, relations between man and God and so on.

Publicistic style of modern Ukrainian literary language is designed to transfer media, serves the broad scope of public relations and fully used in newspapers, social and political magazines, on radio, television, in documentary cinema. It has a very wide range depending on the spheres of life, where it is used, from those communicative forms of speech that may appear in it, from those emotional situations, that can be displayed. This style is characterized by two main inextricably connected functions – message function, or informative, and function of influence [Yermolenko 2007₅, p. 562]. Publicistic articles, speeches, reports, etc. evaluate the message, affect the political consciousness of the audience, serve as means of: social education, formation of public opinion, views, aspirations of people, agitation and propaganda. Publicistic style is a functional type of literary language characterized by popularity, imagery, polemical sharpening, the brightness of expressive means of

positive or negative expression, and the transfer of thought. In this style is also widely used socio-political, economic, legal, cultural and educational vocabulary, to some point - and philosophical, technical, agricultural, etc. [Dudyk 2005, p. 87].

The main purpose of the publicistic style is not only to inform readers about the socio-political life, but also the formation of public opinion. The effectiveness of socio-political influence on the reader is connected with the increase of the logical aspect of the statement and, at the same time, with the emotional tension of the statement. Logic and emotional expressiveness of presentation are the main requirements for the selection and use of linguistic means in journalism.

Colloquial style vocabulary. Spoken language is a special kind of literary language, that speakers use in daily informal communication, and it is typical to use dialectal elements and regional features in it. The spoken language is characterized by the usage of colloquial vocabulary, which is different from the stylistically neutral and bookish vocabulary of the literary language with its emotional and expressive colour and stylistic functions (in the meaning of the word, expression, and the design of spoken language also use the term «colloquialism») [Yermolenko 2007₆, p. 582].

The colloquial style of contemporary Ukrainian literary language long time was ignored by researchers, it was studied only how it is represented in fiction. [VUPSM 1982, p. 15]. One of the first researchers who approached the study of colloquial language was P. Dudyk, who first of all analyzed the common and distinctive features of the colloquial style in oral and written literary speech. He proved that «the most significant elements of the colloquial language is part of the oral», that «only the oral spoken language has all the signs of «spoken», especially – intonational, it is accompanied by gestures and facial expressions. Speech is, therefore, the most natural state of spoken language, the most natural form of being and manifestation» [Dudyk 1967, p. 27]. Like other structural-functional styles of oral literary speech, the colloquial style is also internally heterogeneous, it is divided into genres and stylistically expressive varieties. The most common genre is colloquial-living [VUPSM 1982, p. 15].

Emotionality is typical feature of colloquial style. Because of that there are few

expressive varieties, such as: calm and balanced, or neutral, affectionate, intimate gentle, ironic, humorous, emotionally exalted, official and other. The internal differentiation of the spoken language depends on many extra linguistic factors: social status of the speaker, his profession, education and age, all these affects spoken language on phonetic-orphoetic and structural-grammatical levels.

Commonly used, especially everyday household words and phraseologisms, that reflect everyday needs of speakers are widely represented in colloquial style vocabulary. There is a large number of expressive and emotionally-evaluative words (often with suffixes of subjective evaluation) and reversals. Colloquial style vocabulary is frequently updated with jargons, dialectisms and so on. According to the researchers, «in terms of stylistic nuance, not all spoken vocabulary is homogeneous. It includes words which represent colloquial style, do not carry additional semantic or stylistic meaning and are perceived as quite normative and common in the vocabulary of the language, for example: *to talk, to be late...* At the same time, it contains a lot of words with an additional stylistic meaning, that gives a hint of the ironic, playful, familiar and other shades, such as: *to boot, to spit...*» [SULM-S 1973, p. 153].

Colloquial vocabulary has its own word-formation signs. These are suffixes *-ій-, -яг-, -уг-, -юк-, -як-* in words that name a person, for example: *тюхтій (nincotroop), блудяга (wanderer), волоцюга (trump), служака (soldier)* та ін. The colloquial vocabulary includes the names of female subjects with suffixes *-к-(а), -их-(а)*, for example: *квітникарка (florist), дизайнерка (designer), головиха (chief)*, etc.

A special group of colloquial lexemes, which are actively used by native speakers, are univerbates. These words are formed by connection of relevant phrases: *інфекційка – інфекційне відділення (infectious department), підземка – підземний перехід (underground passage), пневматика – пневматична зброя (pneumatic weapon)* and others, compare: *Після огляду з ознаками гострої кишкової інфекції до львівської «інфекційки» одразу шпиталізували 72 особи (72 persons after inspection were immediately hospitalized to the Lvov infectious department with signs of acute intestinal infection (Ukrayina moloda, 7.07.2009); За інформацією*

правоохоронних органів «пневматику» в Олійника нібито бачили раніше (According to police, Oliynk have been seen earlier with «pneumatics») (Dzerkalo tyzhnya, 4.07.2009).

Democratization and liberalization of the stylistic foundations of the literary language received quite broad forms of expression. O. Taranenko distinguishes two positions: «а) within the style range of the literary language – it is the activation of the functioning of the elements of colloquial style not only in literature style, but also publicistic and even officially-business and scientific styles, as well as the expansion of the presence of the general stylistic tone of oral speech in the publicistic spheres; б) the usage of stylistically low, vulgar, slang vocabulary dramatically increase in various genres of literal and publicistic styles within the stylistic of national language... Elements of these language styles often interweave within one text» [Taranenko 2002, p. 34–35].

Modern scholars highlight the peculiarities of colloquial style in Internet communication, emphasizing that «verbal», as one of the defining features of colloquial style on Internet become «written». In this process units of the written text get the oral speech functions. Therefore, obviously, it can be stated that the written form of the colloquial style in its computer variety fulfils the following functions: when writing – the function of pronunciation reproduction, while reading – the function of listening» [Chemerkin 2007, p. 38]. S. Chemerkin concludes: «Internet communication is an important source of neologisms, and Internet language, that is represented by colloquial style, is a place for testing new word forms» [Chemerkin 2007, p. 42].

Publicistic style vocabulary. Until now we have terminological differences in determining the style name of the media language in linguistics. It is called the style of mass political information, mass political and business information, the style of the media, mass media, newspapers, or newspaper-journalistic style. L. Matsko believes that the mass media language has features of independent informational style [Matsko 2000, p. 16].

The mass media language is the most active source of lexical-semantic processes in the modern Ukrainian language. The language of periodicals is a special way of spreading terms from different areas of knowledge and the form of their general adaptation. O. Styshov notes: «Special terminology, recorded in dictionaries and mostly used in the professional areas, begins a new life in the language of the media. Such vocabulary in the studied sources indicates that terms undergoes literary-normative adaptation, test on durability, on the organic entering into the word-formation system of the Ukrainian language» [Styshov 2003, p. 5]. Often we trace the tendency in the language of periodicals for the active transition of professional terminological vocabulary into commonly used language means. The main features of the newspaper language are: saving of language resources, short but at the same time informative presentation; selection of linguistic means and usage of easy understandable words, expressions; other functional styles vocabulary.

In publicistic style, authors tend to turgiditive, pompousness expressions, even pathetic, exaltational, enthusiastic sentences. Journalists often avoid commonly used, emotionally neutral words and phrases, resorting to lexical elements that express feelings, expression [Dudyk 2005, p. 87].

Publicistic style vocabulary rather diverse, because: «Units from different functional styles and genres of language actively gets in it. The most diffusive are lexical elements of colloquial and scientific styles, elements from literal and official-business styles are much less diffusive. Along with the process of «receiving spoken characteristics» in media language (and literal language in general) more visible impact on it is carried out by bookish styles» [Styshov 2003, p. 35].

Scientific style vocabulary. The scientific style is oriented on the bookish vocabulary, on the logical presentation of information, the application of the classification approach to describe scientific objects, usage of abstract concepts, formulation of definitions. Features of scientific vocabulary style are described in the collective and individual works of Ukrainian linguists [SULM-LF 1973; SULM-S 1973; Matsko, Sydorenko, Matsko 2003].

The scientific style is characterized by terminology use, using one meaning that

word have in the language. Scientific style texts oversaturated with the terms that are traditional for the Ukrainian language, as well as terms from foreign languages. P. Dudyk divides the scientific style vocabulary into two groups: word-terms from different branches of knowledge (linguistic, math, chemistry, biology, socio-political, etc.) and general scientific terms [Dudyk 2005, p. 76]. If the first group of vocabulary is inherent mainly to scientific style, the second is to all styles.

All language units are subordinated to the general direction of the scientific style for accuracy, logic, generalization, argumentation of the stated positions. The specificity of terminology in each field of knowledge results from the creation of special languages that are understood by specialists of a particular industry. In this regard, the scientific style sometimes is blamed for excessive literacy, artificiality, considered as created jargon that obviously is far from the natural language of communication [Yermolenko 2007₃, p. 421]. The most concentrated and fully scientific style is objectified and expressed in written form.

Popular science style subtype can comparatively free choose lexical means, which aims to get wide range of people interested in scientific information, regardless their professional level. Spoken form of scientific style is also less bookish. Researchers of various aspects of the language of scientific style prove that epithets, words with portable meanings can be used in it, and figurativeness of speech is a kind of auxiliary mean in scientific style.

Some modern researchers of scientific style emphasize that now it is in its crisis and pre-crisis state of being. «Scientific texts of the last 25–30 years – writes N. Zelinska – firstly, show general low level of linguistic culture in scientific publications; secondly, there is special kind of verbal-terminological snobbery, it is intentional complication of the science language style, as a result texts become unavailable for understanding to uninitiated people, which makes the obvious and simple things complicated» [Zelinska 1990, p. 13]. We mean such formulations: «*Controlling Free Economic Zones: Subsidiary Regionalism versus Systemic Unregulated Tibialism*» (from a speech at a scientific and practical conference) «In some scientific texts, – notes P. Selihei, – especially in scientific slang, we see a

tendency as much as possible avoid usual simple words and instead use some from «intelligent» vocabulary. In other words, new terms are created instead of using already existing widely used concepts. That is, the construction of terms for those concepts that can be expressed in simpler and more used words. Often it is a nonsense: authors intentionally looking for an occasion to try a certain term, although it is clear from the paper content that there is no need for it. As a result, we have a scientific text, which is filled with unusual expressions like: *multidimensional manifestations, interparigmatic character...*» [Selihei 2007, p. 48–49].

The researcher underline three lexical tendencies that obstruct scientific communication: 1) text is overfilled by incomprehensible and unnecessary terms; 2) unjustified involvement of terms from other, not even related sciences; 3) the creation of new names for phenomena and concepts that already have commonly used terms [Selihei 2007, p. 48].

Other linguists provide a number of examples of the figurative means usage in scientific texts. Investigating the functioning of figurative means in scientific texts of various styles and genres, H. Diadiura came to the conclusion that: «the popular science style reflects the features of the function of the figurativeness category only inside, moreover – it «manifests itself». It is revealed and proved with examples, despite the fact that scientific language is very standardized, the individual style of great scholars is characterized by their individual usage of linguistic and figurative means» [Diadiura 2001, p. 3].

Official-business style vocabulary. There are both collective papers and individual authors researches on official-business style language. The language of official-business style is especially actively studied now, as the social significance of Ukrainian language is growing, its use is intensified in all organizations and institutions, and active educational work on conducting the reference in the state language is carried out.

Researchers called the official-business style different ways. Some of them recommended to use exactly this name, distinguishing it as a kind of administrative-stationery tool. Others, for example A. Koval, in their works call official-business

language «business style» [Koval 1992]. In the theoretical academic course «Modern Ukrainian Literary Language. Stylistics», states that «there are differences in the definition and the number of existing functional styles, mostly they have terminological variety. All in all researchers have more common features than differences in their definitions» [SULM-S 1973, p. 561].

In Ukrainian works on practical use of this style, terms «business Ukrainian language», «business style», «the language of business papers» are used, but they considerably more narrow than the studied concept, limiting it to the sphere of administrative documents.

The official-business style is used in official communication. It is also a style of state documents – decrees, treaties, laws, codes, acts, etc. This style belongs to distinctly objective styles, distinguished by the highest bookish style. The peculiarities of linguistic design of official-business style are determined by the specifics of its use [Yermolenko 2007₄, p. 469].

Each document needs a clear, logical statement, uniqueness of the perception of the used concepts, brevity, and short expressive forms. That is why the official-business style does not have emotional expressions, it uses the formulas, language and text standards, stamps, cliché, stereotypes: these language means unify business language, make it easier. «The most prominent features of this style – emphasizes O. Ponomariv – is a high degree of linguistic means standardization, statements presented logically, almost complete lack of emotionality and imagery» [Ponomariv 1992, p. 6]. The official-business style is based on a specific vocabulary, as well as typical speech patterns.

The official-business style requires documentation of allegations, the accuracy of the wording, and prevents ambiguity of perception content. Prominent feature of this style is the lack of individual author's face, since important information about the person, and not about his individuality.

Official-business style vocabulary is neutral, used in the literal sense. Abstract nouns with endings *-ість*, *-ання*, *-ення* frequently used in this style: *незалежність* (*independence*), *чинність* (*validity*), *укладання* (*conclusion*), *розслідування*

investigation), *рішення (decision) etc.*, often with terminological meaning. Among verbs prevail individual forms like *визначається (determine)*, *висувається (put forward)*, *подається (submit)*, etc. Infinitives used more in other genres: *обговорити (to discuss)*, *оголосити (to declare)*, *призначити (to appoint)*, *продовжити (to continue)*. Specificity of the style creates stereotyped language means, and its main features are high degree of unification, impersonality, unreasonableness.

P. Dudyk highlights following lexical features of style:

- limited use of words in figurative meaning;
- wide use of socio-political vocabulary and vocabulary related to the realities of social and professional activities of the person, with life;
- almost complete absence of phraseologisms (only in protocols, the speech of participants of a certain meeting can have phraseologisms) [Dudyk 2005, p. 69–70].

Document is the main type of text in official-business style. It is a specifically organized genre, which must be authentic, convincing, executed in accordance with the requirements, edited, contain specific and substantive information, facts, proposals. Special terminology is used by the official-business style. Depending on the tasks that are held by official-business language, there are varieties of sub styles: administrative, diplomatic, legislative, economic, financial, etc. Each subtype, thanks to certain content and special documents, has already produced its genre types of papers. Firstly, these are high degree of standardization and presentation documents. Secondly, in the official-business style there are also simpler documents, less standardize, with a comparatively free presentation.

The most common form of official-business style is writing, which is characterized by specific requirements to standardize the design and use of lexical means. Stamps to some extent are managed to be overcome in the oral business speech, when the speakers do not directly name a person or object, just describe it, for example: *President – the guarantor of the Constitution, the supreme arbiter of the nation and others*. In this case, we talk about lexical elements of literal and publicistic styles in the official-business style.

Literal style vocabulary. Literal style displays a special way of thinking, reproduces reality through images. The art of the literal word, emphasizes S. Yermolenko, is to show the potential possibilities of the national language, which, due to the completeness, unusual, originality, artistic expediency of the linguistic material, achieve effective emotional and aesthetic influence on the reader, develop reader's linguistic taste [Yermolenko 2007₂, p. 813].

The figurative language distinguishes literature works from among other texts. It fills the linguistic elements with aesthetic content, transforms them into a system of artistic and linguistic vision of the world.

Literal style can combine quite different language means in terms of their expressive-stylistic and nominative-logical qualities. But such variability does not interfere with the integrity of this functional style. In the literal style «possible combinations of all styles elements of literary language, as well as dialectic, slang and other components, if it is motivated by the needs of the artistic image of reality» [Ponomariv 1992, p. 15].

The potential of lexical means of literal style is extremely wide. It covers synonyms, antonyms, paronyms, homonyms, stylistic figures, etc. In addition to stylistically neutral vocabulary, spoken vocabulary is widely used in literal style as one of its important components, particularly in dialogues and descriptions of everyday situations, generally when «the author seeks to provide colloquial colour to the language of his work» [SULM-LF 1973, p. 153]. Part of the colloquial vocabulary is used to provide special stylistic functions, it gives literal style ironic, playful, familiar and other shades.

Bookish words are also met in literal style, especially those that denote the phenomena of different nationalities life. Professional-production, socio-political, scientific vocabulary is used in this style only when its use is caused by the content of the work. It is stated in the academic course: «In works devoted to artistic comprehension of scientific problems, in stories and novels about the life of scientists or scientific institutions, the writer, of course, can not do without a special scientific terminology and uses it as one of the most important stylistically-expressive means of

literal language» [SULM-LF 1973, p. 156].

Literal style has wide vocabulary – non-emotional and emotional, even spatial, dialectal, because works of fiction are thematically limitless. In fiction, words and phrases are widely used with the tropical, figurative meaning, which is actualized, individualized, and at the same time, and usually the artistic text is painted.

Any lexical unit (literary-normative or dialectal word, reverse, phrasal, neologism, archaism, exotic or vulgar word, words or expressions of foreign origin, abbreviations of words and the most unusual modification of it) may be part of certain literal texts [Dudyk 2005, p. 81–82].

«Literal stylistic research, – emphasizes S. Yermolenko, – necessarily involves identifying of traditional and individual author's imagery system, which is contained in lexical-semantic connection, text links of linguistic elements. The artistic style of the Ukrainian literary language attracts researchers attention as the individual realization of the word art, the original use of book and spoken sources of stylistic language diversification, expressive means of all available functional styles» [Yermolenko 2007₂, p. 813].

A confessional style vocabulary. During the period of Ukrainian society democratization, connected first of all with the achievement of independence, the confessional style has been restored and actively developed in the literary language. Ukrainian linguists began to study confessional vocabulary as a separate part of modern literary language lexical system. A number of works devoted to various functioning aspects of the Ukrainian sacral language have been published in our country for the last two decades. The greatest attention is paid to the Christian religious texts vocabulary, church terminology. This opinion is correct that «vocabulary can characterizes confessional texts. Among the lexical-semantic groups, there are typical words for the God naming and the phenomena of the otherworld (Heavenly Father, God's Son, Holy Spirit, Savior, Kingdom of God, Paradise, eternal life, heaven, Satan, demons), human and God's relationships (believe, pray, commandments, resurrection, repentance, hatching, righteous, sinner, grace) and etc.» [Shevchenko 2007, p. 284].

Church vocabulary is as old as the religiousness of Ukrainians. Born in pre-Christian times, the meaning of this vocabulary was partially rethought in the process of functioning under the influence of predominantly socio-political conditions of language life. The main stages of Ukrainian church vocabulary formation are: 1) Pre-Christian period; 2) the end of 10 century – 13 century; 3) 14 – 17 century; 4) the end of 17 century – beg. of 19 century; 5) 30-ies of the 19 – 20th of the 20 century; 6) 30-ies of the 20 century – beg. of 80's of the 20 century; 7) from the 90's of the 20 century until now.

Each of these stages is characterized by lexical-semantic and functional processes. Modern researches show active innovative indications, the main idea is the metaphorization and metonymization of words, their determinism, the actualization of peripheral negative somas, which neutralize the sacred character of the confessional vocabulary.

However, until today, the linguistic nature of confessional vocabulary has not been characterized, its component composition, common features of confessional units remain unidentified; semantic and stylistic features of the realization of confessional vocabulary have not been thoroughly described.

«The vocabulary of a confessional style, – notes P. Dudyk, – thematically special, standard, somewhat unusual, clearly distinguished from the vocabulary of other styles» [Dudyk 2005, p. 91]. He highlights the following stylistics-denomination: central, fundamental (*God, Jesus, Mother of God*); names of ministers of religion (*patriarch, metropolitan, bishop*); names of the sacraments, elements of Christian ritual (*baptism, confession, wedding*); names of different confessional realities, concepts (*liturgy, icon, prayer, fasting*); some notions of the name of non-Orthodox religions (indulgence, Roman Catholic Church) [Dudyk 2005, p. 91–92]. The vocabulary of the confessional style has a large group from Old Slavs. Quite often in this style original abstract names are presented, borrowings from the Bible, etc.

Confessional vocabulary is becoming widespread in the Ukrainian language, it is actively involved in other styles, especially in literal and publicistic styles.

Replenishment of various spheres of activity with the confessional vocabulary «takes place at the expense of expanding cognitive activity of the person – an attempt to capture information about world religions, cults» [Styshov 2003, p. 82]. Such interaction between styles gives other styles peculiar rhythmicity.

3.2. Lexical norm and style of speech

Necessary element of language on all levels of its development is the norm, which is a set of the most stable traditional implementations of the language system, selected and secured in the process of social communication. The norm is a constructive element in the complex structure of the literary language, which gives it order, regularity.

The defining feature of the linguistic norm is its stability, traditionalism and conservatism. However, as a result of changes in the cultural and historical conditions of the nation development, the concept of stability acquires a relative character.

Lexical system of the language always visibly reacts on the changes that happen in the life out of language. These reactions are: replenishment of vocabulary as a result of naming new objects or re-naming of old ones; stylistic marking of words changes; the variantive forms activate; in expanding of the potential word-formation means.

Objective conditions of linguistic evolution and social-taste evaluations and preferences do not always coincide with the real age, that is, with functional properties and regular use of lexical units. But, according to Y. Sherekh, «from the point of scientific view, we can not say that something is right or wrong in the language, because everything that appear in it has reasons for it, therefore, it is justified. But the practical needs of understanding, communicating and consolidating national unity imperiously require that the norms must be, and that the language condemns all that does not meet these standards» [Sherekh 1951, p. 9–10].

The main form of conscious influence on the norms of the literary language is the codification: the definition and description of the word usage rules, which requires a timely and consistent publication of lexicographic, grammatical and

reference publications.

The theoretical basis for the study of the functional features of the norm at the present stage of the development of the Ukrainian literary language is the linguistic studios of Ukrainian and foreign researchers devoted to such problems: 1) the theory of linguistic norm; 2) criteria for determining the literary norm; 3) the functioning of the literary norm at the lexical level of the language system.

Researchers who analyze the norm, emphasize the issue of linguistic taste [Kots 1997, p. 7–8]. The most important condition is considered social in nature, assimilated by each bearer of the language, so-called sense of speech, which is the result of linguistic and social experience, knowledge of language, subconscious evaluation of its tendencies and ways of progress.

Among the abundance of definitions and classifications of literary norms, M. Pylynskyi expressed the most precise definition: «The norm of a literary language is a real, historically predetermined and relatively stable linguistic fact that corresponds to the system and norm of language, and is the only option or the best option for the particular case, selected by society at a certain stage of its development from the relative factors of the national language in the process of communication» [Pylynskyi 1976, p. 94]. In linguistic literature, the discussion of the problems of the norm relates, in most cases, to three basic concepts – the «system of language», «language norm» and «literary language» – and determine the relation between these concepts.

An essential feature of the literary language is the ultra-dialect, normalized, refined form of the universal language, characterized by polyfunctionality, stylistic differentiation and a tendency to regulation, – is the codification of its various types of standards. Codification is the establishment of objective rules, the collection of rules on the use of words, word forms, constructions in all styles of literary language, officially recognized and described in dictionaries, grammar, spelling, reference books. According to H. Matsiuk, «codification is a process whose essence is disclosed as a result of linguistic knowledge of the norms of the literary language and the practice of their implementation, which in the particular periods of the

development of the literary language has theoretical and practical findings and is explicated at the descriptive, regulatory stages and stage of realization» [Matsiuk 2001, p. 41].

Codification is the result of scientific knowledge of the laws of manifestation of the norm at a certain stage of language development. Correlative pair «norm – codification» as unity is possible only in the literary language. The literary norm and its development regulates codification provides greater stability of the norm, prevents spontaneous changes.

The difference between the norm of the literary and the norms of the non-literary varieties of the ethnic languages is that the state of the literary norm is determined by the tension between the system – the norm – codification – usage, while the state of the norm of non-literary language varieties is determined only by their relation to the system and the usage.

In recent decades of significant social transformations, we are tracing the acceleration of the pace of linguistic change. The state of the Ukrainian literary language lexical norm is increasingly difficult for lexicographical descriptions. New lexicographic editions often represent the same linguistic phenomenon in different ways.

H. Yavorska believes that modern stage of normalization and codification of the Ukrainian literary language is characterized by the acute perception of the problems of the literary norm in the public consciousness. She notes that it is extremely difficult for researcher to refrain from evaluative judgments, to keep an objective look at things, to build a statement based on the principle of *sine ira et studio*, without anger and prejudice. The scientist offers two solutions of this situation: «The first – to refrain from trying to analyse the current period objectively, let the processes settle and then calmly describe their results. This way has its advantages, and it is safer. The second, retarding the natural research interest, requires, first of all, the development of an adequate method for describing such phenomena. It requires not only the examination of facts, but also the creation of a corresponding theoretical model of their interpretation, in order to look for certain

patterns» [Yavorska 2000, p. 153–154].

In the modern theory of literary language and linguistic culture the dominant view on the norm of living language is as a dynamic category [Struhanets 2002]. On the contrary, codification is considered static, since it fixes the literary norm at a particular moment, and also for a long period of time keeps it unchanged. Codification acts as a kind of stabilizer and regulator of the functioning and development of the literary norm. According to M. Pylynskyi, the distinction between norms and codification is still not always consistently conducted in the Ukrainian scientific literature. Relationship between these two phenomena is insufficiently studied, in particular the effect of codification on the norm, on the strength, pace and limits of this effect [Pylynskyi 1976, p. 67].

The lexical-semantic system represents a more complex level in the linguistic hierarchy, because it is characterized by the number of elements, multidimensionality, openness, dynamism, interaction of subsystems within the system, etc.

Lexical norms are studied in synchronicity and diachrony. Synchronous approach involves analysis of the vocabulary of a certain historical period in terms of its modern organization, and diachronic – the study of the processes of formation and development of the vocabulary of the language, the study of the history of words, changes in different groups of words. Synchronous and diachronic aspects of vocabulary study are two types of dialectical approach to study linguistic phenomena.

The selection of lexical elements takes place in accordance with the needs of certain spheres of communication, it is primarily subject to non-lexical factors. For example, the official-business style does not use emotionally-evaluative words, the scientific style requires the usage of words in their main or terminological meanings. Although lexical norms are divided according to the main functional styles, there is also an obvious tendency of norm transition from one style to another. First of all it happens due to social reasons.

There is no clear boundary between functional styles, as well as between individual spheres of human life. Thus, scientific style norms transfer to the literal

style, spoken colloquial forms are used to create terms, and the publicist style combines many features of scientific and literal. It is noted «dynamic nature of the linguistic norm» in the language of media, which is caused by a continuous change in language tastes and evaluations that do not always coincide with the actual language situation, as well as with the codified rules of words use [Kots 2010].

The tendency that colloquial language gets to all styles of Ukrainian literary language, in particular to publicistic style is traced at the beginning of the 21 century. There is an expansion of the common fund of norms under the influence of extra-language factors.

3.3. Stylistically neutral, stylistically and functionally marked vocabulary

The word in the language not only names the object, action, sign, but also assesses the corresponding phenomenon of reality, shows the neutral, positive or negative attitude of the speaker. Consequently, in addition to the nominative, the word also performs a evaluative-expressive function.

The scale of positive and negative evaluations covers various options that are expressed in oral and written speech using specially selected lexical means available in the vocabulary and oriented to the functional styles of the Ukrainian language. Differences between styles are reflected in the vocabulary stylistic differentiation. A significant part of words does not belong to a certain style. They form a category of interstitial (neutral, commonly used) vocabulary, that is used for expression neutrality in all styles.

This vocabulary is opposed by stylistically colored vocabulary, its use is one of the most important features of the functional style. In the theoretical academic course, this division is described as follows: «All the words of the modern Ukrainian literary language in terms of their role in its stylistic differentiation fall into two large groups. The first of them belongs to the stylistically neutral, or inter-style, vocabulary, without any restriction, it is used in all language styles, and the second one is stylistically colored vocabulary, that correlated only with one or more functional

styles» [SULM-S 1973, p. 152].

Commonly used vocabulary is used in all styles of literary language, so it is called inter-style. Also this vocabulary divides into layers of not commonly used vocabulary, and it is called stylistically colored, stylistically low, marked, etc.

As it known in the Ukrainian language vocabulary, there are groups of words, united by common differential features, generalized on the nature of their functioning. According to these features vocabulary is divided: 1) according to the areas of use; 2) according to the active and passive composition of the lexical fund; 3) on the basis of functional-stylistic plan.

By the areas of usage researchers single out commonly used (that is used in language without any restrictions) and special vocabulary. Special one functionates:

1) in various spheres of professional activity (terminology and professional vocabulary); 2) on certain territories of Ukrainian language distribution, which constitute separate dialectal areas (dialectal vocabulary); 3) in the speech of people united by various social features (jargon and argotic) [SULM-S 1973, p. 152].

Stylistic stratification of lexical units and the delineation of words by expressiveness is closely linked to the fact that language is a system of styles, with distinct means and techniques (lexical, word-formation, grammatical), which serve to express a certain content.

Classification of vocabulary by terms of use, from the point of view of active and passive stock has clear boundaries and does not cause controversy among scholars, but the distinction based on a stylistic feature is an extremely complex process that reflects the contradictions in linguistic researches.

In linguistics, several different principles of stylistic characteristics and vocabulary classification are proposed: stylistic; semantic-stylistic; structural-semantic. Some classifications are distinguished by a one sided approach to the stylistic differentiation of vocabulary: vocabulary is differentiated either by functional-stylistic or emotionally-expressive feature, which usually affects the systematization of the corresponding connotations and stylistically colored means and causes the absence of their united classification.

In the scientific literature, the issue of the correlation of concepts remains unresolved: style, stylistic, expressive, emotional, evaluative, and the presence of linguistic means of evaluation, emotionality, and expression gives reasons to many scholars count them as stylistically colored.

Despite the variety of views, stylistic characteristics and classifications, many linguists distinguish two distinct types of stylistically determined lexical units: 1) words with functional and stylistic correlation; 2) words with expressive stylistic coloring.

According to the first characteristic, stylistically colored words are used in a certain functional style (they are also called functional or functional-stylistic), the second characteristic is that words are stylistically colored (connotation), and their stylistic features are contained in the very lexical meaning of the word, superimposed on its own lexical meaning.

However, not all researchers distinguish these means. According to O. Akhmanova, the question of the stylistic differentiation of words is a question of those evaluative-emotional and expressive features acquired as a result of their preferential or even exclusive use in those and not other spheres and branches of human communication. According to her beliefs, some emotionally-evaluative-expressive means are united around one style centre – bookish, others («fuzzy and not enough differentiated marked as» «familial» «disdainful» «disapproving» etc.) around colloquial style [Akhmanova 1958, p. 31]. We believe that the stylistic characteristic embraces both emphasis of a certain expression and the sphere of social use of the same word.

Consequently, the vocabulary of the Ukrainian language is a complicated and multifaceted phenomenon, since in its fund, along with commonly used words, there are lexical units, the use of which is limited and specialized. Such words are commonly called marked. Marked vocabulary is characterized as a vocabulary limited in the functioning and opposed by its differentiated features to an active, commonly used, neutral nominative composition of the language [Kabysh 2007, p. 45].

In modern linguistic literature, terms «stylistically colored vocabulary», «stylistically marked vocabulary» is used to refer to marked vocabulary or used as a synonymous of this term. However, this can not be fully agreed, since not all words differentiated in function (for example, obsolete, dialect, slang), have a constant stylistic color.

Getting used in certain contexts, with a certain stylistic guideline, they are stylistically marked, and out of context they are characterized by time, territorial or social affiliation and carry out a nominative function. We believe that the notion of «marked vocabulary» is much broader than the concept of «stylistically marked vocabulary», because marking tokens transmit any accompanying, additional information (up to lexical and grammatical significance) on the spheres of use, temporal assignment, emotionally-expressive coloring, or functional-style use of lexical units.

The term «stylistically marked vocabulary» should be used in a narrow interpretation. It combines two groups of lexical units: those that are used in certain functional styles, and those that have a connotative component in its lexical meaning.

Marked vocabulary is widely represented in colloquial speech, because exactly here person intellectually and emotionally express herself. Individual and social characteristics of people are clearly visible by their choose of marked vocabulary.

Functioning of marked vocabulary in speech predetermines by number of factors: 1) the form of speech: oral or written; 2) the sphere of communication: official or informal; 3) speech presentation: neutral message or emotionally colored statement; 4) social characteristics of speakers (age, level of culture, intelligence, education) [Kuznetsova 1989, p. 191–192].

There are several principles of marked lexical elements description and classification that are known in the linguistic literature. O. Efimov believed that the most effective principle of vocabulary classification is to recognize the principle of semantic-stylistic, focused on the definition of the stylistic words «passport», their correlation with the styles of language. Since many commonly used, dialect, slang, and other words that are used in national language do not consolidate in the styles of

literary language, researcher proposes add to the classification (words are divided into spoken and bookish) the following lexical types: words with a zero sign (neutral-universal); vocabulary of functional styles (publicistics, literary fiction, scientific terminology, etc.); emotional and expressive vocabulary (familial, vulgar, lustful); vernacular, dialect, and other elements of spoken colloquial style; jargon and argotic vocabulary [Efimov 1969, p. 54].

Slightly different classification of stylistically marked vocabulary was proposed by O. Petrishcheva. By presenting two approaches to the characterization of stylistic means (as elements attached to certain functional styles and elements that have a stylistic color (expression), the researcher notes that the elements of language, referred to linguists to stylistically marked means, are divided into three distinct on their differentiated features groups: 1) elements whose peculiarity is in their inseparable connection with the extra-linguistic factors that caused them; 2) elements whose ability to cause stylistic impressions is caused by their associative connections with those speech conditions; 3) the elements whose ability to cause a stylistic impression is caused by the non-objective stylistic information in them. «A common feature that gives reason to consider them stylistically marked, emphasizes O. Petrishcheva, is that they are opposed – each with its differential feature – to stylistically neutral means. However, common points between them is hardly identified, but the difference is so significant that it is difficult to determine the stylistic marking» [Petrishcheva 1984, p. 32].

According to the proposed classification, there are three main types of stylistically colored vocabulary: 1) vocabulary that informs about area of its usage (bookish, spoken, correlated with some functional style); 2) vocabulary that shows speaker's attitude to the subject of speech (emotionally, expressively colored and estimated); 3) vocabulary that characterizes the speaker (non-literary, slang, vernacular, dialectal) [Petrishcheva 1984, p. 124]. The researcher also points out the presence of the fourth type of stylistically colored vocabulary – a vocabulary containing «self-esteem».

O. Taranenko in his concept says that stylistic qualification of vocabulary elements combines the following characteristics: a) functional-style (it shows linguistic elements belong to certain functional styles of the literary language; a characteristic of the stylistic status of linguistic elements on the scale «high – low»; the characteristic of the linguistic affiliation elements to certain spheres of use, which are grouped according to different principles (socio-professional, age, genre, etc.); characteristic of the affiliation of linguistic elements to certain varieties of the national languages that are outside the modern literary language or on its borders; b) time (this characteristic is accompanied by linguistic elements that have already left from or come to existing modern language); c) emotionally-expressive and emotionally-estimative; d) orthologically-normative and e) frequent [Taranenko 1996, p. 110–139].

N. Khrutska, analyzed dynamics of Russian language vocabulary stylistic marking, classifies stylistic lexicographic notation in dictionaries from the point of view of a) historical perspective, b) emotional and expressive colour, c) territorial, d) functional, e) stylistic layers of the language [Khrutska 1998, p. 5].

On the basis of views synthesis that are formed in general and Ukrainian linguistics, O. Kabysh proposes to distinguish the following groups of marked vocabulary:

1. Stylistically marked vocabulary – for belonging to certain functional styles (functionally marked) and the presence of emotionally-expressive coloring (connotatively marked).

2. Chronologically marked vocabulary – from the point of view of historical perspective.

3. Territorially marked vocabulary (dialecticism) in terms of territorial restrictions.

4. Socially Marked Vocabulary – on the basis of referencing lexical elements to the vocabulary of certain social groups [Kabysh 2007].

Each of the mentioned classifications is a little bit conditional, since distinct signs can be combined in the same words and interact with each other. This is evidenced by the codification of some tokens with double or even triple markings.

Stylistically marked vocabulary, as already mentioned, are divided into two groups: a) functionally marked and b) connotatively marked. Functionally marked is called vocabulary, that correlated with a certain functional style. Functional marking has an external character, it is not included in the meaning of the word, but is given to the word itself as a fact of speech.

Generally, some researchers suggest provide to functional marking «additional information about the relevance, the ability, the optimality of the word in certain conditions of communication, about its «attachment» to a certain functional style» [Kuznetsova 1989, p. 187].

Researchers more or less unambiguously outline the groups of functionally marked vocabulary, although there is no complete agreement between them on this issue either.

Functionally marked vocabulary is traditionally divided into bookish (this characteristic is mainly for written form of literary language) and spoken (this characteristic, of course, for oral speech) vocabulary. The term «bookish vocabulary» is to some extent conditional, because, in addition to functional styles, these words are inherent in the same stylistic varieties of oral literary writing, which thematically and structurally converges with the style of writing of the written (dialogical broadcasting on scientific, technical, official-business and other themes). In the application to modern Ukrainian literary language, this term refers only to the predominance of some words in the functional styles of its written, book form, and not to their absolute restriction. This term is applied to the modern Ukrainian literary language, and it indicates only the predominance of some words in the functional styles of its written, book form, but not absolutely imitated by them [SULM-LF 1973, p. 157–158].

The bookish words are traditionally divided according to what functional style them belong: scientific, official-business, publicistic, literal (except folk-poetic

vocabulary), confessional. Emphasizing the vocabulary for its belonging to a certain style, we believe that in the functional style one can identify only the core of lexical units that make up its specificity, since the list of words that distinguishes a particular style among others is an open series that is constantly replenished [Yermolenko 1999, p. 278–279].

The scientific style lexicon is a collection of words used in the scientific literature and in the speech of people whose activities are related to a certain field of science or technology. A significant part of the scientific style vocabulary consists of general scientific terms that serve the needs of all or many of its domains. From an emotionally expressive point of view, it is a neutral vocabulary, it is also called «dry», though, while coping in other spheres, it can be rethink and acquire different emotional and expressive shades.

In the dictionaries, industry terminology is presented either without a stylistic designation (the sphere of use, that is, belonging to a certain branch of science, art, technology, etc., is revealed in the interpretation of words), or with the corresponding industry remarks: (math. – mathematics, ph. – physics, astr. – astronomy, etc.).

A specific language feature of official-business style is the official-business vocabulary that contains: administrative and management terminology, represented mainly by well-known and actively used words, which keep an indication of the sphere of functioning and the shade of officiality. The publicistic vocabulary is represented by two groups of words: special journalistic terms (including newspapers) and widely used in the mass media socio-political vocabulary and terminology, which as a matter of fact is socio-political, and commonly used. Socio-political terminology is included in the vocabulary of a publicistic style, because it has a character stylistic features, which is felt by the speakers, and its use in other spheres gives to the speech publicistic mood.

A variety of linguistic elements are used in literature texts, so it is very difficult to determine categories of vocabulary used in this style. The style is not limited in using language elements that belong to different times, social and territorial modifications of the national language. Among the whole variety of linguistic means

distinguish poetic (artistic and poetic) vocabulary, which has a functional-stylistic coloring. By S. Yermolenko's definition, «poetic vocabulary – words with an additional stylistic color, consecrated by the aesthetic tradition of using in the language of folklore and fiction» [Yermolenko 1999, p. 325].

Poetic vocabulary is singled out in a separate group – aesthetically marked vocabulary, but words that belong to other types of marked vocabulary may also fulfill the aesthetic function, for example, those which are indicated in the dictionaries as «solemn», «rhetorical», as well as some «book», «Obsolete», «Church Slavonic». Therefore, it is considered poetic words as part of functionally marked vocabulary, since they are used in the literal style and are its «core».

Two new possibilities of Ukrainian language – to be the language of the Holy Scripture and the worship – led to the expansion of the functional potential and to restoration in its stylistic structure of another type of literary language – the confessional style, which took the proper place in the system of functional styles of the modern Ukrainian language. Like other functional types of speech (other than colloquial), the confessional style is implemented in written and verbal forms, and also has a corresponding set of lexical units that distinguish it from among other functional styles.

Among the lexical units that typical for of confessional style, confessional terminology is distinguish. It is consist of well-known words and words used only in the special religious sphere. Bookish lexical units are also researched as a part of functionally marked vocabulary, which are clearly not differentiated according to certain styles. Bookish lexical units differ comparing to neutral vocabulary of literary language by their origin, the peculiarity of word-building structure and the narrow sphere of use, and give communication a tint of officiality, festivity, science, and sometimes artificial literacy.

The vocabulary used in spoken language is traditionally divided into two groups. The first is the words spoken in the colloquial style of oral literary speech (actually spoken or spoken-literary). They are perceived as quite normative and common in the vocabulary of the language, do not have an additional stylistic and

semantic load, form the vocabulary with regard to unlimited use and constitute their own style center of spoken language. Comparing to inter-stylistic and book-based, spontaneous words, a certain stylistic decline, restrictions on the use of non-spoken-communal speech, but they operate externally in other spheres of communication of people, as well as in different genres of newspaper-journalistic speech. Actually speaking spelling tokens are marked in dictionaries with a remark (spoken word)

The second group is represented by lexical units united on the basis of non-normality. These are lexemes that are socially limited, by the territory, they are not literary. If definition of lexemes by territorial and social affiliation is recognized by all scholars, then the allocation of linguistic vocabulary as a separate structural type of colloquial vocabulary is a denial between many Ukrainian linguists.

Consequently, functional marked lexical elements represent the words used in the bookish styles of the Ukrainian literary language (scientific, official-business, publicistic, literal, confessional), and their own spoken lexemes, which are the basis of the colloquial style of contemporary Ukrainian literary language.

CHAPTER 4

WORD IN THE PERSPECTIVE OF COGNITIVE LINGUISTICS

4.1. The word and concept: methods of analysis

The formation of anthropocentric paradigm in linguistics at the turn of the millennium has raised awareness of the role of human factor in language and led to the transition to understand linguistic phenomena not only as a means of communication or expression, but also as a tool of cognition. The need for deeper penetration into the mentality of the ethnic group, the study of language and speech in the broader context of culture, society, history caused the formation of cognitive linguistics as one of the integral priority directions of modern linguistic research.

An important place among the problems of cognitive science is the correlation of the concept with a tangent to it concepts and features of its objectification in language, the study of which is devoted this section. Cognitive linguistics is characteristic of the complexity in the interpretation of the concept that gives the opportunity to consider it in a broad interdisciplinary context, in conjunction with the correlated concepts, primarily with the word. Problems of differentiation of the concept and notion (the meaning of words, images, etc.), semantic and conceptual analyses were considered by the majority of both domestic and foreign linguists and researchers of conceptual unit, among them N. Arutyunova, A. Vezhbitskaya, S. Vorkachev, K. Goloborodko, I. Golubovska, S. Jabotinska, V. Zhayvoronok, O. Zalevskaya, L. Ivanova, V. Ivanenko, V. Karasik, T. Kosmeda, V. Kononenko, Krasnobaeva-Chorna, U. Karpenko, O. Kubryakova, John Lakoff, E. Lissan, A. Malenko, V. Maslova, T. Radzievskaya, E. Roche, M. Pimenova, Z. Popova, O. Selivanova, M. Skab, N. Sluhay, V. Starko, Y. Stepanov, Y. Sternin, R. Frumkina, L. Cherneyko, etc. [Vilchynska 2008].

O. Kubryakova indicates to the ambiguity of the terminology of cognitive science, noting that it is necessary if not to overcome then at least to specify in each case [Kubryakova 1996, p. 95]. Most of the terms, according to A. Vezhbitskaya, are mostly uncertain or definitions are not met, so really «real analysis is performed on

the basis of intuition and common sense» [Vezhbitskaja 1999, p. 75]. Therefore, to know the nature of the concept, outline its specificity, it is necessary to see how this period is compared with other ones, related, in particular with word.

Mostly they associate with the word expression of the concept in the language, where it acquires the status of a name the concept of the linguistic sign that most fully and adequately objectifies the conceptual sense. As noted by S. Vorkachev, «the relationship of the concept with verbal means of expression is spoken almost in all definitions of the concept, but there aren't the unity of opinion regarding specific meaningful units of language with which it is correlated in linguoconceptology» [Vorkachev 2001, p. 68]. Getting the status of the name of the concept, it is most fully and adequately describes its content. If the concept is reality, then the concept is not only the proximity of the subject, subject meaning, but the word is the name of realities, the word-sign as some intellectually meaningful essence or character sense. Other linguists rightly believe that the main units of expression of the concept is the word and the phrase (M. Alefirenko, Y. Stepanov), some linguists add the sentence to here (K. Goloborodko, O. Kubryakova). A lot of researchers also classifies phraseological units to the means of verbalization (M. Boldyrev, V. Kononenko, N. Mech). Some linguists name word family among verbalizers (V. Levitsky, M. Skab).

The relationship between the concept and word in general was under examination of many scientists (M. Alefirenko, S. Vorkachev, L. Grusberg, V. Levitsky, N. Mekh, M. Skab etc.). M. Alefirenko considers the word and phrase as basic forms of expression of the concept [Alefirenko 2005, p. 59]. «The concept can be verbalized by single words and phrases, phraseologic units, sentences and entire texts», – says N. Mekh [Mekh 2005, p. 21]. Moreover, the concept is dynamic, and the word is static, it activates the emergence of the concept.

According to opinions of Z. Popova and Y. Sternin, it would be wrong to say «concept tree» or «concept of tree», more appropriate are formulations: concept, presented in the language by the word *tree*, represented in the language system by the word *tree*, verbalized by the word *tree* etc. [Popova, Sternin 2007, p. 41]. Researchers

compare the word with the switch that «includes» the concept in our minds, activating and «launching» it in the process of thinking [Popova, Sternin 2007, p. 79].

M. Skab, citing S. Vorkachev, notes that in general «concept could be correlated with the root morpheme, which is the basis of word family, but then it will remain without a name» [Skab 2008, p. 28].

With an emphasis on the relationships of the concept and the word, V. Zhayvoronok, S. Nikitina, L. Sinelnikova even use the term «word-concept». «A concept is a cognitive structure covered by the linguistic sign», – says L. Sinelnikova, who in his writings often uses the term «word-concept» [Sinel'nikova 2005, p. 12]. This term is used too by V. Zhayvoronok, defining it as «a repository of the generalized cultural meaning (sense), which gives grounds to consider the language unit of cultural concept». Referring to S. Bulgakov, the scientist develops the idea this way: «thus, the concept at the same time and form the concept, and the idea embodied in the verbal imagery of genesis. In other words, the word as the name of realities together with the whole set of characteristic of linguistic signs is not only linguistic, but also conceptual entity, the concept» [Zhaivoronok 2007, p. 10–11]. At the same time, the linguist appeals to the term «word mark» as «some intellectually meaningful entity, as the substance of meaningful, or mark sense», which considers one of the essential distinctive characteristic of the concept [Zhaivoronok 2004, p. 25].

According to L. Buyanova, the ratio of the concept – the word is a priority in the attempts of structuring of the different conceptual spheres [Bujanova].

L. Grusberg, on the contrary, points to some differences between the concept and the word: 1) the inner content of the word is its semantics, plus the connotations (i.e. the combination of semes and lexical-semantic variants plus expressive / emotional / stylistic coloration, estimation criterion etc.), and the internal content of a concept is a kind of set of meanings, which is significantly different from semes structuring and lexico-semantic variants of the word; 2) concept characterizes antinomy, where as antinomy author traditionally understands the combination of the two mutually contradicting judgments about the same object, each of which is true

concerning this object and each of which admits equally convincing grounds; 3) in the formation of concepts the role of subjective principle that is uncharacteristic for the word is very significant; the subjective factor is one of the pulses of the change (motion) of the concept and leads to greater dynamism in comparison with the word [Gruzberg 2002, p. 58–60].

It is necessary to point out that, despite the linguistic (verbal) expression of concepts, scientists usually interpret their semantics not as a lexical meaning, a somewhat broader: semantics of the word concept covers the whole range of extralinguistic meanings acquired as a result of the collective experience of mankind [Sinelnikova 2005, p. 12]. Concepts associate semantic features of the verbal sign system, traditions and spiritual values of the people [Manakin 2004, p. 27]. Such thoughts at the time were expressed by O. Potebnya, the interpretation of the concept in his works is beyond the «pure logic» and is associated with features of «national spirit» and in correlation with the word, is not identified with it [Potebnja 1999, p. 37].

Recognizing the concept of the content of the linguistic sign, S. Vorkachev includes in the semantic sphere of it the entire communicative significant information: paradigmatic, syntagmatic and derivational connections; pragmatic information, due to the expressive and locative functions; and also the cognitive memory of words and semantic features of the linguistic sign related to the system of spiritual values of native speakers [Vorkachev 2001, p. 66]. At the same time, despite the fact that the word element of the lexical-semantic system is implemented within the relevant paradigm, is correlated with several lexical units, S. Vorkachev concludes that the concept is also correlated with the plan of expression of lexical-semantic paradigm is in fact lexical, phraseologie, aphoristic means [Vorkachev 2001, p. 68]. Thus, the concept is thought of wider than the word that is its name, it can be expressed in words-synonyms, showing the proximity significantly field words-of the nominees, and other language tools, which in turn makes it possible to study it in context. «The name of the concept is not the only character that can activate a concept in the human mind, and the more diverse the potential for iconic

expression of the concept, the higher its value meaning within a linguistic community» [Slyshkin 2000, p. 17].

The study also inclined to believe that the word is only one of the language representatives of the concept, and therefore it shouldn't be equated the concept and the word.

The nature of verbalization of the concept that getting to express the system of linguistic signs becomes part of semantic space of language, was studied by M. Zhinkin, which used the concept of universal subject code as a scheme, which is a semiotic transformation of the subject of the category [Zhinkin 1964].

Practically all linguistic and cultural definitions contain suggestion to the relationship of the concept with verbal means of expression, in which it is interpreted as: «image of full meaning (significative) that reflects a fragment of the national picture of the world, generalized in the word» (V. Neroznak); «perfect, representing the unity of speech – thought» (O. Snytko); «any discrete unit of collective consciousness, reflecting the subject of the real or the ideal world in the national memory in the verbal language indicated by the form» (A. Babushkin) [cit. Vorkachev 2001, p. 68].

The idea, according to which the concept can be associated not only with a particular word, but also with its individual vocabulary value is also widespread in linguistics. Based on the teachings of S. Askold, developed by D. Likhachev in the article «Conceptual sphere of Russian language». The author argues that «the concept does not exist for the word, and for each primary (dictionary) meaning of the word separately», and it is not directly arise from the meaning of the word, «but is the result of a collision of dictionary meaning of the word with personal and national experience» [Likhachev 1993, p. 4]. This implies that the concept can relate only to the individual lexico-semantic variant of polysemantic word. Which of the dictionary meanings of words replaces a concept, usually it becomes clear from the context, and sometimes even from the general situation. And the word, its meaning, and also concepts of these meanings necessarily exist in the corresponding human «ideoshere» due to the individual's experience, acquired knowledge and skills, and etc.

To comprehend the meaning of the concept, according to A. Vezhbitskaya, «we can only through words (no one has yet invented another way)» [Vezhbitskaja 1999, p. 293]. According to Y. Stepanov, there are no abstract spiritual concepts in the culture: they are expressed by word or material object [Stepanov 2004, p. 75]. Most concepts are expressed verbally, «which creates the illusion of ease of the meaning understanding» [Frumkina 1992, p. 168].

So, although mostly the expression of the concept in language is associated with the lexeme, which gets the status of the name of the concept, of the linguistic sign that most fully and adequately objectifies the conceptual sense, however, the name of the concept is not the only sign that can be activated in human consciousness.

Issue of language objectification of concepts is one of relevant in cognitive linguistics. This problem was discussed in the work of such scientists as A. Vezhbitskaya, A. Zadorozhnaya, V. Zusman, L. Kompantseva, T. Kosmeda, M. Pimenova, V. Starko, Y. Stepanov, T. Romanova etc. While they distinguished between verbal (verbal, linguistic) and nonverbal (gestures, movements, etc.) concepts (V. Zusman), the direct and indirect means of language representation (A. Vezhbizkaya) or focused attention on a single verbalizer (N. Arutyunova, S. Vorkachev, V. Zhayvoronok) or on the totality of language means as «the verbal equivalent of the concept» (T. Romanova, V. Starko).

According to V. Karasik, the concept can be expressed using the set of linguistic and non-linguistic means, which directly or indirectly specify and develop its content [Karasik 2004, p. 110]. Direct and indirect verbalizers of the concept are distinguished by A. Vezhbizkaya. Under the direct ones he understands «vocabulary family», the words, the etymology of which can be reduced to a key-lexeme of the concept, and the indirect ones, according to her opinion, include collocation, grammatical features of lexical items and other information from which we can deduce the characteristics of the concept [Vezhbitskaja 1997, p. 92]. In studies of Ukrainian language the similar thought was expressed by V. Kononenko, noting: «Around the words for a concept, and related word-concepts a semantic field is created, the maximum and sufficient context within which numerous conotation

supports, additional values, associative and evaluation ranks are identified» [Kononenko 2004, p.19].

According to M. Pimenova, the concept is creation, «sprayed in language signs that objectify it», so to recreate its structure it is necessary to explore the entire language corpus, by which it is represented (lexical and phraseological units, paremii fund and etc.) including a system of sustainable comparisons, depicting images of standard, specific for some language [Pimenova 2004, p. 9].

Trying to unify the knowledge of the verbalizers of the concept, many scholars significantly expand the understanding of them. In particular, they consider among those units synonyms, antonyms, typical syntactic position, collocation, semantic fields, metaphor, idioms, and language patterns, and similar [Arutjunova 1994, p. 3] or notice that verbalized concept «is expressed by lexical, phraseological, paremiological units, precedent texts, etiquette formulas and tactics of verbal behavior» [Rudakova 2007, p. 17]. V. Starko among verbalizers of the concept name also the etymology of words that expresses a particular concept, as well as evaluation, figurative associations [Starko 2004, p.5].

L. Lysychenko, T. Kovaleva, A. Ufimtseva, G. Schur are considering the different semantic units (lexical-semantic and lexico-grammatical groups, thematic group, lexical-semantic and phraseological fields or paradigms, etc.), characterized by the closeness of the meanings, themes, sphere of use, but differ in certain characteristics as language verbalizers of the concept.

As you can see, the concept is verbalized in language by multilevel means: lexical and phraseological units, structural and positional diagrams of sentences, texts and sets of texts. V. Maslova draws attention that concept has a certain determinate semantic values of the form, which is characterized by ethno-cultural determinism because «it reflects all conotation, modal, emotional, expressive, pragmatic and other assessments, all the individual, peculiar to that language» [Maslova 2004, p. 35].

In recent times for the terminology identification of the totality of linguistic resources, that objectify(verbally represent) the concept, they use term combination «nominative field», the doctrine that is fully covered in the textbook of Z. Popova

and Y. Sternin «Cognitive linguistics». We have to note that the term «field» is often used non-differentially along such terms as «lexical-semantic group» or «thematic group». They distinguish between lexical, grammatical, syntagmatic, associative and other fields. Under the nominative field of the concept is usually understood «the totality of linguistic resources which objectify (verbally represent) the concept in a certain period of development of society» [Popova, Sternin 2007, p. 66], noting that it includes units of different parts of speech and differs from the traditional stratification of the lexical system of national languages – a lexical-semantic group, lexical-semantic fields, lexico-phraseological field, synonymous rank, associative field by that it is complex and covers all of these types of structures [Popova, Sternin 2007, p. 66].

For Z. Popova and Y. Sternin, nominative field of the concept includes: direct nominations of the concept, who serve as his name, and the system synonyms, derived from the primary representative name; general radical, derivative associated with the core verbalizers of the concept; contextual synonyms and occasional individual author's nominations; set expressions of words and phraseological units in the broadest sense (phrases, premii, aphorisms, etc.); free word combinations in which certain attributes of the concept are objectified; metaphorical nominations and subjective verbal definitions, as well as various lexicographic interpretations of verbalizers of the concept in encyclopedias, dictionaries, linguistic dictionaries; thematic scientific or popular scientific, artistic and publicistic texts; set of texts; associative fields [Popova, Sternin 2007, p. 69-71]. You can also add syntactic units, which as verbalizers of the concept are still insufficiently studied.

According to M. Slobodian: «Nominative field of the concept includes the direct category (the keyword and its synonyms), the nominations of species of the concept denotation, the associative field of keywords-representative of the concept (expressing the characteristics that belong to the core of the concept) and set expressions-comparisons, phraseological units and paremii (we refer to the periphery of the concept content). The construction of the nominative field of the concept is based on the use of lexicographical sources (thesaurus, synonyms, explanatory,

phraseological dictionaries), and subjective experience of the researcher and, if necessary, the data of associative experiment held among the native speakers» [Slobodian 2009, p. 109]. So, the nominative field of the concept is built primarily by continuous sampling from the dictionaries of different types and ethnographic sources of direct nominations of the concept, their synonyms, derivatives, and etc.

Besides Z. Popov and Y. Sternin note two approaches by which you can explore nominative field of the concept. The first one involves only the identifying of the direct nominations of the concept and its key representatives and their synonyms, while the second gives you the opportunity to find out all that is available to the researcher [Popova, Sternin 2007, p. 177]. According to the scientists the nucleus of the nominative field is the key word, the lexical unit that conveys most fully a concept and the synonyms for them, which are characterized by high frequency, the most common meaning, used in the literal, stylistically neutral, without emotionally expressive and temporal constraints, and minimally dependent upon context. Peripheral components, according to them, are established through analysis of literary and journalistic texts, building of the lexical-phraseological fields, associative fields, derivation field of keywords, parameii field, analysis of set expressions-comparisons with nominees of the concept etc. [Popova, Sternin 2007, p. 180-186].

V. Karasik, exploring the peculiarities of concepts verbalization, distinguishes three ways of their objectivation: identification, expression, and description. Under the designation scientist understands the assignment to conceptualized notion the concept of a definite name, a special character; under the expression – the totality of linguistic and non-linguistic means of illustrating, clarifying and developing its basic meaning; and description defines as a special research procedure the interpretation of the meaning of the concept name and notes that they can all participate in the formation of the nominative field [Karasik 2004, p. 110-111].

Consequently, the concept as a bundle of specific concepts and ideas obtained by a person throughout his life, is verbalized by various language means that generate its nominative field that is complex and involves different groups of vocabulary, i.e. a

set of categories, and other language units. However, the main means of presentation in language is the word.

The appeal of cognitive linguistics to this object of study, as verbalized information prompted the researchers to determine the specificity of the conceptual and semantic analysis. Although the distinction between semantic and conceptual analysis is not in doubt, scientists often consider conceptual analysis a continuation semantic (T. Romanova, M. Alefirenko, M. Tolstoy, V. Levitsky et al.). In particular, T. Romanova offers under the conceptual analysis to understand «the study of speech (cognitive) content, value (modal) connotations and motivational-pragmatic attitudes expressed in words» [Romanova 2005, p. 23]. Therefore, in description of the concepts in some places the consideration of their linguistic representations is dominated, which can lead to the neglect of any underlying cognitive model and the limits of conceptual analysis description of lingual units, key representatives of the concept. So, for example, M. Alefirenko considers the semantics of the linguistic sign as the main source of knowledge about the contents of the presented concept. Hence the relevant research path – from the semantics of the linguistic sign to the content of the corresponding concept [Alefirenko 2005, p. 183].

At the same time more persuasive is the view that the traditional semantic and conceptual analysis are still different research objects and different tasks: if the semantic analysis is associated with the interpretation of the meaning of the word, the conceptual concept is aimed at knowledge of the world, «any view is naive, scientific, experienced and even false that in the aggregate components presents the concept» [Kononenko 2008, p. 113].

According to O. Kubryakova, semantic analysis focuses on the explication of the semantic structure of a word, that is, its denotative, significative and connotative meanings, and conceptual meaning involves the search for general concepts, summed up under the single sign [Kubryakova 1991, p. 85].

The researchers note several distinguished features of these two types of analysis. So, the semantic analysis is characterized by: the iconic representation, the linearity, the explanatory character of the word. But the conceptual analysis is

characterized by: mental abstraction, specificity, relational model form and focus on the field of knowledge. If conceptual analysis is based on the verbalization of a certain part of knowledge and can therefore represent their specific structure (pattern schemes, pictures representations), the semantic analysis is able to acquire the character of nonlinear modeling. Therefore, the main difference between both types of analysis it is advisable to consider the direction of modeling: from knowledge to the characters – for conceptual analysis and from signs to knowledge for the semantic one [Selivanova 2006, p. 262].

In addition, semantic analysis involves consideration of all meanings of the word in its relationship with other lexemes, whereas the conceptual one has as a object to establish the meaning encompassed by words, categories, more broadly speaking, knowledge. Thus «conceptual analysis involves the integration of concepts of different cognitive categories of objectivity, designation and processuality, the occurrence of the name in predicate environment is the determining factor of the description and the name of the concept» [Kononenko 2004, p. 6–7].

Often the scientists attribute the difference between semantic and conceptual analyses with the difference between meaning and concept. So, E. Lassen interprets the meaning as the knowledge about the conditions of use of the word for the naming of a certain reference situation and transfer it to the listener with the aim of dialogical interaction with him, and the concept is the knowledge about an entity formed as a consequence of considerations (autocommunications) over the corresponding reference that were transmitted with the aim of realizing its own purposes and impact on the setting of the addressee. Based on this, the researcher sees the purpose of semantic analysis in establishing the structure of lexical meaning on the basis of syntagmatic and paradigmatic relations of lexemes. In contrast, the conceptual analysis considers, aimed at identifying the estimated attitude of the media culture to situation denoted by lexeme through the analysis of discourses and the ratio of a phenomenon that cannot be observed directly, with the phenomena of the level of reality that can be perceived sensually [Lassen 2002, p. 12].

The relation between semantic and conceptual analyses is considered by L. Cherneyko. According to L. Cherneyko, there are different kind of analysis, although they are interrelated: the result of conceptual analysis is to identify gestalts – associative contours of word that are typical for native speakers of a certain culture, which can be deduced from the compatibility of the metaphorical name of the concept [Chernejko 1995, p. 74]. We have to note that when L. Cherneyko presents the results of conceptual analysis in the form of gestalts, E. Lassan describes the conceptual content of the name in the language of semantic primitives [Lassan 2002].

Feature of conceptual analysis, according to V. Starko, is that it involves going beyond linguistic material. Language data remain central, but the explication of various concepts attract extralinguistic representatives of the concept, ethnic and cultural information, and etc. In addition, under this analysis a claim of psychological validity of the research constructs, according to which the latter must not only be consistent with the array of the exponents of the concept, but subject to principles of functioning of the human psyche [Starko 2007, p. 38].

At the same time, scientists note that the analysis of the concept rely on the contexts of very different plan than semantic analysis. The word realizes itself in speech contexts, the concept is forming in the «culture texts» and sources of information for understanding the concepts serve as precedent texts, particularly 3roverbs, sayings, aphorisms, set expressions of words, names of famous works of spiritual culture, the common scientific theories, etc.; art definitions and concepts developed in a particular work... [Gruzberg 2002, p. 58].

The close connection of the concept with associative space name that is thought of as a form of semantic networks that exist in the mind, allows, according to O. Selivanova, complement conceptual analysis, in contrast to the semantic, experimental methods – associative and receptionin experiment [Selivanova, 2000, p. 140].

So, the new trend in linguistics at the turn of the millennium has intensified and new methods of research, in particular scientific interest in conceptual analysis as a kind of linguistic. That is the conceptual analysis allows to reveal the specificity of

verbalization of the concept in the language world picture of an ethnic group, to describe the mechanisms of selection of lexical, phraseological, grammatical and other means of representation of different ethnocultural concepts in language, to establish the relationship between concept and word etc.

«Conceptual analysis is now becoming the leading method of research in social sciences – cognitive science, philosophy, linguistics, genderology, cultural studies, theories of intercultural communication, sociology, psychology», – says L. Kompantseva [Kompanceva 2005, p. 90]. This similar idea is expanding by O. Kubryakova, noting that «the method of cognitive science is to try to combine the data of different sciences, to harmonize and to find meaning in their relationships» [Kubryakova 1994, p. 35-36]. According to M. Skab, conceptual analysis is, is actively used, they are trying to justify its existence. They think that now there are many varieties of conceptual analysis, or, as they are called, methods, «common to them is that they consider the issue of creating a holistic conception of the relation of language and thought, ways of expressing in the language of order, of reality, of knowledge about the world, the laws of the organization of the language world picture» [Skab 2008, p. 42]. According to the researcher, every scientist fits the conceptual analysis for the study of «own» concept [Skab 2009, p. 6].

There are many methods of conceptual analysis [Slukhai, Snitko, Vilchynska 2011, Skab 2008, Kosmeda 2010], which is often interpreted as a general name for a whole group of linguistic methods for studying the structures of representation of knowledge [Starko 2007, p. 31], however, in the proposed study we will consider primarily those that provide for the establishment of the linguistic means of verbalization of the concept, design study in relations with the word.

So, M. Skab proposes a study of the concept based on analysis of semantic space of the word. The model of semantic space unites the totality of words meanings, which operate in language and speech, and are implemented in all areas of deployment of its semantics, in particular, when extending the semantic structure of the lexemes and the emergence of derivative formations, as well as in connecting properties of the analyzed words [Skab 2006, p. 358]. The researcher believes that

applying this methodology will give an opportunity not only to determine the main, essential and secondary elements of the concept, but also to find out the ethno-cultural component in the semantics of a word that would help identify the language picture of the world.

In the aspect of our study the interest in the methods of the etymological analysis of the concepts first proposed by Y. Stepanov is updated. After installing a language representative of the concept, according to the scientist, you should research the etymology of its name, i.e., the origin of words and how it was created, because the internal form is a fundamental principle, from which other conceptual layers arose and developed [Stepanov 2004, p. 10]. Historical and etymological analysis of the concept reveals the essential characteristics associated with long-standing purpose of the word, that is the name of the concept that refers to the values system of a linguistic community, and expresses the peculiarities of its worldview. Source that helps to explore the concept in diachrony and to establish the mechanism of its formation, are primarily an etymological dictionaries.

The methodology of the structural-semantic analysis of the concepts at the time, was designed by I. Mikhalchuk. He understands the conceptual model «as a way to explicate the semantic structure of the concept». Since such modeling involves identifying of the basic components of the conceptual semantics and the relationships between them, the scientist considers these relations in synchronic and diachronic aspects, which allows us to trace the evolution of the concept [Mihal'chuk 1997, p. 29].

Among the methods of conceptual analysis differs ethnocentricity concept of O. Vezhbytska. According to the researcher, with the participation of a limited set of universal semantic elements can be used to detect the diversity generated by human ideas – concepts that are embodied in lexical units, as well as value orientations that are specific to a particular culture [Vezhbitskaja 2001, p. 3].

S. Nikitina traces the specifics of the conceptual analysis of folk culture, arguing that the semantic description of words, concepts can only be established through determining their links with other concepts of the same culture. Describing the

relationship between such words-concepts, it is possible to obtain a partial interpretation of the words. The sum of all partial interpretations is fairly complete semantic description-an explanation of the word concept. S. Nikitina names this type of conceptual analysis as the «a dissected definition» [Nikitina 1991, p. 118].

Often scientists say that a much larger number of signs of concepts, in comparison with that taken from the dictionary, «can be obtained through the study of lexical combinatory of keyword» [Popova, Sternin 2001, p. 104]. Analyzing the metaphoric compatibility of name of concept that helps to establish the figurative characteristics of the studied phenomenon, deserves special attention (V. Telija, O. Kondratyeva, M. Krasovskii). In particular, V. Telija notices that «it is the study of the combinatory (especially metaphorical) it seems to many linguists the basis of the method of conceptual analysis» [Telija 1991, p. 53]. We have to note that on the basis of the metaphorical combinatory the representatives of the Kemerovo school of linguistics headed by M. Pimenova tested methodology of conceptual analysis, which consists in «in the study of the meaning of the word, which focused not only the signs necessary and sufficient to identify the signified, but also naive knowledge of the signified implemented in metaphors and metonymy» [Pimenova 2007, p.14].

It must be emphasized that, if necessary, by applying certain procedures of conceptual analysis in our study also we take into account the approach that focuses on in-depth study of the evaluation of the concepts sphere, which is defined as a method of semantic-axiological field. On the one hand, it is relevant, especially given the fact that the concept and conceptsphere are characterized by the structuring principle of the field (Z. Popova, Y. Sternin, L. Babenko, V. Maslova, V. Nikolaeva). The benefits of such structuring are associated primarily with the fact that the dialectic of the relationship of linguistic phenomena with extralinguistic reality reveals more fully, the features of lingual consciousness manifest, especially its national-specific features.

The spread of scientific ideas connected with the development of cognitive linguistics, cultural linguistics, led to the revision of some traditional concepts and the emergence of new, among which the notion of conceptual fields. It is important to

emphasize that the semantics of the units of that field association is a dialectical unity of language values and order of the sense, and the fields themselves cover certain concepts of history, culture, and literature of a people, peculiarities of his mentality, national character, cognition, psychology [Kononenko 1996, p. 103], thereby forming a complex and specific to each language picture of the world. According to T. Kosmedy, «today, scientists consider the legitimate use of field theory for analysis of the means of the concept verbalization, because the word is the name of the concept» [Kosmeda, Plotnikova 2010, p. 66].

The fact of structuring this field deserves attention, in particular, the selection of two levels: a linguistic level of words and idioms and conceptual level is represented by them lexically semantic and lexically semantic concepts [Goldberg 2001, p. 57]. We will add that the field approach to the content structure of the lexemes significantly expands the idea of semantic volume of words [Popova, Sternin, Beljaeva 1989, p. 7], which is the main language representative of the concept.

On the other hand, concerning the axiological dominant in the title of the proposed method, it just provides a concentration of research attention on different connotative characteristics of the concept, the main of which believe the estimate, since the center of the concept as a central principle of the culture to which it belongs, is always a value (V. Karasik). «If media culture can tell about some phenomenon «it's good (bad, exciting, disappointing, etc.)», this phenomenon generates concept in the appropriate culture» [Miller 2000, p. 42].

Concluding the discussion of conceptual analysis, we note that it differs from the semantic and covers a set of methods, receptions, methods that are able to identify cultural and mental nature of conceptual units primarily because of its relations with the word. Certain elements of this approach are presented in algorithms of conceptual analysis of M. Pimenova (she proposes to examine the lexical meaning and the inner form of the word that nominates the concept; to identify the number of synonymous lexemes; to establish ways of conceptualization as a secondary reinterpretation of the relevant lexemes etc.) [Pimenova 2007, p. 15]; Z. Krasnobaeva-Chorna (she includes definition of the core concept based on the dictionary definitions of the same lexeme

in different historical periods; study of the ideographic structure of the concept; the selection of background information (from different dictionaries: etymological, explanatory, mythological, culturological, ethnolinguistic, and etc.) [Krasnobaieva-Chorna 2009, p. 42]; T. Kosmeda (involves consideration of the basic category of the concept and its synonyms; establishing the etymology of the referent of the sign – the name of the concept; installation of word-formative signs of all noumenon of concept etc.) [Kosmeda, Plotnikova 2010, p. 70-73]; Z. Popova (propose a definition of nominative field of the concept; analysis and description of the semantics of the language means belonging to it, and etc.) [Popova, Sternin 2007, p. 195].

Next, we illustrate the use of the above methods and techniques to research of features of language verbalization of the sacral concept «God», first of all, the establishment of the nominative field of the concept, etimological reconstruction of the inner form of the concept names, and their metaphoric compatibility and diversion opportunities.

4.2. Features of verbalization of the sacral concept «God» in the Ukrainian ethnoligual culture

The presence of a large number of categories of the concept shows «a high nominative density of the fragment of the language system, which reflects the relevance of the verbalized concept in the national consciousness» [Popova, Sternin 2007, p. 8]. Sacral concept «God» belongs in full to such concepts.

For a long time philosophers, theologians, linguists have tried to explore relevant concepts. New opportunities in this direction appeared in the late twentieth century with the intensification of linguocultural researches and dissemination in the scientific circulation of the category «concept», that covers what the individual knows, supposes, thinks, imagines about objects of the world (R. Pavilionis).

The main lexical unit to denote the concept «God» is word *Бог*. In the scientific picture of the world the concept denoted by the lexeme is defined as «sacral personification of the absolute in religions of the theistic type, which is characterized by the identity of essence and existence» [NFS 2001, p. 110], «the Creator of the

world and the determinant of everything that happens in it» [NFS 2001, p. 38]. At the level of naive consciousness this is primarily «the Creator, the possessor of earth and space mysteries, which in ancient Ukrainians had their own understanding as consubstantial God, the Savior of the world, who will come to the people and will protect from evil» [Voitovych 2005, p. 34].

We have to note that, for ordinary speakers of the language are relevant not so much scientific definitions of this notion, as those meanings that manifest themselves in the so-called «naive religion», represented in the language by the independent lexical micro-system of the names of God. Significant differences in the interpretation of God manifests the linguistic objectification of the corresponding concept in the pagan and Christian scripts, which attract the attention of Y. Karpenko, L. Panov, A. Fedyk. First of all, the distinction between the Christian and the pagan God is expressed using a graphical indicator words used to designate them, respectively – with a capital letter (*Бог*) with small letter (*бог*). Certain grammatical features are traced – use of the first word only in the singular (*Бог*), and of the second one – as in the singular and in the plural (*бог – богу*); the lack of gender correlates in the first word and their presence at the second one (*бог, богиня, божество*). There are also some features of compatibility, for example, paganism – *бог сонця, бог грому* and etc. Another differential characteristic is the formation of different lexical word family around these theonims. For lexeme *Бог* is *Господь, Всевишній, Творець, Спаситель, Вседержитель* and etc., for word *бог* – first *божество*. Regarding the general symptoms, then, given the anthropocentric nature of language, the God in both scenarios is defined primarily as the force personified, and therefore endowed with human predicates, which, however, unlike human, is Almighty, omnipotent, omniscient, perfect and, most importantly, immortal.

Although in the modern philosophical paradigm, the primary scenario for understanding the Christian God, since it is constantly fueled by modern religious practice, however, we will start the consideration of the concept by pagan as historically primary, which virtually exists as a memory of the word. Moreover, the subsequent presentation is based on the principle from the earthly to the heavenly

hierarchies, understanding the hierarchy chain of command system concepts «God» – «world» – «human». We have to note also that, based on certain spelling rules, we differentiate the writing of an appropriate theonim in these scenarios with small and large letters.

Pagan scenario: hierarchy of the earth

First of all, the proposed linguocultural script for lexeme $\bar{\delta}o\bar{z}(u)$ is based on the prototype understanding of the gods as «mythological characters that represent the highest level of religious-mythological system of pagan period» [SD 1995, p. 204]. Theism is a progressive stage of civilization development, which demonstrates the contacts between the sphere of the sacral and the profane and is the basis for the emergence of new religious ideas. At the level of the gods mythological beginning found sufficient individualized forms of expression most fully realized in the anthropological layer of the ancient religious and mythological beliefs of the people drawn into active dialogue with the realm of the Divine.

It is known that faith in different gods, each responsible for a certain sphere of existence, is called polytheism. At the same time there are not the only beliefs that are typical for the pagan world. However there are all grounds to assert about the presence of ancient peoples, except for a polytheistic, animistic also, pantheistic and monotheistic beliefs. Animistic representation due to the belief that every natural phenomenon is personified creature – spirit, benevolent or hostile to humans. Pantheism is based on the identification of God with nature (which is close to animism), and finally, monotheism implies the existence of one God.

Therefore, in the pagan worldview night, threshold, table and other objects of the family cult are divinized; Idols of nature, which was a considerable amount was allocated separately (I. Ogienko), and the monotheism started, however, quite remote from the modern one. A community of some mythological Indo-European names refer to the Supreme deity attracted attention, as here:: dind. *dyaus pita*, lat. *Juppiter*, lith. *devas*, slav. *duv*, indicating the identity of faith in the various Indo-European peoples in a single, Supreme heavenly power [VIRM 2006, p. 293-294].

At the end of the pagan period at the Slavs the local system of the gods with the appropriate hierarchy, the cults are spread, there are temples. Among the gods the some gods begin to stand out which become centers around which are grouped all the others (as in the case of Perun in Kiev Pantheon). According to M. Kostomarov, Slavic understanding of God is not his identification with nature and understanding nature as a deity; the Slavs worshipped the oak, not stone, and the power that created them [Kostomarov 1994, p. 201-203]. Slavic mythopoetic imagination often draws a single Supreme God in the pagan world. In the worldview of the ancient Ukrainians this is «consubstantial God, the Creator could be All God (Grandfather-Omniscientist), which is called the Great God, the Old God» [Voitovych 2005, p. 34].

And although the quoted idea, especially concerning names of God, results in a warning, but it is attested to in folklore – tales, legends, stories. In their popular imagination they often paint a God in the form of a man, endowed with supernatural power that walks the earth and perform miracles – heal the sick, make the poor rich (for example, the tale of a named father). Typically, such a God is the personification of truth and justice.

From the point of view of God conceptualizing in a pagan scenario there are interesting comments of Y. Karpenko concerning the stages of the paganism development, the researcher connects the first stage of paganism (water-plant) with the words: *Буг, богила, богорожник, богульник, бук* etc.; the second one, of fire worship, – with lexemes: *багаття, багатий, багатство* and etc.; the third one, cattle-breeding, – derivative formations, common in dialectal speech: *богун* with meaning «stomach», and mostly with the same semantics: *божок, богук, божок* and etc.; the fourth one, agricultural, primarily reflected in derivative *збіжжя*. And finally, the fifth stage, which began the transition to Christianity, the linguist determines the period of abstraction. The mythological system is more generalized, universalized, and isregulating fully the life of each person. There is a concept of Fate that determines such lexical antinomies, as: *багатий – убогий; багатий, багач – неборак, небога*, and etc. [Karpenko 2003, p. 163-169].

Lingual conceptualization in the pagan worldview is clearly apparent in the practice of gods naming – the right word is a component of numerous old ukrainians theonims as: *Білобог, Стрибог, Дажбог* etc.; of paraphrastic formations: *бог місяця, бог скотарства* and so on. This lexeme is characterized by certain distribution relationships, in particular, it is combined with verbs: *молитися богам, задобрювати богів, жертвувати богам* etc. or attributive words, for example, *собачеголовий бог* (Semargl).

Different meanings accumulated by the lexeme *бог*, manifest themselves in three conceptual areas: 1) ancient folk deity of fortune, happiness, good, wealth, etc., which is opposed to the niece, deprivation; 2) the only and Supreme God among the pagans; 3) gods – deities, who worshipped, and personified phenomena of nature and life [Zhajvoronok 2006, p. 43-44]. Typically, these meanings have a positive connotation, although it is already provided for axiological ambivalence of the investigated structure. Confirmation of this is found also in word-formative paradigm of derivatives from this root: *багатий, багач, багатство* та *небога, зубожіти, божевільний*.

In general, the practice of interpretation of God through the discovery of the linguistic and cultural semantics of its verbalizer that determines the lingual and other characteristics of the corresponding lexemes, allows to interpret the nominated mental unit as a concept, in this case pagan, presented by a noun-a common name *бог*. The hierarchy of this concept is determined by three key components of the relevant scenario: recognition of a single Supreme God, belief in many gods, each responsible for a section of genesis (D), and the power of all gods over the world and man (Fig. 4.1).

We have to note that a such hierarchy is often considered as a duplex, built on the principle of the gods (highest) – man (below) (L. Panova) [Panova 2003]. In our opinion, if we are talking about the later period of the development of paganism, in a hierarchical system of gods the third level of the rule of one God is already traced, it is an important prerequisite of monotheistic understanding of it, which is inherent to Christianity.

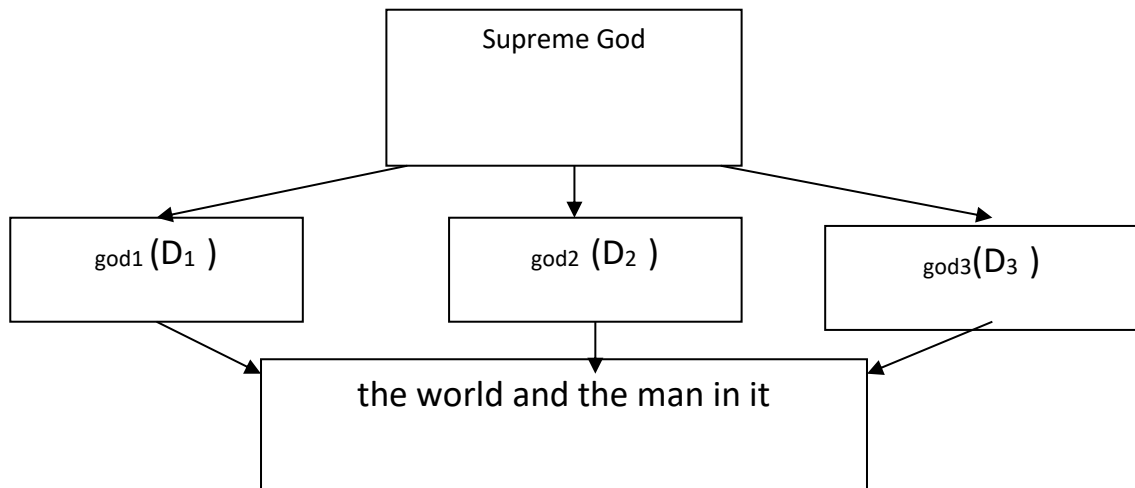


Fig. 4.1. The hierarchy of God in pagan scenario

Furthermore, it is known that not all the authors admit polytheism of Slavic pagan mythology, a lot of reputable scientists in the nineteenth century supported the thesis of original monotheism (I. Sreznevsky, M. Kostomarov, D. Shepping): «Slavs recognized the one God, the father of nature», which «gave up themselves from the spirits that inhabit matter» [Kostomarov 1994, p. 201]. Thus, the view remains as very resonant that by which original religion of the pagans was monotheism. Taking it into the consideration, a three-tier hierarchy seems more motivated.

The Christian scenario: the celestial hierarchy

Christianity which replaced the polytheism associated with thousandth domination of paganism, fills the idea of God with other content. Already in Christian mythology, God is construed as the bearer of absolute goodness, absolute knowledge, absolute greatness.

Therefore, conceptualization of God in the Christian scenario is based on the belief in one God. And if, according to V. Zhayvoronok, it can be God the Father – first person of the Holy Trinity, the Creator, the Almighty; God the Son – second person of the Holy Trinity – Jesus Christ and God the Holy Spirit [Zhajvoronok 2006, p. 44], we deem it lawful, stressing unity, to talk about the one Triune God that is at the top of the heavenly hierarchy according to the Christian script.

The lexeme *Бог* as the main verbalizer of the corresponding concept in the modern Ukrainian language is interpreted as «the name of a supernatural entity that

created the world and controls it and the actions of men» [VTSSUM 2003, p. 58]. Integral semes of the corresponding lexemes are «submitter», «happiness, beauty, well-being», that is, those components of the meaning dind. radical *bnag-, which formed the basis of the semantics of Slavic word *Бог* [ESUM 1982, p. 219]. There is no doubt that the interpretation of God in Christianity is not confined to only the meaning of the appropriate lexeme. Many constitutive components of the semantics can be set on the basis of practice an explanation of God in Holy Scripture and various theological sources. So, the attributes of God include kindness, goodness, justice, love, truth, beauty, creativity, fame and others.

Most of the signs are supported by corresponding lingual nominations God the Father, first of all, such as: *Всевишній, Всемогучий, Передвічний, Всюдисущий* and of the God-the Son – *Спаситель, Заступник, Порадник, Вищий Суддя, Месія* and etc. [BI 1997, p. 207]. These theonims are derivatives from the Bible and other liturgical texts.

At the same time God in the Christian worldview is not so much essential as for functional characteristics, that is, those which concern his relations with man and which have usually more connotation. We have to note that in the people's mythological perception the God is in contrast with man as a mortal creature, therefore the opposition «the heavenly and the earthly» often, is moving closer to opposition «The divine – human». But the task of the Bible is to reconcile man to God [BI 1997, c. 77].

It is important to note that the distribution of the lexeme *Бог* in the Christian scenario is determined, above all, by his relationship with a man. So, *Бог промишляє, творить, володіє, керує, царствує, карає і милує, обороняє і судить, обдаровує і відбирає* etc. So, on the one hand, it is necessary *восхваляти, шанувати, любити, поклонялись йому і радіти*; on the other hand – *боятися, остерігатися, слухатися*. In this respect the comparative constructions are indicative that are interpreted by A. McGrath as «the biblical models of God»: *Бог, як Батько; Бог, як Син; Бог, як Пастир; Бог, як Месія; Бог, як Світло (Сонце)* and etc. [MacGrat 1995, p. 62–122]. In addition, there is clearly a positive

connotation of word-family rank of lexeme *Бог*, presented by these derivatives as: *Боженько, Божечко, Богенько, Богечко*.

Thus, the understanding of God in the Christian scenario, confirmed by the language conceptualization, gives grounds to consider it as corresponding to the Christian concept represented by a noun-proper name *Бог*. Given the fact that the concept of God is first of all, the idea of the Creator, who conceived the world and us in it, and spiritual semantics, enriching our minds, can change the meaning of our lives, we consider it appropriate lexemes to denote this concept, as most derived entities continue to write with a capital letter. While we agree with the opinion of O. Fedyk, that a great letter here «is not only orthography, but also cultural and moral significance. It synthesizes the underlined respect for the individual, to the people honored with shrines to the exceptional and important things» [Fedyk 1998, p. 289].

Respect for God is evidenced by lexical-semantic paradigm of his nominations, that is constantly evolved. According to the Bible, the main nomination of God belong *Ел*, which means Almighty; *Еліон*, that is the Almighty, the most high; *Елоаз* (*Елогім*) – the name of the one true God; *Шаддай* indicates unlimited exceptional strength; *Адонай*, what means my Lord; *Ягве* (*Єгова*), the etymology of which is based on the words «I am he who is, who is», and *Саваот* (*Цебаот*) that means different celestial, spiritual forces or armies that God disposes [Kostiv 1995, p. 63–67]; and also *Месія, Первосвященник, Наставник, Учитель, Спаситель, Заступник, Визвольник, Порадник, Суддя, Слово Боже, Цар Іудейський, Князь Світу, Владика Небесний* and etc. – the names of Jesus Christ [BI 1997, p. 214]. It is important that each of these lexemes expresses a certain meaning which explicitly or implicitly projected onto a particular conceptual meaning.

Linguistic dictionaries record the name, that are common in the Ukrainian language in different time intervals. So, in the language practice of the nineteenth century – there are primarily lexemes *Бог, Біг, Биг, Господь* [Biletskyi-Nosenko 1966, p. 54]; in the lexicographical works of the twentieth century – these nominations of God as: *Господь, Господь Бог, Пан Бог, Творець, Творитель,*

Спаситель, Всевишній, Всеблагий, Всемогучий, Передвічний, Вишній, Вседержитель, Цар (Отець, Владика) Небесний [SSUM 1999, p. 78].

Many of the original names to refer to God are presented in special studies, for example: *Чистий, Багатий, Будівничий, Коханий, Лагідний, Смирений, Сокровенний, Невсипуций, Присноживучий, Праведний, Правосудний, Первородний, Всеоживляючий*, in which are largely updated various attributes of God. In general, the extensive system of names as linguistic representatives of the studied concept is evidence that the feeling of God is the original mental feature of Ukrainians.

There are no an accurate and reliable evidence that, when God's word entered into our language. «Etymological dictionary of the Ukrainian language» interprets the meaning as «the Lord», pointing to the relationship anc.sl. *bogъ* from dind. *bhagah* «who gives, the giver, Lord» [ESUM 1982, p. 219]. V. Zhayvoronok argues that the lexeme *Бог* of Persian origin and means «wealth», «good», later «the giver of good». On origin age of the nomen *Бог* in the opinion of the researcher, the presence in the language of branched word-family with this root indicates, as well as the presence of such variant thereof, as *Біз* [Zhaivoronok 2006, p. 43].

Y. Karpenko made an interesting comments about the evolution of theonym *Бог*. According to the scientist, «the word *бог* is central and Slavic paganism at all stages of its development, and Slavic Christianity, became Central for the Ukrainian mentality» [Karpenko 2003, p. 170]. Inherited from proto-Indo-European, it lived among the Slavs throughout all stages of paganism, passed and showed their derivatives all these steps, then solemnly to enter into the Orthodox religion, where from the word *бога* became *Богом*, becoming from a common name to proper one. «This is a unique word that reflects in it and in its derivatives the entire history of Slavic paganism» [Karpenko 2003, p. 163]. Therefore, there is every reason to believe that, we have studied the concept represented by the proper noun *Бог*, accumulates in its name the attributes of pagan gods, especially that the use of this lexeme with the appropriate meanings are confirmed by lexicographical works.

Among the many nominees of the concept «God» The followings theonyms attract our attention *Господь*, that is derivated from Indo-European languages *pot(i)s* «Mr., owner» [ESUM 1982, p. 574–575] and *Христос* (the old Slavonic word borrowed through the mediation of the Greek language and since the 11 century is used as the name of the Lord God) [Zhaivoronok 2006].

A number of other categories keeps the traces of both pagan and biblical interpretation of God. So, *Творець, Творитель* verbalize the God creativity: «Creator – according to the religious beliefs – a higher power, embodied in the understanding of God as the perfect primordial that created the world, land, man, all life on earth; the first person of the Holy Trinity, God the Father, Almighty» [Zhaivoronok 2006, p. 591]. Lexemes *Вседержитель, Держитель* explain the authority of God over his creation; nominations *Спаситель, Спас* objectify the one who saves his people; the name *Син Божий* represents divine-human nature of Jesus Christ.

In some names, mostly motivated by the biblical understanding of God, the separate attributes of the Lord are explained. For example, nomination *Всевышний* indicates its superiority, *Милосердный* – mercy, *Всеблагий* –goodness, *Единый* indicates theocentricity and telecentricity of the God, that is, the given names have the connotations of the qualities of God, that are not commensurate with human ones.

In the nominations *Святая Сила, Великая Сила* supernaturalness and greatness of God are objectified; the name *Великая Слава* expresses the importance of the perfection and mercy of God; referents *Світло, Світ* symbolize the divine essence as the Supreme truth. These nominations are correlated to some extent with the primitive God's names as *Саваоф* or *Еммануїл*, borrowed from the old Testament.

Among the categories of God those are enough frequent that, according to P. Matskiv, are characteristic especially for the folk discourse [Matskiv 2007, p. 127]. These include, in particular, the names: *Владика* and *Небесний Владика, Святий Владика, Цар* and *Цар Небесний, Небесний Цар, Цар Царів, Месія, Святее Дитя* and etc. The names *Цар, Владика*, including two-component structures with these lexemes, categorize God as the owner (holder) of the world, the arbiter of the fate of man. The name of the concept *Месія*, which correlates primarily with the name

Спаситель, functioning not so much in eschatological as in profane understanding of Christ as the Deputy of the people on earth to a certain extent, the earthly projection of God are evidenced by the nominations of synecdoche type *Всевидающее око*, *Око*. The Lord God – the all-Seeing eye – as God the Father goes back to very ancient pre-Christian categories and entities. «The sun was called the Eye of God [Zhaivoronok 2006, p. 415].

The idea of the son of God is presented with expressivity and more greater through the prism of God's names describing «children's period in the life of Jesus Christ». Therefore in mythopoetic picture of the world or descriptive names are common, like *Син Марії*, *Маріїн син*, *Боже дитя*, *Божий Син* and etc.

Among lexical verbalizers of such semantically multifaceted concept like «God», other simple and detailed nominations draw attention, in particular: *Заступник*, *Пророк*, *Цар правди*, in most cases, function as the name of the Son of God. Monolexemic names expressed by nouns (*Праотець*, *Батько*) and substantivized forms of adjectives or pronouns (*Святий*, *Всемогутній* або *Той*, *Сам*), find more often a relationship with God the Father.

We have to note that the diversity of lexical categories God is an important source for determining the semantics of the analyzed concept. Although the main reservoir of conceptual information present still definition and illustrative lexicographic material as one of the manifestations of the common language explication of semantic space of the word *Бог* in the Ukrainian language continuum. Most of the fragments of conceptual semantics is motivated by the biblical attributes of God reflected in his nominations. Such verbalizers of the concept are indicative in this respect «God», as *Учитель*, *Наставник*, *Порадник*, *Суддя*, *Слово*. Systematization of such names makes it possible to detect a complex of fragments of conceptual semantics, each of which covers a set of specific individual meanings.

Some of the semantic components of the specified concept are updated through appropriate frasemes collected in a special, phraseological dictionaries, and widely found in other lexicographical sources: *на те воля Божя*, *Бог взяв*, *дай Боже*, *хай Бог боронить*, *хай Бог поб'є*, *хай Бог помагає*, *Бог простить*, and etc. [FSUM

1993, p. 36–42]. We have to note that phrasemes, various paremiis are the representatives of conceptual semantics, which largely indicate the ethnic representation of the people about the God.

An active functioning of the lexeme *God* as a noun nomination is certified by the diversity of its compatibility with other words in various types of syntagmatic structures. On the one hand, in this respect, the idioms attract attention, and on the other – the usual attributive syntagma. Regarding the first ones, the majority of them is the combination of the corresponding noun – the name of the concept with the verb in the composition of the idiomatic expression – address to God. Such compounds can be used as greetings, wishes etc: *дай Боже, помагай Боже, стережи Боже, заховай Боже, помилуй Боже, прости Боже* and etc. the phrases in which the name of the concept is combined with nouns that function more often as insertion constructions are less diffused (*хвала Богу, слава Богу*), or other parts of speech (*Бог з тобою, у три Бога*).

Among attribute syntagms constructions, formed by the scheme A+N dominate, for example: *Небесний Отець, Небесний Владика, милостивий Бог, праведний Бог, справедливий Бог, милий Бог*. Separate structures are formed by the scheme N+N: *Князь Світу, Володар Світу, Пан Бог*.

Studied lexicographic sources fixe attributive compounds in which there are occasional epithets, including the metaphorical ones, which expresses the author's individual characteristic of God: *анакреоновий, буйноволосий, світловолосий, бурепінний, бурянодишний, крутолюбий, широкоплечий*, and etc. [Бузык, Yermolenko, Pustovit 1998, p. 39]. The choice of such epithets presented in the glossary, obviously is influenced by the mentality of the writers as representatives of the Ukrainian people, due to the peculiarities of understanding of the concept of «God» in the field «naive» collective ethnoconsciousness.

Wide compatible possibilities of lexeme *Бог* show different comparative constructions, where the relevant theonym occupies the position of both subject and object of mappings, for example: *чекати, як Бога, як у Бога за пазухою*.

The density of the nominative field of the concept «God» indicates the presence of trace amounts of derivatives from the lexeme *Бог* like: *Боженько, Божечко, Богонько, божество, богиня, божка, божниця, Божеський, Божий, божитися, набожний, безбожник*, and etc. [Karpilovska 2002, p. 73]. In addition, in the modern Ukrainian language the formations that are etymologically associated with the word function *Бог*: *багач, багатий, збіжжя, небога, зубожіти, бозна, помагайбі, спасибі*. Given lexemes have lost or significantly altered their original meaning. Ref.: in the pagan worldview: *збіжжя* – what gives the gods; *зубожіти* – to lose favor with the gods or in the Christian: *помагайбі* – help, God; *спасибі* – save God, etc. [Zhaivoronok 2006, p. 43].

As you can see, the analysis of the concept of «God» testified the branching and the density of its nominative field and confirmed the thesis of Z. Popova about that concept in a large extent «can be described through the characteristics of the means of linguistic objectification» [Popova, Sternin 2007, p. 66]. The analyzed concept «God» refers to the constants of the Ukrainian culture, national or cultural concepts as it defines such ancestral line of ethnoconsciousness of Ukrainians as the feeling of God, founded in paganism. Lexical meaning inherent to its verbalizers, its distribution, word-formative valence, the possibility of reviving of the ancient associative and semantic relations of certain words ensure the integrity of considered sacral ethnoconcept.

CHAPTER 5

WORD IN THEMATIC CLUSTERS

5.1. Ukrainian social-political vocabulary in internet-newspapers in 2012–2017

Lexicon is a large and flexible system that constantly modifies under the influence of both its own internal laws and social events. The set of nominations which denote phenomena of social and political life and express worldview and ideological position of a person is called social-political vocabulary.

The linguistic research of the social-political vocabulary is based on two different paradigms: internal (structural) and external (anthropocentric). The structural paradigm involves analysis of lexical set structure, paradigmatic and syntagmatic relations, semantics, frequency of use, and systematic changes. The anthropocentric paradigm puts the emphasis on connections between a language and human activities or social phenomena (cognition, communication, ideology, social stratification, culture, etc.).

Numerous definitions of the social-political vocabulary in the structural studies are ambiguous and sometimes contradictory. It is defined as a part of the general vocabulary that includes nominations of events and concepts from the social and political life [Buriachok 1983; Protchenko 1985; Zagrebelnyi 2013], part of the language lexical system which reflects the features of these sphere of life (Li Yong Hi 2003), structurally heterogeneous macrostructure of units of different origin [Kholiavko 2004; Drozdova 2004], specific lexical-semantic subsystem of a language [Kriuchkova 1989; Kapush 2000; Snisarenko 2012], open system of nominations [Yemchura 2015; Mykhailenko 2009], multidimensional word corpus [Moroz 2005], part of the social sciences terminology [Leichik 1986; Akimova 2013], complex of lexemes and phraseological units which have a common seme [Muradova 1986; Zavarzina 2015].

The anthropocentric approach studies the social-political vocabulary when it intersects with grammar, rhetoric strategies and communicational tactics. As a

vocabulary set it rarely becomes a separate object of investigation. Analyzing the wide array of discourse studies, John Gastil distinguishes five features of political lexicon: general vocabulary, technical words, imprecise words, euphemisms, and loaded words [Gastil 1992, p. 474].

Reflecting the main features of the social-political vocabulary, we define it as an open macrostructure of units of various origins which are heterogeneous in structure, presence/absence of an ideological component and stylistic stratification. They denote the actual concepts of social and political life of a society in the non-specific communication. This chapter analyzes the social-political vocabulary of the Ukrainian language in 2012–2017. Research is based on publications of the Ukrainian internet-newspapers («Ukraiinska Pravda», «Tyzhden», «Ekspres», etc.) in the target period.

Since social-political vocabulary is extremely sensitive to extralingual context, we shall begin with establishing of the external factors that have influenced its development during the analyzed period. The most important one is the social and political events in Ukraine. We distinguish three stages during 2012–2017 and their distinctive features:

1) January 2012 – November 2013 (low interest of citizens and the media in political life, pro-Russian government, political and economic stagnation);

2) December 2013 – February 2014 (social awakening, high level of civic consciousness, Revolution of Dignity, the outstanding role of the social networks and internet-media in the protest movement);

3) March 2014 – December 2018 (hybrid war, especially its informational and military components, multidirectional reforming of the Ukrainian public sector).

Apart from the Ukrainian reality, the social-political vocabulary is influenced by global factors. Some of them have been active since the end of the previous century. Those are:

1) modernization (scientific and technological development, growing influence of information on social life, «third industrialization», urbanization, secularization and development of bureaucratic establishments);

2) emergence of a society of mass consumption with a standardized lifestyle, views, and values;

3) globalization and expansion of boundaries in the economics, politics, and culture [Yemchura 2015, p. 56].

The target period is marked with an advent of a new but incredibly powerful factor. This is a post-truth politics, the approach to reality interpretation when «appeals to emotion are dominant and factual rebuttals or fact checks are ignored on the basis that they are mere assertions» [Suiter 2016, p. 25]. The consequences of the post-truth politics are the decrease of trust to the international organizations, the growing number of the right-wing populists in the world politics, and the radicalization of international conflicts. The structure and functioning of the social-political vocabulary, especially in the media discourse, reflect mentioned processes.

Now we will thoroughly examine active changes in semantics, structure, and functioning of the social-political vocabulary of the Ukrainian language caused by the interaction of extra- and intralingual factors.

The social-political vocabulary is semantically diverse and covers all areas of particular interest for public life. Iryna Kholiavko, having conducted the semantic-functional analysis of the social-political vocabulary of the last decade of the 20th century, distinguished the following core categories of the political discourse: «Society. State», «Politics», «Social classes and stratification», «Law», «Economics», «Morals» [Kholiavko 2004]. However, the thematic structure of socio-political vocabulary is dynamic. The language of the internet-newspapers in 2012–2017 reveals existing of slightly different associative fields that systematize the social and political life: «Society. State», «Politics», «Law», «Economics», «Military». Apparently, two categories («Social classes and stratification» and «Morals») have disappeared. The reason of this process is that after the collapse of the Soviet regime in the 1990s, many phenomena of social structure, ethical concepts, and corresponding vocabulary have been reconsidered and reevaluated. Nowadays, this process has ended, and lexemes of two former core categories belong to the associative field «Society. State».

Analyzing quantitative and qualitative semantic changes in the Ukrainian social-political vocabulary, it is worth to mention that annexation of the Crimea, military conflict in Donbas, and potential intervention in the third time segment of the target period (March 2014 – December 2017) have resulted into the new associative field «Military». The language of the internet-newspapers reflects the activation of the vocabulary from the thematic groups «Military organization» and «War». They do not include the whole military terminology but only the most important lexical units.

For instance, the **thematic group «War»** consists of two lexical-semantic groups (LSG) «Type of conflict» and «Participants» and two thematic subgroups (TS) «Strategy and tactics» and «Warfare».

LSG «Type of conflict» includes units which describe the war, depending on its sphere and method: *гібридна війна, інформаційна війна, громадянська війна, АТО (Антитерористична операція), etc.*

Nominations of people that participate in warfare due to their status and features belong to the **LSG «Participants»**: *учасник бойових дій, військовий, вояк, доброволець, найманець, «кіборг», бойовик, терорист, сепаратист, поранений, полонений, безвісти зниклий, etc.*

TS «Strategy and tactics» combines units with terminological origin in the field of military affairs that are related to the management of forces during the war. In the language of the internet-media, only some nomination groups are distributed:

- 1) placing of forces: *зона бойових дій, лінія розмежування, сіра зона, гаряча точка, фронт, тил, etc.;*
- 2) interactions between enemies outside a combat: *окупація, колабораціонізм, полон, etc.*

TS «Warfare» consists of the common (*обстріл, засідка, атака, диверсія, вогонь, штурм, оборона, etc.*) and proper nominations (*Іловайський котел, бої за Дебальцеве, бої за Донецький аеропорт*).

The content of the steady associative fields is also dynamic. The bright example is the associative field “Politics”. The constant representation of foreign affairs issues in the internet-newspapers allows us to identify a **thematic group «International**

affairs» in the social-political vocabulary of the Ukrainian language. It consists of three thematic subgroups «Subjects of international affairs», «International interaction», and «Global problems of humanity».

TS «Subjects of international affairs» includes:

- 1) names of states: *Україна, США, РФ, Німеччина, Франція, СРСР*, etc.;
- 2) names of international organizations and their departments: *ООН, ЮНЕСКО, Євросоюз, Світовий банк, ОБСЄ, Рада безпеки ООН, Міжнародний комітет Червоного Хреста*, etc.;
- 3) names of quasi-states, terrorist organizations: *ДНР, ЛНР, Новоросія, Республіка Абхазія, Аль-Каїда, ІДІЛ, Талібан*, etc.;
- 4) nominations of diplomatic representatives: *амбасадор, дипломат, дипломатична місія, консул, посол*.

TS «International interaction» consists of the nominations of:

- 1) phenomena and notions of international relations: *війна, блокада, анексія, санкція, агресія, ізоляціонізм, нейтралітет, протекціонізм*, etc.;
- 2) formats of diplomatic meetings: *асамблея, переговори, саміт, форум, Трестороння контактна група, Нормандська четвірка*, etc.;
- 3) diplomatic agreements and other documents: *Будапештський меморандум, Мінські угоди / домовленості / документи, Мінськ-2, Угода про асоціацію з ЄС*, etc.

TS «Global problems of humanity» includes units which denote key issues of international cooperation and possible ways of solving such problems: *глобалізація, екологічна безпека, екологічна криза, міграційна криза, міжнародна безпека, нерозповсюдження ядерної зброї, сталий розвиток, тероризм*, etc.

Addressing the structural dynamics of the socio-political vocabulary of the Ukrainian language in 2012–2017, we observe an intensive process of neologization. Lexical innovations provide a lingual reflection of specific social-political and historical phenomena of extra-linguistic reality. Alla Kapush distinguishes following criteria for identifying innovations: units appear and actively function during the target period; lexemes (or their new meanings) have not been codified in dictionaries

in previous years; new units have special marking in dictionaries during the period of investigation; native speakers note that these units are new [Kapush 2000, p. 7].

The first way of producing socio-political neolexicon is to activate the usage of word-formation resources. In the modern Ukrainian language, there exist following methods of word-formation: morphological, lexical-semantic, and morphological-syntactic. Morphological word-formation combines derivation with the help of affixes, creation of compounds and abbreviations. The social-political vocabulary of the Ukrainian language in 2012–2017 includes all types of morphological neologisms.

Comparing to previous studies of social-political neologisms [Styshov 2003], the productiveness of **prefixation** demonstrates a substantial growth. The prefix **не-** does not have an evaluative component and expresses only a negation of the notion nominated by stem: *недержавний, нелюстрований, ненасильницький, неокупований, непартійний, непублічний, неурядовий*. The stylistic neutrality of neologisms helps them to enter the terminology of social sciences, for instance, *неурядова організація, ненасильницький спротив*.

On the contrary, the prefix **анти-** that expresses rejection and resistance has an evaluative seme. Thus, it is productive in formation nouns and adjectives that belong to the thematic group «Ideology»: *антиглобаліст, антикомсомолец, антикорупція, Антимайдан, антицінності; антидискримінаційний, антиолігархічний, антиросійський, антисистемний, антитерористичний, антитруханівський, антиукраїнський, антиурядовий*. In the analyzed period, the pair of prefixes **до-** and **пост-** carries a temporal meaning. Their derivatives either form antonymic relations (*домайданівський – постмайданівський, домайданний – постмайданний, довиборчий – поствиборчий*) or stay without the paradigm (*пострадянський*). Both prefixes also obtain homonymic meanings: added to verb stems, **до-** means repetition or intensification of action: *докапіталізувати*.

The Ukrainian prefix **пост-** has adopted a new meaning from English: “a period or phenomenon when the notion expressed with the stem loses its essence, features or actuality” (*постдемократія, постімперіалізм, постполітика, постправда*).

During 2012–2017, the prefix *євро-* has resulted in numerous derivatives: *євронезона, євроінтегратор, євроінтеграція, Євромайдан, єврооптиміст, євроскептик, євроскептицизм*.

The new prefix *e-* has emerged in the Ukrainian language as a result of calques of English words *e-mail, e-learning, e-service* in the language of internet-newspapers. In 2008, Yevheniia Karpilovska observed only three units derived with its help and defined *e-* as an abbreviation of an adjective *електронний* [Karpilovska 2008, p. 154]. In 2012–2017, because of expanding informational technologies, some processes of social and politic life convert into digital format, so the prefix *e-* has become highly productive: *e-вибори, e-голосування, e-декларування, e-здоров'я (e-медицина), e-комерція, e-навчання, e-податки, e-тендер, e-урядування* тощо. Most of these words have synonymic word combinations with *електронний* in the internet-media: *За його словами, законодавча норма про перевірку e-декларації протягом 90 днів була вилучена як нереалістична, і на даний момент членам агентства не потрібно терміново перевіряти всі декларації* (expres.ua, 12.11.2016); *Для участі в електронному голосуванні виборець повинен скористатися спеціальною ідентифікаційною картою (ID-картою), яка є документом, що посвідчує особу, нарівні з паспортом* (unian.ua, 26.09.2013). However, some neologisms do not demonstrate such synonymic phrases – e.g., *e-здоров'я, e-податки, e-декларант*. It allows assuming that the abbreviation *e-* has transformed into prefix: *Генпрокуратура вперше передала до суду справу e-декларанта* (umoloda.kiev.ua, 08.02.2017).

Prefix *де-* with meaning «to deprive of something or cancel an action nominated by original verb» or «to carry out an action opposite to the original one» also form social-political neologisms: *декомунізувати, деолігархізувати, деполітизувати, децентралізувати*. These verbs become a base for derivation of nouns which nominate different courses in the state policy. The only registered exception is a noun *дегуманітаризація* formed from the noun *гуманітаризація*. The unit *дегуманітаризувати* is potentially possible in the system of the Ukrainian language but it has not been observed in the language of internet-media.

The prefixes *псевдо-* and *квазі-* that mean «false» or «faked» are less frequent: *псевдовибори*, *псевдожурналіст*, *псевдореферендум*, *квазідержавна*, *квазіполітичний*. We have also detected rare examples of neologisms with prefixes *він-*, *гіпер-*, *топ-*, *супер-* that express the higher level of the feature or action: *ВІП-агітатор*, *гіпергероїзація*, *топ-активіст*, *супербанк*, *супердержбанк*.

Few social-political lexemes are formed with the help of prefixes *мікро-* (*мікрокредитування*), *онлайн-* (*онлайн-петиція*), *пере-* (*переорієнтувати*), *пра-* (*пратітушки*) and *ре-* (*реінвестиція*).

Whereas a large part of the productive prefixes in social-political neolexicon has come from other languages, the most productive suffixes of the social-political vocabulary are the original Ukrainian formants. **Suffixation** often leads to transferring a word to different part of speech. It results in new nouns, adjectives, verbs and adverbs.

Nouns make up the largest layer of social-political suffixal derivatives. Among the suffixes that form nominations of people, the absolute productive leaders are *-ець* and *-івець* because such neologisms characterize a person by their party affiliation: *ляшківець*, *опоблоківець*, *порошенківець*, *тимошенківець*, *ударівець*; participation in the protest: *автомайданівець*, *майданівець*; place of work: *беркутівець*, *омонівець*; ideological views: *бандерівець*, and parameters: *самовисуванець*.

Suffix *-ник* names an agent of an action. It formed the social-political units *мітингувальник*, *переговірник/переговорник*.

Some of the neologisms were formed with the help the suffixes *-изм/-ізм* and *-ист/-іст* which are traditionally used to denote certain ideological concepts and their representatives respectively: *рашист*, *рашизм*, *мультикультуралізм*, *путінізм*. Due to the relative neutrality of affixes, the expressiveness of new lexemes is provided with using of stylistically marked stems.

In the language of internet-media, we observed active functioning of evaluative nominations of supporters or opponents of certain worldview, formed with the suffixes *-філ*: *єлизаветофіл*, *зрадофіл*, *путінофіл*; and *-фоб*: *ісламофоб*, *українофоб*.

The general tendency to intellectualization of the Ukrainian literary language emphasized by the authors of the monograph «Dynamic processes in the modern Ukrainian lexicon» [DPSUL, p. 3] has also influenced the social-political vocabulary. It causes an increasing of derived **abstract nouns**. They are formed from nouns with the suffixes: **-ств(о)** (*зрадофільство, казнокрадство, кнопкодавство*), **-фобі(я)** (*бандерофобія, українофобія*), **-краті(я)** (*путінократія*), **-ин(а)** («*Кісельовщина*»). The suffix **-ість** help to derive abstract nouns from the adjectives: *елітарність, європейськість, непублічність*. In the social-political vocabulary, two productive suffixes form nouns by adding to verb stems: **-аці(я)**: *декомунізація, децентралізація, шустеризація*; **-нн(я)**: *агресування, санкціонування, тітушкування*.

Some social-political neologisms are formed with the unusual suffixes for this part of vocabulary: **-н(я)** (affix that derive collective nouns) – *тітушня*; **-ик** (diminutive suffix, here in ironic meaning of disrespect) – *фашик*; **-к(а)** (name for spelling standard as in *кулішівка, драгоманівка*, here with irony): *азірівка*.

The new social-political **adjectives** in the internet-newspapers are derived with a few suffixes: **-ськ(ий)** – *вишиватницький, грантоїдський, ісламофобський*; **-ійн(ий)** – *дерегуляційний, санкційний*; **-ичн(ий)** – *аферистичний, єврооптимістичний, технократичний*; **-н(ий)** – *шароварний*; **-ов(ий)** – *фейковий*.

New verbs in the social-political life are rare. They are formed with the productive suffixes **-ува(ти)**: *легітимізувати, тітушкувати, фашизувати*; **-и(ти)**: *волонтерити*; or with the combination of a suffix and a postfix **-ува(ти)ся**: *тушкуватися*.

We also found one neologism-**adverb** which is formed by adding the suffix **-и** to the adjective: *антипутінськи*.

Other forms of affixation (prefixation-suffixation, back formation, etc.) are non-productive in the socio-political vocabulary of the Ukrainian language.

Compounds are actively formed both from non-derived stems (*Автомайдан, жлобостайл, порохобот*), non-derived + derived ones (*афробандерівець*) or

isolated syntagmas (*ура-патріот, роуд-шоу, театр-крематорій, ура-підтримка*). Also there are examples of derived compounds (*грантожер, казнокрад, конпкодав, ленінопад*) and abbreviation (*АТО ← Антитерористична операція, НАБУ ← Національне антикорупційне бюро України, НАЗК ← Національне агентство з питань запобігання корупції, держзрада ← державна зрада, енергонезалежність ← енергетична незалежність, Нацрада реформ ← Національна рада реформ, центробанк ← центральний банк, інформатака ← інформаційна атака*).

Blending which is quite rare for the Ukrainian language has resulted into almost dozen new socio-political nominations. It is a method of merging parts of words which simultaneously emerge in the speaker's consciousness when there is a need to denote some notion or situation into a new word. The associative nature of blending causes the peculiar expression and stylistic connotation of neologisms. Thus, we observe activation of previously non-productive mean of word-formation:

Бандюкович ← бандит + Янукович;

бикоко ← бик + рококо;

вишиватник ← вишиванка + вата;

Донбабве ← Донецьк + Зімбабве;

Луганда ← Луганськ + Уганда;

майдаун ← майдан + даун;

олігархономіка ← олігархія + економіка;

Путлер ← Путін + Гітлер;

фашизоїдний ← фашистський + шизоїдний.

Contraction (*безпілотник ← безпілотний (літальний апарат) + ник; безвіз ← безвізовий (режим) + ∅*) is less productive in analyzed period.

Lexical-semantic method of word-formation is influenced by tendencies of the modern Ukrainian literary language development which have been defined by Svitlana Bybyk: 1) the rise of the syntactic connectivity of words; 2) the adoption of metaphorical derivatives into meaning structure as lexical-semantic variants

(hereinafter LSV); 3) increasing the level of expressive potential of lexical units [LNMP 2013, p. 75].

According to Lyubov Struhanets, the difficulties in research of semantic neologisms are caused by semantic ambiguity: whether a new meaning is completely formed or it is just a case of widening lexical and syntactic connectivity of a word [Struhanets 2002, p. 180]. So, the analysis of neosemants is impossible without consideration of new syntagmatic connections in the lexical system.

For instance, we observe an extreme syntagmatic connections widening of the lexeme *сотня*: nominations of structural components of Maidan (*львівська сотня, рогатинська сотня, вінницька сотня, сокальська сотня, гуцульська сотня, бойківська сотня, медична сотня, жіноча сотня, козацька сотня, республіканська сотня*), names of informal civic unions (*мистецька сотня, банківська сотня, канцелярська сотня, тилова сотня*), *Небесна сотня*, ironic *диванна сотня, фейсбучна сотня*, etc.

Semantic changes are manifested not only in syntagmatic but also in paradigmatic links between lexical units. Neosemants have become synonyms (*сепаратист, бойовик, терорист*) and antonyms (*зрада – перемога*). The last opposition is interesting due to the fact that the units have emerged from hashtags (specially designed keywords for search in social networks) and are often used with the symbol #. These unique lexemes-markers respectively contain semes «disapproval» and «approval» and realize their axiological potential when the speaker evaluates actions of the government, non-governmental organizations or average citizens. In the internet-newspapers, they provide the emotionality of a title: *Україна у 2016. Головні перемоги і зради* (tyzhden.ua, 26.02.2016); *Е-декларації: чия #перемога?* (pravda.com.ua, 17.03.2016). The functioning of these lexemes confirms morphological heterogeneity: existing of the nouns *зрада* і *перемога* and their conversion into interjection. In the first case, they have nominative function and refer to certain person's action or set of actions and evaluate it: *Екологічна зрада чи корупція «по-європейськи»?* (pravda.com.ua, 18.11.2016); *Однак знову повернімося до питання: чи можна назвати таке падіння #зрадою?*

(pravda.com.ua, 30.09.2015). Belonging these lexemes to content word is also proved with derived adjectives *зрадний – переможний*: *Голосування триватиме до 30 грудня, у підсумку ми дізнаємось, чи **зрадним**, чи **переможним** був для української столиці 2016 рік* (hmarochos.kiev.ua, 28.11.2016). Otherwise, the hashtags demonstrates no conjugation, express emotion and evaluation without nominative function – all this features are main characteristics of interjection: *За лаштунками тотальної **#перемога** у фейсбуці й торжества «громадянського суспільства» – інтриги, боротьба за державницькі позиції та страх відмовитися від амбіцій заради євроінтеграції* (pravda.com.ua, 18.03.2016); *Там розумієш, що ми живемо між власними **#зрада** та **#перемога**, а решта світу знаходиться в іншому вимірі* (mrpl.city, 28.01.2017). The paradigmatic connections between the pair *зрада – перемога* and interjection *ганьба* indicate that the three tokens are used with irony when commenting or spreading absurd news in social networks.

Morphological-syntactic method of word-formation, or conversion, is creation of a new word by transition of an existing word into another part of speech. In 2012–2017, the socio-political vocabulary of the Ukrainian language contains only two neologisms *майданутий* and *легітимний*, formed by the model Agj. → N.

The socio-political vocabulary is filled up not only with internal word-forming resources, but also through contact with other languages. During the analyzed period, we recorded more than 50 loan units of socio-political nature in the language of internet-publications. They are particularly interesting in regards to the socio-normative aspect, since they often have variants and require coordination with the norms of the Ukrainian literary language.

The increase in the number of transcribed borrowings is caused by English as the language of international communication – and the largest donor of foreign lexemes. The English language has a historical spelling, thus there is a gap between the spelling and the pronunciation. As a result, transcription into Cyrillic alphabet becomes more concentrated on pronunciation. For instance, eng. *crowdfunding* – *краудфандинг*, *establishment* – *істеблішмент*, *fakewriter* – *фейкрайтер*.

The prominent part of loanwords from English is related to the development of information technologies and social networks which have a direct impact on social and political life. As follows, the language of internet-newspapers during Euromaidan absorbed lexemes *streamer, hashtag, fake, fake information*, etc. The subsequent start of the hybrid war led to the borrowing of nominations that denote notions of negative activity in the virtual space (*хактивізм, троль, тролінг, фейкرایтер*, etc.) and importance of diplomatic activity in social networks (*твіттер-дипломатія, твіпломат, фейсбук-дипломат*): *Фахівці зазначають, що Майдан активізував небачений рівень тролінгу на українських сайтах* (tyzhden.ua, 14.04.2014); *У краіних традиціях суворої епохи «Твіттер»-дипломатії президент Дональд Трамп завдав нищівного удару по обережно вибудованому картковому будиночку близькосхідної політики* (unian.ua, 07.06.2017).

On the formal level, the socio-political vocabulary is made up of not only single lexemes but also multicomponent collocations. The examples of the productive three-component models are the following:

«adjective + adjective + noun»: *тристороння контактна група*;

«adverb + participle + noun»: *тимчасово окупована територія, внутрішньо переміщена особа*;

«noun + noun + noun»: *режим припинення вогню*;

«noun + noun + (preposition) + noun»: *війна всіх проти всіх*;

«noun + adjective + noun»: *пшонка головного мозку*.

Sometimes, the components of the socio-political multicomponent nominations are used in metaphorical meaning. When it is the case, the integral seme in the word semantic structure is replaced by the differential or potential seme (*податкова гавань, урядовий легіонер, велика Україна*, etc.).

Functioning of the socio-political lexicon in the internet-publications is also influenced by following tendencies: units expressiveness, speech democratization, and mixig codes in discourse.

The tendency towards expressiveness of linguistic forms in the socio-political vocabulary is caused by the significant number of units with the ideological

component. For example, the thematic field «Direct subjects of politics» consists of few stylistically neutral and numerous expressive nominations of governmental structures representatives. There are one-component (*кнопкодав, кнопкодав-рецидивіст, ставленик, соратник, олігарх, тушка, функціонер*, collective jargon *рішали*, etc) and two-component units (*новоспечений нардеп, одіозний нардеп, наймит парламентаризму*).

In the post-truth era, when the recipient's emotional reaction to information, rather than pure facts, matters, the media often work as a propagandist. Pop-culture becomes an important source of the expressiveness in socio-political discourse.

We have found two pop-culture products which have affected functioning of the socio-political vocabulary. The first one is J. R. R. Tolkien's book «The Lord of the Rings» and the films with the same name. Toponym Mordor – the name of the dark country ruled by the main antagonist [Manakhov 2014, p. 160] – has been regularly used to denote Russia: *От і посольства, чітко асоціюючи нас із передпокоєм до Мордору, вважають за необхідне давати відмови певному відсотку українців, які прагнуть побачити світ* (tyzhden.ua, 01.05.2013); *Тож не варто забувати, що через спільний візовий простір Білорусь стає, принаймні формально, територією Мордору, де затримати і посадити можуть кого завгодно і за що завгодно, не кажучи вже про тих, в кого відповідне «забарвлення»* (tyzhden.ua, 14.02.2017). Users in social media use other allusions to «The Lord of the Rings»: *Україна – це як «Перстень влади», як тільки потрапляє в руки ти втрачаєш розум* (twitter.com, @imgsh, 07.03.2017).

In recent years, a series of epic fantasy novels «A Song of Ice and Fire» has become extraordinary popular worldwide and Ukraine as well as a TV-show «Game of Thrones». Their main theme is the struggle for power, it makes the artistic world an excellent material for the stylistic enrichment of political discourse. For example, the motto of the Starks' family «Winter is coming» which hints at the approach of a terrible disaster in the book is used in the headlines of the online media when it comes to a possible political crisis: *Зима близько: Об'єднаному Королівству Великобританії і Північної Ірландії загрожує розпад* (expres.ua, 21.10.2016);

Зима близько. Що далі? Вибуховий потенціал нагромаджується і в Україні, і назовні. (dt.ua, 01.12.2017). Moreover, users of the social networks involve other phenomena of fantasy world: *Як можна звільняти **Вінтерфел**, поки Ахметов не сидить?* (twitter.com, @U_A_Geek, 03.06.2016); *ніч темна і повна українців* (twitter.com, @yuridm, 07.09.2017), etc.

As we see, the influence of pop-culture on the socio-political discourse requires a more detailed study of the material of internet-communication in social networks, because the media, targeting different age categories, use the concepts that are understandable only to young people rather cautiously.

The tendency towards expressiveness of language units partly resonates with the speech democratization in society. O. Taranenko characterizes this phenomenon as a blurring of stylistic and stylistic constraints, increasing variability of language units and word usage in general, loosening of language and literary norms, and massive and uncontrolled flow of stylistically lowered vocabulary [Taranenko 2002, p. 34].

Democratization of modern media discourse creates good conditions for approaching literary and non-literary elements. New negatively connoted LSVs of commonly used lexemes come from slang and jargon (*совок, бабки, рішали, дерибан, договірняк, віджати, відшити, злити, кинути, педалювати, шити*). In most cases, the jargon verbs with sememe «unfaithful / criminal action» distribute their expressive force to the whole context because of the stylistic determination: *Чи не «кине» вже згаданий Віталій Ковальчук співробітників виборчих штабів, агітаторів, спостерігачів і членів виборчих комісій, які працюють на кампанію Порошенка, так само, як він зробив це в партії «УДАР» у 2012 році?* (pravda.com.ua, 11.05.2014); *«Договорняк», про який так довго й безрезультатно кричали притомні громадяни, проявився в усій красі — і не відмиєшся* (tyzhden.ua, 29.10.2015). The constellation is another stylistic instrument when slang words are mixed with bookish lexemes in one sentence: *Усе це радше тимчасовий блеф, потрібний, аби розвести на бабки добродушних спонсорів, упевнених, що Україна таки спроможна стати останнім бастіоном на шляху кремлівської орди, а ще хоче й може змінитися, влитись у родину європейських*

народів і засяяти еталоном демократії та храмом торжества закону (tyzhden.ua, 29.10.2015). Furthermore, the irony is produced by using slang and jargon in puns: *Як вимести «совок» зі столичних ЖЕКів?* (pravda.com.ua, 27.04.2015).

Mixing codes in discourse – switching of codes, interlingual interference resulted from direct and indirect speech contacts – leads to the functioning of a large number of non-modified foreign units in the text. Borys Azhniuk suggests a term «marginal bilingualism» for this tendency [Azhniuk 2008, с. 190]. For instance, it may be English *too big to fail* (*З іншого боку – вирішивши проблему too big to fail банку (надто великого, щоб збанкрутувати), ми вочевидь отримали проблему too big to sell (надто великого, щоб бути проданим)*) (pravda.com.ua, 28.12.2016)), or German *Realpolitik* (*Говорила про дотримання принципів і реальну оцінку ситуації там, де її німецькі та європейські колеги починали дискусію в дусі Realpolitik*) (tyzhden.ua, 01.07.2016)).

They may have additional stylistic connotations. For example, *homo sovieticus*, a changed form of Latin term *homo sapiens*, becomes an ironic nomination for people with Soviet mentality: *Є усталена думка, що 20 років – це замало, аби мозок homo sovieticus зміг переформатуватися в мозок людини вільної, Мойсей, мовляв, аж 40 літ водив свій народ пустелею* (tyzhden.ua, 14.01.2013).

Including into the text deliberate calques from the Russian language with full or partial preservation of the features of its sound form is another source of the emergence of new words with a negative connotation [Kots 2010, p. 124]. It helps to devalue and express a critical attitude towards the ideologues actively promoted by the Russian government such as units *русская весна, русский мір, кримнаш*, etc. Ukrainian journalists use when they report speech of terrorists, speaking of those involved in the DPR and LPR, or metaphorically: *Але якщо Україна буде налаштована проросійськи, з розумінням, що ми – брати, єдина родина, це і є російській мір, тоді це можливо* (pravda.com.ua, 17.05.2017).

To sum up, the socio-political vocabulary of the Ukrainian literary language demands the continuous attention of the scholars, especially in the codification and

normalization. Further research should analyze functioning of this lexical set in the language of fiction and sociolinguistic parameters of evaluative socio-political units.

5.2. Football vocabulary of the Ukrainian language on the beginning of 21st century

At the beginning of the 21st century football vocabulary is actively functioning in Ukrainian literary language that is related to football as a multifaceted socio-cultural phenomenon: sport, business and means of political influence, game and mass spectacle.

The interest of linguists in language of football has increased in recent decades due to study of various areas of language activity of society. Despite researchers' attention to the theoretical and practical issues of sports terminology, in Ukrainian linguistics there is still not system analysis of football vocabulary. The relevance of the research leads to the following factors: a) the growing popularity of football as a sport; b) increasing the number of participants in football communication, deterministic operation of sports channels on TV, regular broadcasting of football matches, the opening of sports (including football) portals, discussion about the problems of football in chat rooms and forums on the Internet; c) necessity for a comprehensive description of the football lexicon, representing the segment of Ukrainian language picture of the world; d) requirements of regimentation and codification of football vocabulary; e) the development of electronic glossaries, creation of electronic thesauri, development of corpus linguistics; f) necessity of preparing materials for systematic improvement of language culture of journalists who broadcast football programs or matches.

The fundamental in studying semantic-structural and functional parameters of the football vocabulary of Ukrainian literary language of 21st century are studios of Ukrainian and foreign linguists in which determined sports language (M. Panochko, B. Zilbert, O. Borowska, M. Martyniuk, T. Yeshchenko, L. Karpets, I. Sushynska, Y. Vokalchuk, O. Malysheva); the peculiarities of football vocabulary are clarified

(P. Melnyk, O. Rylov, S. Bohuslavskyy, M. Dubyak, R. Koval, I. Protsyk, O. Lavrynenko, V. Maxymchuk).

Football vocabulary is a nomination of objects and concepts from the field of football, that operating in professional and unprofessional language. The professional language serves as the special kind of activity. Professional language is also called as a *tehnolekt*, working language, especially branch language, professional language, professional dialect, a special language, sublanguages, language for special purposes [Kyiak 2007]. The concept of «Language for Special Purposes», as dominant in English literature, used to indicate the professional sphere. K. Averbukh said that this special purpose «more than any other area of communication aimed at effective and adequate transfer of information» [Averbukh 2013, p. 50].

At the present stage of development of linguistics there is no consensus of thoughts of Ukrainian and foreign scholars about the status of language for special purposes. L. Pivnova in the article «Language for special purposes as an object of linguistic studies» made an attempt to systematize the views of scientists. On the basis of analysis notes that: 1) the basic unit of language for special purposes is a term; 2) language for special purposes is a functional kind of national language; 3) it has a common features with the lexicon of literary language and includes special terminological and terminologized units; 4) it is more internationalized than the general vocabulary; 5) it is characterized by the transfer of special knowledge by the most economical means of expression due to automation and codification; 6) it serves the needs of highly organized and optimized professional communication; 7) the composition of language for special purposes includes not only terms, *nomens*, but also professionalisms and jargons that makes it possible to recreate a complete picture of the formation of a system of concepts considering language and extra-language factors of influence [Pivnova 2014, p. 123].

Taxonomy of nominative units in language for special purposes is quite branched. In the language for special purposes, that represents the football sphere, vocabulary qualify as special vocabulary of football (professional vocabulary of football) and distribute to the taxonomic rank in such way: 1) the terms of football

field, 2) extrabranсh terminological units, 3) terminologized common lexical units, 4) nomenclature, 5) professional words, professional jargon. Football vocabulary, unlike to football terminology has wider sphere of functioning. Football vocabulary is functioning also in the non-special sphere: in fiction, media, spoken language. Each of these segments will be considered.

1. In literary languages branch terms form system in which the level of organization of units is much higher than in the vocabulary of common literature language. In the interpretation of V. Leichyk, term is a word or combination of words denoting the concept of special areas of communication in science, industry, technology, art or in a particular area of expertise and human activity that is a unit of language for special purpose [Leichik 2009]. O. Selivanova outlined the main requirements of the term, such as: system, that regards to the conceptual content, verbal expression and consistency between content and form; availability of classification of definitions (interpretation, based on the key hyperons and the species specificity); conciseness, relevance to the signified concept, specification and uniqueness within the terminological system, transparency of internal form; stylistic neutrality; involvement in the corresponding system of concepts of specific area; compliance to the language norms that prevents to appearance of professional jargon; accuracy and briefness; derivative capacity; invariance as a lack of variants and synonyms; highly informative [Selivanova 2010, p. 736–737]. The list provides the ideal requirements for the term. Usually there are many deviations from these requirements in modern language practice. For example, the analysis of football terminology confirms that polytokens terms are frequent than monotokens: *вихід воротаря за межі карного майданчика, здобути місце у фінальний раунд турніру; гравець, що виходить на заміну; команда, що очолює турнірну таблицю*. Also noticed variance in football terminology: *футбольний зал – футбольна зал* and synonyms: *рефері – суддя, голкіпер – воротар, хавбек – півзахисник*.

Special terminological units on football thematic related to the degree of specialization of their meaning are different, and therefore they can be divided into

three groups: common-sports terms, interdisciplinary sports terms and the actual football terms. Common-sports terms used in almost all branches of sport, such as: *змагання, перемога, поразка*. Within certain terminology such lexical units can specify its value: *футбольні змагання, футбольна перемога, футбольна поразка*. Interdisciplinary sports terms function in several fields of sport: *гра, м'яч, ворота*. Actually football terms unique to the football branch: *вінгер, латераль, офсайд*.

2. Extra-branch general scientific terminological units consisting of the football terminology demonstrate redeployment of vocabulary of literary language on stylistic scale. The reterminologization is occurred – the process of transfer of finished terms from one sector to another with full or partial rethinking. Formation of extrabranсh terminology is associated with appeal to different fields: military (*атака, дивізіон, захист*); production (*стандарт, техніка, штанга*), economic (*бюджет, менеджмент, трансфер*), social and political (*арбітр, протест, суддя*), drama (*амплуа, дебют, дублер*) and others.

3. Terminologized common lexical units are commonly used tokens which are used to describe terminological concepts. Transfer from the common lexicon to terminological one occurs in two directions: development of secondary terminological meanings in the ordinary lexical units and using common words in complex terms. Development of terminological meanings related to the football branch, on the basis of known words demonstrates the following lexical units: *біг, відпочинок, ворота, глядач, жест, коментатор, лідер, майстерність, медаль, міжсезоння, перевага, підйом, помилка, трибуна, учасник*. In the process of terminologization activated the sound shell of the words or word-combination that already exists in the speech to mark new object or phenomenon for special communication. There is an active process of formation of the football vocabulary in the direction of common words in complex terms, namely: *газон – футбольний газон, група – група турніру, опіка – персональна опіка, перехоплення – перехоплення м'яча, першість – першість із футболу, поле – футбольне поле*.

In football vocabulary operating branсhed numbers of term-units with reference common word, for example: *крило – ліве крило, праве крило; кут – ближній кут*

воріт, дальній кут воріт, верхній кут воріт, нижній кут воріт, закритий кут воріт, зменшити кут обстрілу, кут удару, кут поля; лінія – лінія атаки, лінія воріт, лінія воротарського майданчика, лінія захисту, лінія карного майданчика, лінія нападу, лінія поза грою, лінія середини поля, лінія фотографів. The term differs significantly from common words, on which it arose. But while there is a semantic bridge between the general and terminological meanings of token, we can talk about its polysemy.

4. The special football vocabulary includes branched nomenclature. In the study, nomenclature is understood as a set of names (nomina) of objects of football as a separate branch of sport. It is based on the main features of nominae, selected by Z. Komarova, such as: 1) coordination of concepts through time; 2) belonging to the proper names or intermediate position between the terms and proper names; 3) belonging to the simplest system that presents a list of similar concepts or objects that are on the same level of abstraction; 4) functioning as a low-level of special vocabulary because to understand them without comparison with other terminological units is impossible [Komarova 1991, p. 9].

Football nomenclature mainly consists of nomina of football clubs (FC) and the names of players that belong to these associations. The following models is determined: «the name of FC ← oykonim» (FC «Ternopil»), «the name of FC ← hydronim» (FC «Vorskla», FC «Desna»), «the name of FC ← oronim» (FC «Karpaty», FC «Hoverla»), «the name of FC ← horonim» (FC «Bukovyna», FC «Volyn»), «the name of FC ← ergonim» (FC «Zorya», FC «Obolon-Brovar») and others.

5. Another segment is a composition of the vocabulary of language for special purposes nominate professionalisms as a professional jargon. Sometimes researchers identified these concepts. O. Selivanova separates them: «Unlike the term, which is the official, accepted in the relevant sphere, professionalism is a semi-professional word that is not strict, scientific notation of a notion, that means that terms and professionalisms differ by opposing standards and Usage. Professional jargon words differ from terms by stylistic mark» [Selivanova 2010, p. 737]. The term

«professional jargon» is used to denote figurative-expressive laconic words and expressions that have a neutral counterparts and operate in oral language of members of a profession or occupation with the common interests or preference to social and professional community.

Football professional words often have official status (normative character) because they are used by commentators and journalists during football matches. Professional words are used for the language economy: *основа* «основний склад команди», *дев'ятка* «верхній кут воріт, внутрішня частина воріт між стійкою і поперечкою».

According to our observations, in modern football communication professional jargons (slangs) are more used than professional words. The largest group is the nicknames of Ukrainian and foreign players of FC, formed on the basis of metaphorical transfer according to standard lexical-semantic models: 1) «name of players ← colour of sport uniform of FC» (*біло-сині* ← FC «Динамо» (Kyiv, Ukraine), *білі* ← FC «Real» (Madrid, Spain), 2) «name of players ← emblem of FC» (*леви* ← FC «Карпати» (Lviv, Ukraine), *ластівки* ← FC «Brescia» (Brescia, Italy); 3) «name of players ← characteristic features of location of FC» (*каштанчики* ← FC «Arsenal» (Kyiv, Ukraine), *фармацевти* ← FC «Bayern», because a lot of pharmaceutical corporations located in this city Leverkusen, Germany).

Belonging of lexical unit to the football lexicon defines its conceptual content, and semantic stratification of football vocabulary considers paradigmatic connections of hyper-hyponymy, synonyms, antonymy.

Hyper-hyponymy causes hierarchical nature of the internal structure of the football vocabulary. Two types of hyper-hyponymy groups are revealed: 1) in the form of a «tree» where each next component consistently branching their relations by mutual sema (*футболіст* за стилем гри: *швидкий, жорсткий, творчий, чіпкий, активний, технічний, коректний, самобутній, небезпечний*; *футболіст* за амплу: *капітан, асистент, плеймейкер, розігрував, руйнівник, голеодор, запасний*; *футболіст* за позицією на полі: *нападник, вінгер, півзахисник,*

захисник, хавбек, форвард, воротар, стопер, опорник; футболісти за належністю до команди: господарі, гості, ветерани, суперники, олімпійці, юніори, кадети, юнаки, дублери); 2) in the form of a «Christmas tree» when the genus-species relationship formed simultaneously on several grounds (гол забитий – незабитий, очікуваний – несподіваний, елегантний – незграбний, заслужений – випадковий, переможний – непереможний, зарахований – незарахований, вирішальний – невирішальний).

Branched synonymous relationship is noticed in football vocabulary. We consider such types of synonyms: one-word doublets terms (*голкіпер – воротар, рефері – суддя, пенальті – одинадцятиметровий*), terms-syntactic synonyms (*захисна тактика – тактика гри від захисту, кутовий удар – удар з кута поля, передача верхом – верховий пас*), definitional synonyms (*навіс – довга верхова передача, яка направлена до воріт суперника; «свічка» – сильний удар вгору; «сухий лист» – гол обвідним ударом, переважно з кутової позначки*), stylistic synonyms (*пропустити м'яч поміж ніг – пропустити «щура», удар внутрішньою стороною стопи – удар «щічкою», удар у верхній кут – удар у «дев'ятку»*).

Absolute synonyms (completely identical in semantics, emotional coloring, compatibility) are not frequent. Partial synonyms are dominated over other types of synonyms. Synonymous palette of Ukrainian football vocabulary tends to metaphorized tokens: *перемагати – знищувати, сильний удар – гарматний постріл, точний удар – більярдний удар*.

Antonymy helps to nominate opposite concepts of semantic content in football lexicon which gives possibility to deduce associative connections of terminological unit. Antonyms in the football lexicon represent the spirit of opposition in the sport: *атакувати – захищатися, забити – пропустити*. In the analyzed vocabulary corpus there is semantic opposition based on different types of relationships:

a) semantic – gradual antonyms (*виграна гра / гра на нічию / програна гра; мінімальний рахунок / нічийний рахунок / розгромний рахунок*), complementary antonyms (*вирішальний гол / невирішальний гол, забитий гол / незабитий гол,*

вища ліга / нижча ліга), vector antonyms (*атака / захист, віддавати передачу / отримувати передачу, удар по воротах / удар від воріт*), coordinate antonyms (*верхній кут / нижній кут, правий фланг / лівий фланг, перша хвилина / остання хвилина*);

b) formal structure – antonyms with different roots (*активний офсайд / пасивний офсайд, ближня стійка / дальня стійка, підхопити м'яч / втратити м'яч*) and antonyms with the same root (*футбол / антифутбол, виграти / програти, заблокований удар / незаблокований удар*);

c) stylistic – general language antonyms (*атакувати / захищатися, вигравати / програвати, влучати / промахуватися*) and contextual one (*грати персонально / грати зонально, грати чисто / грати грубо, комбінаційний гол / спонтанний гол*).

Multicomponent model of football vocabulary created at the result of analysed lingual facts and presenting hierarchical football as a polycomponent social phenomenon. Basic thematic groups are selected: «organization of the game», «providing of the game», «the participants of the game», «process of the game». The content model combines 4 thematic groups, 16 lexical-semantic groups, 37 semantic subgroups and 2 semantic microgroups. In semantic sets football vocabulary is distributed by structural and semantic principle.

Three types of formal and structural football nominations available in the football vocabulary: words created by typical Ukrainian language word building models, analytical terms and foreign-language borrowings. Semantic derivation and suffixes are the most productive ways of creating singular football terms, nomenclature, professionalism, professional jargon; to less common ways is classified word building, word formation, prefixal, suffixal ways; abbreviations, morphological and syntactic ways are unproductive.

Analytical derivation is the dominant way to replenish the football vocabulary. Terms-phrases dominates (more than 75%) on one-word terms, are represented by specifying additional characteristics, motivated by concepts. Binomial and trinomial constructions of different models are frequent, for example: *атакувальний футбол*,

капітан команди, гол головою, пресингувати суперника, бити «парашутом»; ближня стійка воріт, нереалізований гольовий момент, тактична схема гри, упасти в карному майданчику, віддавати передачу верхом. Long-established terms are dominated, but syntagmatic football vocabulary related to the beginning of 21 century constantly expands with new keywords related to the football field, such as: *футбольний сайт, футбольний симулятор, футбольний фристайлер, футбольний чіп.*

The structure of foreign borrowings is common sport terms and proper football nomination, originating in the following languages: English (*бутси, голкіпер, пенальті*), French (*дублер, ліга, чемпіонат*), German (*бомбардир, дискваліфікація, штанга*), Italian (*катеначо, ліберо, фінт*), Greek (*стадіон, тактика, техніка*) and others. Anglicisms are the most frequent.

Foreign football vocabulary is entering Ukrainian literary language through in such ways: a) transcoding: *offside* – *офсайд*, *playmaker* – *плеймейкер*, *provocation* – *провокація*; b) tracing: *central forward* – *центрфорвард*, *football league* – *футбольна ліга*, *quarterfinal* – *чвертьфінал*; c) transmitting a descriptive value: *equalizer* – *гол, який зрівнює рахунок*; *substitute* – *гравець, який виходить на заміну*.

There are new loans like: *вінгер* (Eng. *winger*), *латераль* (Eng. *lateral*). Due to the widespread use of Anglicisms in the language of football cultural language problem are associated with necessity to find their Ukrainian counterparts.

Football vocabulary also actively functioning in non-special contexts – in the media, fiction, spoken language. In non-technical branch terms are determinologized. Such lexical items refer only to the category of football vocabulary. In the literature football vocabulary is mostly used with special meaning: *футбол – це життя* [Bondar 2011, p. 33], *футбол – це більше, ніж гра* [Bondar 2011, p. 33].

In spoken language and in language of the media formed a new meaning of football vocabulary, it does not only change its stylistic status, but also modifies the semantic content. There stylistic and semantic integration processes occur. For

example: *отримати жовту картку* «отримати попередження за певне порушення, невиконану справу»; *опинитися в офсайді* «опинитися поза справами»; *потрапити у дев'ятку* «вдало виконати справу, влучно висловитися». Football vocabulary, unlike football terminology has much wider sphere of functioning.

The system names of objects and concepts of football as a popular sport are formed and constantly changing under the new conditions of communication in a globalized world. Football vocabulary as linguistic dynamic segment of society needs the attention of researchers on permanent systematization, normalization, codification of lexical items, unification and standardization of football terms are inherent for the football terminology. This will help remove excess variability, reduce functional on load borrowing (especially Anglicisms), intensify the use of specific linguistic units with football semantics, effectively use the word building potential of Ukrainian language. The prospect of new investigations is opening in view football as the linguistic and cognitive discourse.

The vocabulary composition of the language is a kind of macro image of the world. The national language picture of the world has its internal components, it is heterogeneous in the sense that not only reflects, forms the system, but also ahead of reality, creates it, forms its understanding, the concept of it. Due to the vocabulary of the national language, systematization of knowledge takes place, and eplodes the development of various spheres of linguistic society: material, moral and spiritual. At the intersection of these complex dimensions an important segment of the modern language-semantic universe was formed – football vocabulary. The complexity of studying this part of the vocabulary is determined by the fact that the very concept of «football» is poly-dimensional, and therefore needs linguophilosophical comprehension.

So, football vocabulary unites features of the term and common word. In the language for special football vocabulary consists of the terms of football branch, inter-branch general scientific terminological units, terminologized lexical units (common tokens that serve for description of terminology concepts), nomenclature,

professionalism, professional jargon. In non-technical branch of linguasociety, football terms are determinologized and accompanied by semantic and stylistic transformations of lexical unit. Therefore, in a general use lexical items with football semantics belong to the category of football vocabulary. It is difficult to make a clear distinction between the terminology and commonly used vocabulary in part of football vocabulary. Between them there is a diffuse area in which lexical items are in perpetual oscillation between ideal requirements for the term and the real operation in the dynamic of lexical-semantic system of language.

5.3. Negative evaluated vocabulary in the language of modern Ukrainian periodicals

The globalization of information processes, the emergence of a number of new media has led to the fact that the center for the creation of modern Ukrainian literary language in the 21 century moved to journalism, which became an operational, dynamic carrier and product of public opinion. Through the prism of the individual worldview in the newspaper periodicals the most varied problems of the present are actively reflected. In the mass media the communicative function of language is clearly realized. Represented knowledges, ideas, views appeared as a purposeful social action, accompanied by an expression of positive or negative evaluation.

Negative evaluation in modern research is qualified as a functional category and one of the ways to express an attitude of the speaker to objects of the surrounding reality. The object of a negative evaluation is any subject or person as a source of appearing of negative feelings and emotions in the speaker. Negative evaluation is the expression of the negative attitude of the speaker to the object of reality.

On the question of evaluating of the world by a man work researchers from various fields of science. In the language the category of the evaluation is the result of cognizing the subject of the world and realizing this result.

The concept of evaluation is clearly an important part of the picture of the world of people, representatives of certain social groups and the whole nation, since all events and facts of the surrounding reality are perceived as positive, neutral or

negative depending on the established norms, rules and personal beliefs. The evaluation category largely determines the communicative intention of the speaker and the overall content of the message.

In the linguistic evaluation category is defined as positive or negative qualifications of the subject of thought, as the speaker's judgment, his relation - approval / disapproval, desirable / undesirable, admiration, etc. Evaluation is the result of the evaluating process. The language shows the interaction of reality and man in the most diverse aspects, one of which is the evaluation aspect: the objective world is divided by man from the point of view of his peculiar nature - good and evil, the benefits and harmfulness, and this division is socially predetermined and very difficult to be fixed in the linguistic structures.

The evaluation category interacts with many text categories and has a powerful textual potential. At the same time, evaluation always depends on the context, in the text it finds optimal realization. The processes of generation and perception of the text emphasize the connection between the subjective and the objective, which is the main feature of the evaluative semantics. In such a way the evaluation correlates with the text-to-speech processes. The evaluation relates to the structure of the text, determines its division, affects the formation of integrity. The interaction of the analyzed category with textual connectivity is expressed in semantic and formal terms. As the realization of the attitude of the subject to the reported, text evaluation is inseparable from the information presented in the text, as explicit (accessible, explicitly expressed), and hidden [Mykhalchenko 2010, p. 12].

The evaluation is a complex phenomenon for the scientific description and theoretical explanation, that is conditioned by the ontological universality of the category of evaluation. In linguistics for a long time the evaluation was considered at the semantic level. In the functional-semantic aspect, Sergeyeva estimates the evaluation category. The researcher considers the evaluation as «a positive or negative characteristic of the subject (facts, events, etc.) associated with the recognition or non-recognition of its value due to the conformity (non-conformity) to

the needs, interests and tastes of the individual, as well as socially established norms» [Sergeeva 1982, p. 18].

The nature of the evaluation processes is based on the opposition of intuitively known positive and negative qualities such as «good / bad». The nature of the evaluation focuses on the recognition of the person of the surrounding reality, since the evaluation determines the value of the subject, action or feature in the picture of the world of this society. Evaluation attributes are separated by a line of norm. In the positive part, features of the characteristic that are considered as positive in relation to the norm, and in the negative part, are signs of a negative norm. The norm implies the equilibrium of the features that are on the scale, and is in agreement with the stereotypical notions about the average number of signs that an object must possess [Arutjunova 1988, p. 3–11]. In each particular act, there are standards for the evaluation of the complex interaction of the universal value system, the values of the system of the author himself and the price systems of those social groups (regional, religious, professional, etc.), which the author interacts with. Deviations from the norm affect the negative signs of evaluation. Evaluation significances that define the essence of the axiological predicates «good / bad» are reflected in the semantics of the initial meaning of the word. Words with negative qualities dominate in most modern European cultures [Prykhodko 2001].

Depending on the nature of the attitude of the native speaker to the evaluated object, the evaluation can be of three types: 1) positive, 2) negative, 3) neutral. Positive and negative evaluations express the satisfied / dissatisfied attitude of the subject of evaluation to the characteristics of the referent, the zero evaluation transmits the evaluative-neutral (irrelevant) attitude of the native speaker to them.

The object of negative evaluation – is any subject or person as a source of generation in the speaker of negative feelings and emotions. The nature of the negative evaluation is the relationship between the subject and the object, which is reflected by assigning the values to the subject.

It is indisputable that the evaluation is socially deterministic. According to O. Bessonova, «human action is not conceived without a society in which the subject

exists, and, ultimately, the evaluation is conditioned by social factors» [Bessonova 1995, p. 14]. Since the evaluation is based on the experience of society, it is culturally significant. The evaluation leads to the existence of culture as the creation and acquisition of values and the attitude towards them.

The main aspect of the linguistic interpretation of emotion and evaluation is their implementation in speech, which is especially evident in the so-called emotionally evaluated vocabulary. The specified group of vocabulary is a problematic issue in modern linguistics, since there is no single term for its definition, a unified classification and a unified understanding of its essence.

Negative evaluation is a functional category and one of the way to express a speaker's relation to objects of the real world. The object of a negative evaluation is any subject or person as a source of appearing of negative feelings and emotions in the speaker. The nature of the negative evaluation is the relationship between the subject and the object, which is reflected by attributing of values to the subject.

It is known that in the speech the repertoire of negative nominal denominations is bigger, than positive, that is especially expressed in the evaluating lexis that characterizes a person regarding his personal values, in particular aesthetic, ethical, behavioral, and others. On the one hand, this is due to the fact that in the traditional culture of the nation there are established moral and ethical settings. At the same time, the desire to re-educate, to correct imperfections in the character and behavior of a person causes a significant number of lexemes with a modality of negative evaluation, whereas positive features are perceived as a norm, and therefore they do not require additional verbalization.

The semantics of a positive evaluation, unlike the negative one, does not need to be concretized. As a result, positive and negative evaluations are different in relation to the evaluating scale. Something that is in the norm zone receives a positive evaluation, the evaluation of «normal» means «as good as it should be». It should be emphasized that «by its nature, norms are pragmatic and relative, but they are not arbitrary and non-subjective» [Klaus 1967, p. 184]. Something that goes beyond the

norm can be evaluated as bad, very bad, the worst. Therefore, the structure of the negative evaluation more often includes intensifiers - words that enhance its value.

Those changes that occur in the language have different degrees of intensity. During the periods of social transformation, they significantly increase and become most noticeable in the lexical composition of the language. Ukrainian language of the end of the 20th century – beginning of the 21st century was influenced by the scientific, technical, socio-economic and cultural changes, which marked the last decades. Its lexical-semantic system was particularly sensitive, it not only enriched a number of rehabilitated words, but also significantly expanded the resources of its expressive means, rejecting the dominant emotions of the last century with their social accents, heroic pathos and somewhat artificial pathos [Boiko 2005, p. 3].

Recently, the problem of expression, expressiveness and expressive vocabulary is extremely important. There are many works that cover the notion of expressiveness in various aspects: linguistic, lexical, linguistic-stylistic, social linguistic, and psycholinguistic. The interest of linguists to the problem of expressiveness is not accidental, it is logically prepared by the previous development of lexicology. Expressiveness attracted the attention of researchers, when the nominative lexical composition of the language was already well studied. In addition, expressiveness was the subject of a special linguistic analysis in connection with the study of the semantics of linguistic units and their systematicity [Turchak 2015, p. 164].

It is known that expressive vocabulary includes words of meliorative (with positive meaning) and pejorative (with negative values) group. Recently, the language of the Ukrainian media is dominated by negative evaluated lexemes - pejoratives. These are lexical units structure of lexical meaning of which includes the connotative component (negative emotional sem), through which the negative attitude of the speaker to the addressee is expressed.

Linguistic emotivity as a linguistic category is reflected in various aspects of the study of vocabulary, semantics, phraseology, stylistics, poetics, rhetoric, artistic language. It often borders on psychology, psycholinguistics, philosophy, aesthetics, literary criticism and other sciences. However, the notion of the emotionality of

linguistic units is not unambiguous in the interpretation. In linguistics, this category has traditionally been regarded as the main element of connotation, despite the fact that the problem of the correlation of emotional and neutral, emotional and expressive in the lexical meaning of the word was solved quite controversial [Huivaniuk 2011].

The emotional function of the language is realized every time the speaker expresses his feelings, his attitude to the surrounding reality or when he wants to cause a sensual reaction of his interlocutor [Chabanenko 2002, p. 142].

In the scientific literature, expressiveness as a category is considered in various aspects and accordingly qualifies as a phenomenon of a stylistic, functional (speech), then as pragmatic, syntactic or semantic, since expressiveness penetrates into all spheres of human activity. Expressively marked units introduce into established standards and stamps rational, logical elements of novelty, awaken certain feelings, cause different emotions [Humeniuk 2006].

The expressive fund of the Ukrainian language is extremely rich and varied, its elements function at different levels of the language system and constitute a «set of semantic and stylistic features» of the linguistic units, which serve as means of «subjective expression of the attitude of the speaker to the content or addressee of the speech» [LES 1990].

Actively revealing at the language and speech level, lexical expressiveness belongs to the most productive, since the main load of the verbal expression of the speaker's intentions, associated with subjective vision and evaluation of fragments of the conceptual picture of the world, is performed by lexical units [Ivkova 2009]. Due to the change in the social status of the Ukrainian language, a gradual expansion of the spheres of its use is observed, which implies a clearer functional and stylistic differentiation, which manifests itself at all structural levels. At the level of language and speech, a significant layer of vocabulary, which is called «stylistically colored», «stylistically marked», actively functions and is distinguished, as the words which are necessarily carriers of «stylistic value» [Boiko 2005, p. 38]. Marking or non-marking of linguistic units is mostly detected at the lexical and syntactic levels of language.

So-called root words are mostly stylistically unmarked, and derivative (affixing) words (with prefix or suffix) are mostly stylistically marked.

The marked lexical layer is oriented not on the nomination of typical denotata, but to allocate individual objects among a number of similar, to transfer their features against the background of one-type ones. Significance of expressions for language carriers appears only in certain concrete period of communication or is determined by the speech situation, the intentions of the speaker [Boiko 2005, p. 8].

The affectability is often associated with the category of evaluation. This is the part of the connotative component in the semantic structure of the linguistic unit, which represents the emotional attitude of the native speakers to the designated and is closely related to the evaluation, expressiveness and functionally-stylistic coloring. There is difficulty in linguistics to study emotional evaluation as a component of the semantic content of lexical units. It is necessary to distinguish «the language that describes emotions and the language that expresses them,» since the first is rarely used by speakers, and the second is often.

Evaluative words convey a subjective evaluation of the speaker of a particular object, all the information being sent or the addressee of the message. They may express approval or condemnation, threat or criticism, show sympathy or antipathy, love or hatred – different emotions and human judgments. Therefore, they are often called emotional-evaluative that have a distinct positive or negative character. They convey a subjective evaluation by a speaker of a particular object, all reported information or the recipient's message [Huiivaniuk 2011].

The affectability is related to emotions, feelings of a person, his reactions and evaluations of subjective perception of reality. Category of evaluation refers to an opinion, a judgment about positive or negative qualities, the characteristic of a person, an object, a phenomenon, and through them – signs or actions, generalizing this relation to the subject of speech. The evaluation may have both a subjective character and a collective social opinion. This attitude (evaluation) is usually accompanied by the appearance of certain feelings (sadness and joy, sorrow and comfort, grief and celebration, pride and anger, etc.), because often pride and

approval, anger and neglect stand side by side. The manifestation of emotions in one or the other situation of communication cause an evaluation. Therefore, we agree with the idea that emotional words are always evaluative [Huivaniuk 2011].

During the actualization, the presence of emotionality provides the evaluation. This statement allows us to operate the terms «emotional», «emotionally-evaluated vocabulary» and «emotional and expressive vocabulary» as interchangeable. The reason for the emotional evaluation is an unusual situation, the unusual property or quality of the object, which caused a positive evaluation, reflecting in its structure the subjective and objective sides of the evaluation, depends on the moral, ethical, religious and other subjective concepts of the subject. The emotional reaction of a person to the surrounding world is one of the concrete manifestations of a person's attitude to the world. Such a reaction is always rationally deterministic and is expressed both in verbal acts – emotional evaluation of various possible situations, and in concrete practical activity [Huivaniuk 2011].

Marked vocabulary is a direct manifestation of the expressive function of the language, the implementation of which is associated with specific features, properties of objects and phenomena, which in a certain way are reflected in the word semantics, are fixed in separate sound complexes and act as a stable basis for the reproduction of axiological conclusions and emotional states of speakers. The analysis of the lexical expressive composition, built on the principle of anthropocentrism and actively used in its primary and secondary expressive functions, allows us to speak about the availability of universal and national-specific features in the identification of specific fragments of the world picture [Boiko 2005, p. 8–9].

For the contemporary development of linguistic research, a deep interest in the study of the expressive coloring of linguistic and verbal units is characteristic. Expressiveness is highlighted as a linguistic, verbal and textual category. It is associated with such concepts as emotionality, evaluation, intensity [Mozhova 2011, p. 3].

First of all, emotional vocabulary includes words that mean the names of certain feelings and are emotional already in their lexical meaning - sincerity, regret, anger, tenderness, love, etc. The most numerous is vocabulary, the emotional color of which is achieved through certain suffixes of dependence, caress, neglect. Emotional in its lexical meaning are also words that express a positive or negative evaluation of phenomena and objects of reality or feelings and condition of a person. For example: *kind, cute, terrible, hard, sad, beautiful, love, hate, joy*. They, as well as the previous group of words, are actively used in the artistic and journalistic literature for the emotional color of the language. The emotional vocabulary includes a large number of synonyms for words that are deprived of emotional tone – *to strike, to trample, to inflate*, and so on. Consequently, the expressive vocabulary of modern Ukrainian literary language is not homogeneous in terms of origin. We should pay an attention to the fact that in a certain situation some words can acquire an opposite emotional color compared with what is enshrined in the lexical composition of the language.

As a semantic-stylistic category, expressiveness manifests a connection with emotionality, evaluation, and stylistic value, but is not identified with the above concepts. Emotional in the language is always expressive, but not every expressive phenomenon belongs to emotional (emotional vocabulary – words that have in their meaning component of evaluation, express feelings, positive or negative perception of reality). The basis of the expressiveness of the linguistic units is the socio-psycholinguistic and linguistic criteria for the evaluation of expressive means. Expressively colored vocabulary is characteristic for units of all levels of the linguistic structure, it attracts attention to the shades of thought, emotional evaluations of what was said.

Immediately with the idea of emotional vocabulary is possible to connect, for example, the central problem, which the famous linguist Y. Galkina-Fedoruk worked on: the problem of the interaction of the emotional component and the meaning of the word: «emotional vocabulary expresses the feelings and mood of a person, by value this vocabulary is divided into a vocabulary that calls a feeling and expresses a relation to the phenomena of reality, positive and negative «, therefore, we use the

vocabulary with a negative evaluation to express the negative relation of the subject to the objects, phenomena, signs, actions, processes and states. The author emphasizes the fact that emotional vocabulary consists, first and foremost, of several layers: «1) words expressing the feelings experienced by the speaker or another person himself; 2) words-evaluations that qualify a thing, an object, a phenomenon either from the positive, or from the negative side to all its composition, lexically; 3) words in which the emotional relation to the phenomenon is expressed not lexically, but grammatically, that is, special suffixes and prefixes [Galkina-Fedoruk 1954, p. 136]. Emotional color also distinguishes abusive and vulgar words, the emotionality of the word is understood as its stylistic characteristics.

At the same time, the vocabulary with the evaluative value is a problematic issue in modern linguistics, since there is no single term for its definition, a unified classification and a unified interpretation of its essence. A lexis with negative evaluation is one that, by means of lexical meaning, word-formation means, or context, expresses the negative attitude of the subject to objects, phenomena, signs, actions, processes, states of reality, etc.

Expressive colored vocabulary includes spoken words, vulgarism. Ordinary words are used mostly for the purpose of giving a disdainful, ironic, rough, familiar evaluation of objects and phenomena. Vulgarism - in the style of artistic speech - is not adopted in the national literary language, the wrong, everyday or foreign word or expression. It is often used by writers to provide the text a special color of life or characteristics of the low cultural level of depicted characters [Krotevych, Rodzevych 1957, p. 579].

For ethical and aesthetic reasons, the emotional words of a sharply negative evaluation plan, as a rule, are not used in the literary language (except for artistic and belestristic and journalistic styles), they are beyond the bounds and are used when emotional information is more important than conceptual (rational). In the journalistic version of the literary language, they are bright indispensable stylistic units and serve for a realistic image of reality, to characterize characters, to provide a text of a special emotional and expressive tone.

The linguistic realization of emotions is carried out in the discourse - the mental-communicative phenomenon, the complex of the process and the result. According to the psychological criterion among the varieties of discourse, we distinguish the discourse of negative emotion – the type of speech activity in emotionogenic situations, aimed at transferring the emotional state as a method of psychological implementation of the negative emotions of the addressee and the cause of the corresponding emotional experience of the addressee.

The discourse of negative emotionality has the properties of the system, the most important of which are the existence of a goal, system-forming relations between the subsystems within the system, the connection with other systems: cognitive, sociocultural, and linguistic. System-forming contradiction of the discourse of negative emotionality is that it is simultaneously a process of experiencing of some emotional state and its outcome; the speaker expresses his current state in it and, at the same time, with this expression reaches «emotional discharge», reducing the intensity of emotions [Bytsenko 2004, p. 8].

It is known, the main driving factors that constantly influence the development of language, its evolution, are both extralinguistic or external, as well as interlinguistic or internal factors. Lexical-semantic language system – the most sensitive to all social and natural changes. O. Styshov notes that in the end of the 20 century the influence of the extralinguistic factor on the development of vocabulary was exaggerated, especially emphasizing the decisive role of social, political and economic transformations in significant changes in linguistic behavior [Styshov 2003, p. 19]. As for our time, the situation has changed dramatically. It is these transformations that now determine the language, and especially the language of periodicals.

Society of the 21 century fairly called informational, since at the present stage information has become almost the most important factor in its functioning. The intellectual need for obtaining new knowledge as one of the mechanisms that determines the existence and further development of society, is satisfied by the

totality of individuals who form it, mainly through mass media – printed and electronic.

Emotiogenic factors are a kind of driving force in communication. In order to convince the reader in something, the author turns to his feelings and emotions, thus forming a psychological basis for the effective perception of the message. As G. Lichtenberg observes, even the most profound thoughts, even the most profound information that does not awake a person's emotions and leaves him indifferent, can not be transformed into conviction [Lichtenberg 1965, p. 214]. As a mean of optimal, productive communication, expressiveness is one of the important features of the press, since during the transmission of any information, journalist has the task not only to notify certain facts, but also to attract the attention of readers, to influence their consciousness, to convince them.

Extralinguistic factors are those that are beyond the scope of the language. The influence of extralinguistic factors on the development of the newspaper language is particularly evident during the periods of social changes. For Ukraine, this is the formation of an independent state and the associated social, economic, political and cultural transformations.

We adhere to the idea that extralinguistic factors primarily affect the functioning of the socio-evaluative vocabulary of the Ukrainian language, says T. Kots, a researcher on the functional aspect of the lexical norm in the mass media (based on the material of the 90's of the 20 century). The linguist observes that extralinguistic factors «determine the expansion of the semantic volume of words: consciousness (national consciousness, ecological consciousness, legal consciousness), space (diaspora space, information space, legal space, economic space). The processes of social and economic changes, mass communication, the system of education, different interpretations of the phenomena of nature and social life, scientific and cognitive, ideological, aesthetic, social factors, etc., influence the journalistic style of contemporary Ukrainian language, although the strength of their actions varies. Regarding the language of the press, the scientist notes: «it reacts quickly to the processes of social life. The natural processes of the revival of Ukrainian language,

the development of its literary form require the search for new lexical means, as well as the revival of linguistic signs as attributes of cultural and literary heritage of the past» [Kots 2012, p. 5–6].

Among extralinguistic factors influencing the vocabulary of printed mass media, we highlight the following: social, political, economic, military, international.

These changes are clearly illustrated by the linguistic practice of modern media. The most characteristic and obvious features of modern changes in the language are: borrowing of linguistic resources from the peripheral spheres of the language system, activating of the use of foreign words, replenishing the phraseological system with new construed communications.

The beginning of the 21st century is characterized by a change in the language tastes of native speakers, which are marked by a rejection of certain stereotypes and stamps, the desire to find new means of expression, saturated with imagery, emotionality and appropriate tone.

Newspapers materials, informing the addressee about the surrounding world and striving to form a predictive attitude to this information, affect the emotional sphere of the reader, cause certain psychological reactions. The achievement of the corresponding reaction is ensured by the use of expressive, emotionally-evaluative language means.

Serving the politico-ideological sphere of social life, the journalistic style is aimed to influence ideologically the addressee, and to form social and political consciousness in him. Public speaking is intended to create a public opinion or to develop a certain attitude of society towards the phenomena and events of internal political and international life. The dissemination of journalistic speech is facilitated by mass media, which are closely related to the everyday life of society and actively reflect the characteristic features of the linguistic process of the present, largely determining the directions of its development.

The media mobilizes all the possibilities, resources to influence the mind and the reader's feelings. Unlike other styles of literary language, in newspaper-journalistic persuasion acts as the main function of language.

Recently, in the language of the Ukrainian mass media, the function of creating a certain emotional and psychological mood, which was at the peripheral positions, becomes the most widespread. Such a function is characteristic both for the general situation and for each mass media product in particular. The newspaper as the main written form of communication, on the one hand, should give readers a certain minimum of pure information and concrete facts, and on the other – to influence, to act on them emotionally, not only appeal to mind, but also to touch the soul, to persuade a person in something, to induce him to certain actions.

Under the expression of the press, we understand the use of the system of linguistic means, which makes it possible to express the content of the newspaper most expressively, show the attitude of its author to a certain phenomenon, action or subject of speech, and thereby increase the influence on the intellectual, emotional and volitional spheres of the recipient. Expressive units are important components in shaping the image of the author, his individual style, which is a set of universal discursive concepts, that is, general concepts that form special forms of knowledge of reality, form a kind of «model of the world», reflect the deep level of consciousness, worldview, mentality of the addressee [Zhyzhoma 2003].

Now the expressiveness, focused on creating greater expressiveness and efficiency of the message, is interpreted as a category of communicative-pragmatic plan [Mozgova 2011, p. 6]. A pragmatic study of expressiveness is necessary, as the main criterion for the selection of linguistic means is always the pragmatic guidance of the author. K. Svyatchyk asserts that for the newspaper communication the presence of the sign «expressiveness» is obligatory, since it is conditioned by the special communicative task of the newspaper work – creation of optimal interaction between the author and the reader [Svjatchik 1996, p. 28]. Expression in newspapers has a peculiar, special character – social, therefore, it first of all, is purposeful, emotionally evaluative. The journalist chooses among the enormous variety of linguistic units only those which, in his opinion, contribute to the most resolving of the communicative task and have a corresponding effect on the addressee. They resist stylistically neutral and give the language emotional color.

Significant expressive potential in journalistic speech belongs to marked lexemes that direct opinion in an emotional and estimated way. Their functional capabilities are significant, and expressive power extends mainly due to the contrast with the neutral (commonly used) words, which, when acquiring new emotional value enhancements, reveal their new boundaries [Boiko 2005]. Thus, the use of a stylistically neutral word in the same context with dialectal or occasional lexemes, characterized by the functions of coloring of neighboring components of the statement by its acoustic potential, the formation of an associative emotional-valued field, the attraction of any other text elements to it, presupposes internal communication so far distant verbal-figurative fragments, which, coming closer, simulate new expressive meanings and meaningful shades. In general, linguistic science considers stylistically marked vocabulary, that is, the use of some words, which through semantics, origin or morphemic composition acquire additional connotative shades. When speaking about a journalistic work, it should be noted that there is a marking that can be defined as contextual. Separate words and phrases in the process of perceiving the work acquire additional emotional shades associated with the peculiarities of the combination of facts.

The intense use of stylistically colored units in the texts of a journalistic style reflects the language preferences of society, which seeks to find in these lexemes the means of appropriate nomination of phenomena.

Expressiveness is defined as such a peculiar feature of the newspaper text that conveys the content of a certain message with increased intensity, expressiveness, emotivity, expresses the internal state of the author and is aimed at the logical and emotional enhancement of the influence of this information. K. Mustafaieva also points out that the range of means of expressing newspaper discourse is extremely rich and varied. In addition to the expressive vocabulary, in the newspaper texts in order to show the expression, various lexical units are used - archaisms, neologisms, vernacular vocabulary, special vocabulary in the figurative sense [Mustafaieva 2004].

Recently, in the language of the Ukrainian media negative evaluated lexemes (pejoratyves) are dominated. Often this may be a vulgar, versatile, slang vocabulary.

Researchers of pejorative vocabulary in the language of the press point out that the printed media texts are inherent in the overall neutrality of the narrative tone, but recently the use of lexemes with a negative evaluation has significantly intensified. The reason for this is the various extralinguistic factors: the tense political situation in the country, the ongoing war in eastern Ukraine, the condemnation of the actions of international organizations, etc.

For the modern newspaper text, the tendency towards expressive evaluation and continuous searches of various ways of its expression are also characteristic, since for the goal to implement the purpose, the journalist needs to focus the reader's attention on certain facts, phenomena, problems, to create around them the desired atmosphere of perception, interest, to balance the logical perception and emotions, to submit his expressive evaluation and lay it in the mind of the reader, to form a certain attitude to the problem, to convert the evaluative value in belief, stimulating different practical actions of the addressee.

In each developed national language, scientists identify units or forms that perform predominantly emotional and evaluative functions. In the Ukrainian language there is a wide range of such linguistic means that are best expressed on its lexical level. They include lexemes that directly denote feelings, moods (*love, hate, joy, sadness*, etc.), affective words which contain an evaluation in the meaning (*excellent, beautiful, terrible*, etc.), evaluating meaning of qualitative adjectives and adverbs (*wiser, better*, etc.), words intensifiers (*extremely, very*, etc.). At the word-building level, the implementation of the emotive-evaluative function is provided by subjective-evaluative formants (*серденько, грошики, дівчисько, бородичце* etc). Traditionally, linguists define the category of evaluation as a positive or negative qualification of an object, which is primarily due to relevant emotions. Despite a large number of works devoted to the study of the category of evaluation, domestic linguistics requires a comprehensive study of the means of expressing a negative evaluation, in a journalistic text in particular.

The active functioning of evaluative means is due to various factors: the removal of censorship, the protest against the backwardness of society and the stamp of the language, the desire of native speakers to speech innovation.

The principal feature of the mass media evaluation is that it is based on the value stereotypes that are typical of a particular society, focused on the society with its value-orientated system. The author's focus on the public opinion, to which he appeals in the context, is explained by the social precondition of the evaluation that performs the function of human behavior regulator. Any evaluation is based on the reader's ability to distinguish positive / negative, useful / harmful, ethical / unethical, which forms the basis for separation its varieties.

The main feature of the language of journalism is social evaluation. Public speaking is primarily intended to influence the masses. In the process of journalistic work, certain forms, means of linguistic presentation are made. And these forms, and methods of evaluation become universal, socially fixed. Social evaluation – is a phenomenon historically variable, that is explained by changes in the social structure of society [Onyschenko 2004].

Among the emotional vocabulary with negative evaluation, there are words that refer to the so-called lowered stylistic tone: colloquialisms, dialecticisms, slengizms, jargon, vulgarism. According to O. Mjagkova, the use of such words in the speech is due to a certain pragmatic purpose: with their help, the liveliness and visibility of live speech are reproduced [Mjagkova 1990]. Among the words of the reduced register is a significant number with a negative emotional evaluation. Rough, vulgar and obscene vocabulary is used in certain speech situations. Emotional statements of negative evaluation in speech are represented by grammatical structures expressing feelings of sadness, indignation, reproach, condemnation, etc. Such feelings are caused directly either by the structure of the sentence, or its lexical content.

At the beginning of the 21 century journalists are actively using pejoratives. Words with negative meanings are used in texts on various topics in order to accentuate the attention of readers on certain negative processes taking place in modern society, politics, and economics.

Unusual, but rather emotional, is the use of medical terminology in figurative meaning to indicate processes and states in social and political life: «...так звані “реформи” перевищують поріг життєздатності України, як системи і гарантують економічний **колапс**» (Vilna Ukrayina, 24.04.2015); «Політичний інфаркт або **агонія** за владою» (Narodna volya, 13.03.2016); «Синдром набутого **бюджетодефіциту**» (Dzerkalo tyzhnya, 10.04.2016); «Запровадження мораторію на продаж земель свідчить про **імпотентність реформ**» (Silski visti, 11.10.2016).

Since the economic situation in Ukraine is not easy, a number of economic terms with negative meanings have been identified. Several groups of units with negative meaning in the field of economy and economic life of the country are allocated: words with direct meaning (both terms and commonly used words), negatively colored words with figurative meaning («Чи вистачить цих лазівок, щоб олігархічні **п'явки** в 2015 році залишили державу без прибутків, стане очевидним згодом» (Silski visti, 30.01.2015); «**Роздягання**» міністерських зарплат до окладів без надбавок і премій було лише прелюдією до урядового обрізання» (Vysokyі Zamok, 15.01.2015); «Кримінальний «**букет**» для Єфремова» (Ukrayina moloda, 20.02.2015)), негативні слова-оказіоналізми («Сподіватися від путінського «**кривосуддя**» на виправдальний вердикт у справі української льотчиці – на грані фантастики» (Vysokyі Zamok, 01.10.2015); «Російський народ захворів Путіним і **рашизмом**» (Hazeta ro-ukrayinsky, 01.02.2015); «У прийдешньому ж телесезоні деякі експерти передчують тотальну перемогу нині домінуючому українському жанру, ім'я якому – «**стабілізець**»» (Dzerkalo tuzhnya, 19.06.2016)), jargon words («Мін'юст хоче ліквідувати Господарський кодекс – як рудимент «**совка**»» (Ekspres, 30.11.2015); «У ГПУ вважають «**показухою**» публічні арешти високопосадовців» (Dzerkalo tuzhnya, 19.04.2015); «Сміх крізь сльози: у соцмережах **тролять** Гонтарєву через падіння гривні» (Hazeta ro-ukrayinsky, 07.11.2014).

Over the past few years, Ukraine has been in a state of unacknowledged war. This topic is actively discussed in the media, which has led to the activation of names in the military sphere. Military vocabulary, which names individuals and characterizes the processes is allocated. According to our observations, lexemes of foreign origin are most often used for the nomination of persons that are related to the processes on the territory of the ATO: *«Також донеччани попереджають один одного, що в місті орудують **мародери**»* (Siegodnia, 15.11.2014); *«**Терористи** вкорінюються в кабінетах»* (Holos Ukrayiny, 16.10.2014); *«**Сепаратисти** просунулись на захід з моменту «припинення вогню»* (Ukrayinska pravda, 12.11.2014).

At the beginning of the 21 century in the language of Ukrainian print media we notice the active use of foreign words that have a distinct negative meaning or acquire it in an appropriate context. In the language of mass media there are innovations of foreign origin that are the most distinctive phenomenon of language and literary development, which contribute to the replenishment of the vocabulary resources of the literary language. Under the influence of extralinguistic factors, in particular due to the difficult relations between Ukraine and the Russian Federation, military actions in the east, etc., some of these tokens have got negative meaning. The words of foreign origin authors give both in the direct and in the figurative meaning, actively involve in the word-formation of foreign affixes: *«СБУ розслідує **антиукраїнську** діяльність Ківалова»* (Holos Ukrayiny, 18.04.2015); *«Причина: організація і проведення **квазівиборів** на Донбасі 2 листопада, що стало «грубим порушенням Мінського протоколу від 5 вересня і поставило під загрозу зриву весь мирний процес»* (Ukrayina moloda, 05.11.2014); *«Порошенко: скасування **псевдовиборів** на Донбасі допоможе його повернути»* (Ukrayinska pravda, 06.10.2015).

In the last decade, the number of occasional words has significantly increased in the language of modern Ukrainian mass-media. In particular, the use of expressive-emotional, figurative lexical and phraseological means has increased to figuratively submitte a certain material, interest the reader, encourage him to think, analyze facts

of reality, etc. It contributes to the author's searches in the domain of language-expressive means, stimulates experimentation with the word [Styshov 2001], e.g.: *«Путінокіо: німецька газета проаналізувала брехню в інтерв'ю Путіна»* (Ukrayinska pravda, 18.11.2014); *«У нас майдан приніс людям нові «квитанції тарифмору», знищення гривневих заощаджень, сплеск безробіття, шаленство цін – фактично геноцид»* (Vilna Ukrayina, 30.06.2015); *«Економічно обгрунтований тарифоцид. Підвищення цін на ЖКГ може стати початком соціального колапсу в державі»* (Vechirniy Kyiv, 14.07.2016).

The actual material gathered in the language of the Ukrainian periodicals testifies that occasional words can perform the most diverse stylistic functions. In each separate context, these lexical units have a distinctly negative meaning.

In addition to the nominative function, occasional words perform a number of expressive-stylistic functions. This is due to the fact that the information in newspapers and magazines is intended for the readers' emotional perception, so the appearance of the original lexemes is the basis for searching for non-standard speech and reproduction of a particular language situation.

For the language of print media, the use of polysemic words is typical. The development of polysemy is a general process, which is reflected and fixed in the language of the media. The use of a neutral word or a special term in a figurative meaning gives it an emotional and expressive color.

The use of words in figurative meanings in order to create a vivid image, expression of evaluation, emotional attitude to the subject of speech is intended to affect the addressee. The journalistic text, besides the actual information function, is intended to act on some aspects of the perception of the addressee of communication, on his emotional and intellectual spheres, to induce a certain activity [Serbenska 2001]: *«Вовк: У кожній загибелі «рупорів» ПР [партії регіонів] може бути економічна складова»* (Ukrayins'ka pravda, 19.04.2015); *«От читаймо уривок з його поеми «Сон» – хіба це не про наших «тузів» у Верховній Раді...»* (Vilna Ukrayina, 14.03.2015); *«Ніхто особливо й не приховував, що бюджетний аврал – це спроба позбутися «лециат», у які затиснутий уряд»* (Silski visti, 30.12.2014).

The vocabulary, used in figurative meaning, is the most expressive means of creating a journalistic text. And in general practice, many words are real or potentially related to polysemy.

The socio-political processes of recent years have led to changes in the lexico-semantic system of the Ukrainian language. Nineties of the 20 century initiated a new stage in the development of the Ukrainian language. Political, economic, socio-cultural changes have become one of the main factors of a powerful «slang explosion» [Stavytska 2004]. The rejection of the bureaucratic elements of the «chancellery» led to the filling of the formed lacuna by elements of other stylistic layers, in particular, verbal-spoken and slang vocabulary. This led to the active use of slang units in the language of the Ukrainian periodicals, in which the expressive and verbal vocabulary plays a significant role for the presentation of facts and events and the accompanying evaluation. It is precisely because the nominative function of the slang is closely related to imagery; they are also used in the language of newspapers to provide a description of the facts and events some evaluation: «*Росія висловлює готовність відправити в Україну кримських «зеків»* (Den, 29.05.2016); «*За радянських часів багато людей було розстріляно за подібним звинуваченням, звідси – негативне відношення до так званих «стукачів»* (Ukrayinska hazeta, 19.05.2016); «*Львівські «менти» взяли «на гарячому» у справі автозłodіїв співробітника прокуратури»* (Ukrayina moloda, 21.01.2009).

The use of slang units in the printed media indicates a clear, pejorative, disparaging meaning; the author gives an evaluation of a certain process, personality or action without the additional use of other expressive means

The trend towards vulgarization of language in Ukraine, is not distinguished neither by a novelty nor intensity among similar processes in the post-soviet space or in historical terms – in the language of any country where there have been revolutionary or just socially significant social changes. Moreover, in an era of rapid development of mass media and the Internet, these processes are activated in language and communication spheres of stable, with political and socio-cultural perspective countries, becoming a consuming phenomenon»[Shumarova 2010].

However, the culture and purity of the language of Ukrainian mass media today becomes particularly acute due to the activation of the privileged status of the Russian language in the ruling circles.

The problem of the language surzhik has a number of objective prerequisites, in particular the historical character associated with the Russian factor. Surzhik poses a threat to the normative functioning of the Ukrainian literary language, which is still under Russian pressure. The use of surzhik units in the language of periodicals is a constant phenomenon aimed at reproducing the speech of Russian-speaking officials or Russified citizens. However, such tools generally clog the language of the press: «Так відбувається і з найближчими **«напередніками»** свіжо призначеного Синютки» (Vilna Ukrayina, 30.01.2015); «Москаль розповів про **«баршиню»**, яка керує лісами України» (Ekspres, 10.02.2017); «У ДНР **«аналчєнци»** перекваліфікуються на гірників» (Holos Ukrayiny, 17.07.2015).

Surzhik poses a threat to the normal functioning of the Ukrainian literary language, which is still under Russian pressure. «Propagation of language is a typical consequence of the coexistence of languages, one of which undergoes prolonged and planned pressure as the language of the colonized nation. Ukrainian subzin – surzhik, – having its own specific, became the object of linguistic research already at the stage of total spread, threatening the life of the national language» [Dziubyshyna-Melnyk, 2010, p. 16].

In order to express the newspaper texts a significant influence is obtained by using of headings with foreign words with negative markings. Such headings are inherent in texts of political themes: «ВР визнала Росію **агресором**» (Vysoky Zamok, 27.01.2015); «Міжнародна **маргіналізація** Путіна» (Holos Ukrayiny, 18.11.2014); «Друга хвиля **люстрації** і «чистка» торкнеться ГПУ, Мін'юсту і СБУ» (Hazeta po-ukrayinsky, 10.11.2014).

The most expressive group of slang units in terms of emotionally expressive saturation in the headings of publications on socio-political topics are lexemes (nouns and verbs) that denote objects, actions and conditions that characterize specific politicians, state and public figures. Such linguistic units in the titles of the

publication act as means of negative evaluation of the activities of government officials, political leaders, etc.: «38-річний кримчанин у Києві став серійним банкоматним **«кидалою»**» (Ekspres, 12.02.2016); «Через **«великі почуття»** **замовила** дружину коханця» (Vysoky Zamok, 13.03.2015); «Нас **«валять»** всі, хто може. На Банковій і Грушевського мовчать» (Ukrayinska pravda, 16.03.2016).

The use of words in figurative meanings in order to create a vivid image, expression of evaluation, emotional attitude to the subject of the speech is intended to influence the addressee. The newspaper headline, besides the actual information function, is intended to influence certain aspects of the perception of the addressee of communication, his emotional and intellectual spheres, to induce a certain activity. The vocabulary, used in figurative meaning, is one of the most powerful means of creating a journalistic text, the heading in particular: «На Одещині на хабарі **«погоріли»** двоє суддів» (Holos Ukrayiny, 02.05.2015); «Про **«врізани»** пенсії і будівельну амністію» (Vilne zhyttya, 11.06.2015); «Ярема розповів, що **«гальмує»** розслідування вбивств на Майдані» (Dzerkalo tyzhnya, 15.11.2014).

The presence of words with a figurative meaning is inherent in the headings relating to the various aspects of the existence of a society. Such lexemes function in the headlines for socio-political texts.

The active means of creating of emotional and evaluative vocabulary in the language of newspapers are prefixes, many of which have intensified their positions lately. Prefixes, like the basics, streamline the vocabulary within certain contrasts that set up system bindings between units. These contradictions relate to the evaluation of quality attributes, time slices, the attitude of the public to individuals or to the phenomena of social life, behavior and activities of people [Klymenko, Karpilovska, Kysliuk 2008]. Active word-formation prefixes are **анти-, контр-, а-, псевдо-, лже-**. Suffixes, which journalists actively use to create new lexemes, are: **-філ, -фоб, -ад -іст** та **-ант**: «**Коаліціада** в новому парламенті обіцяє бути затяжною» (Vysoky Zamok, 27.10.2014); «**Путініст**» Орбан обговорив з Порошенком необхідність збереження санкцій проти Росії» (Dzerkalo tyzhnya, 17.03.2016);

«Попри тертя, коаліціанти приречені співпрацювати. Інакше програють усі» (Vysoky Zamok, 16.12.2014).

Each period of the history of literary language makes a significant contribution to the development of lexical composition. Linguistic features of the creation of words - the most important indicator of the direction of movement of the linguistic norm. The journalistic style of the beginning of the 21 century fully represents the word-forming processes of the time, because it introduces into the dictionary a new terminology, a professional, socially political, sacred, and other vocabulary. This functional species at all times was a peculiar test area for lexical nominations. Here language tools were on the stages of verification, selection and consolidation in general use. M. Zhovtobriukh noted that «all new words were made according to the laws of the Ukrainian language, the exceptions were not significant and very rare, and they almost did not violate the general laws of the Ukrainian word-formation» [Zhovtobriukh 1970, p. 84].

Ukrainian periodicals today is an indicator of everything new in the society, because it responds instantly to any changes and events. The language of newspaper periodicals is an effective means to transmitt the information, the specific of which is determined primarily by its functional nature – to be a means of influence on the reader. Therefore, the arsenal of language means of the press is marked by the breadth and variety.

Thus, at the beginning of the 21 century in the language of Ukrainian print media, the use of vocabulary with a negative evaluative meaning was actualized, that was caused by a number of non-language factors: economic and political crises, occupation of Crimea, military actions in the east of Ukraine, criminalization of society, social problems, etc.

In the language of the press we are tracing new lexical-semantic expressions of foreign words used with a negative evaluation: 1) notation of famous persons (*провокатор, екстреміст, шулер*), 2) designation of actions, signs and processes of the Russian authorities (*сфальсифікований, пресинг, шантажувати*),

3) characteristic of the socio-political sphere (*люструвати, конфлікт, диктатор*). Many lexemes with a negative evaluation are traced only in a certain context.

The functioning of the terminological vocabulary with a figurative meaning was activated, as well as words that moved in general use from medical terminology. This refutes the previously recognized thesis that foreign words are mostly terms and rarely expand their semantics.

The language of Ukrainian periodicals is dominated by a negative evaluated vocabulary, which denotes economic concepts, processes and states. In the texts on economic topics are widely represented words with figurative meaning and words from other lexico-semantic groups.

Under the influence of extralinguistic factors, the terms in the language of the Ukrainian periodicals expanded their meaning, that eliminated their isolation in one terminology system. The mobility of borders in the meanings of such lexemes indicates the loss of their uniqueness and extends the scope of their use.

In the last few years in the language of newspaper journalism, under the influence of extralinguistic factors, in particular through the antiterrorist operation in the east of Ukraine, military subject was updated. It uses negatively evaluated vocabulary, which denotes individuals (*агресор, терорист, сепаратист, диверсант, окупант, мародер, бойовик*) and processes and phenomenon (*диверсія, тероризм, екстремізм, затити, чубитися, обстріл*).

Significant use of occasional negative lexemes, in particular for the characteristic of the President of the Russian Federation, for the nomination of processes occurring inside and outside the country.

Terminological vocabulary with a figurative meaning expands the sphere of the use, first of all in political texts. Relations between the Russian Federation and Ukraine also are described by lexemes with figurative meaning, which are recorded in lexicographic works, but require further interpretation.

Negative processes and conditions are transmitted by the authors in slang language. Most of all, it concerns of socio-political texts and materials about money. The functioning of the slang in the language of Ukrainian periodicals, in particular in

social and political journalism, shows that they go beyond the scope of their traditional oral-colloquial use in social dialects and serve as means of expressing mainly negative evaluation and expression of newspaper texts. The replenishment of journalistic materials by these slangs is due to the criminalization, politicization of Ukrainian society in various spheres and at different levels, for example: *кеш, зелений, бабло, бакси, лимон*.

Among the sub-standard vocabulary in the language of modern newspaper periodicals are widely represented surzhik, with the help of which the political realities of modern Ukraine are ironically characterized.

The language of the Ukrainian press is characterized by a tendency towards the increasing of use of sub-standard vocabulary. It is used to intensify the expressive-emotional coloration of information and to provide newspaper texts of a negative evaluative character.

Negative evaluated vocabulary has its own word-creation means. The most productive are prefixes *анти-, недо-, контр-, лже-, псевдо-, квазі-* and suffixes *-фiл, -фоб, -ад, -ант*.

Became popular in the newspaper language at the beginning of the 21 century new semantic and stylistic connotations of lexemes with the meaning of feminine and from-noun formations.

Negative evaluation is transmitted by the authors with the help of new from-abbreviation formations. The emergence of one-word entities was largely contributed to the effect in the language of the law of economy of linguistic efforts and means.

There is a tendency to express a negative evaluation in the headings. Most actively it creates foreign lexemes, words with figurative meaning and slang.

The use of vocabulary with a negative meaning is characteristic for Ukrainian periodicals of all forms of ownership and various thematic directions.

At the beginning of the 21 century in the language of the Ukrainian newspaper periodicals we see the functioning of a negatively-marked vocabulary. The authors use lexemes that are outside the literary standard, which shakes the norms of the Ukrainian literary language. Such vocabulary sometimes vulgarises journalistic texts

that violate the rules of language culture. Occasional vocabulary is mostly isolated in newspaper texts by quotes, thus testifying to the deliberate violation by the author of literary norms.

The language of modern newspaper periodicals is favorable to the various expressions of linguistic design, and at the same time is a sphere that is especially sensitive to the appearance of new valuing lexemes.

CONCLUSION

The lexical composition of the language is characterized by all systemic features: it is an integral organization, which is divided into separate plots (plural, subset), has a fairly complex of internal hierarchy; the sites of the lexical-semantic system are not isolated from each other, there are diverse connections between them. In general, the systemic of vocabulary is not simply in the combination of individual lexical sets, but in the coordination of processes that occur in their composition.

The study confirms the truth of the provision on the complex effect of extra intensional factors on the development of the lexical-semantic system of modern Ukrainian literary language. The influence of social factors on language phenomena is quite complex in form. However, on the lexical level, the dependence of linguistic facts on social is more obvious.

The development of the lexical-semantic system is determined by the general tendencies of language development, primarily opposite to one another's tendencies – to regularity (to greater automatism), on the one hand, and to expressiveness (the destruction of automatism) – on the other. Both of these tendencies operate at all levels of the language, but specifically are found there and therefore have excellent consequences – not the same effect on the word as the unit of different linguistic levels.

Democratization of society and associated with it democratization of the literary language affects the modification of the status of lexical norms. The process of updating of the lexical-semantic composition of modern literary languages has intensified, which manifests itself in the intensification of word formation, borrowing, in semantic transformations already verified in the language of words. The gap between the dynamism of literary norms and the static nature of their codification is going deeper. New lexicographic editions do not expressly represent the state and status of the norms of the literary language, especially lexico-semantic. The problem of settling the semantic and stylistic field of the literary language and,

naturally, fixing these specific features of lexical units in the codification registers is actuated.

Replenishment and enrichment of the nominative fund of the literary language is a permanent process. New concepts, processes, and fields require new titles. In the literary language the problem of the ratio of one's and another's, national, international and aral is always relevant. In fact, it reveals the essence of normalization and language policy.

The study of the dynamics of lexical norms shows that the convergence of the norm with the mass scale as a result of democratization processes leads to an increase in the number of options. The formation and development of the norms of the literary language are characterized by a permanent process of selection and elimination of options that are available in the language system. This is the way to transform the descriptive norm into a prescriptive one.

Functional-style differentiation is inherent in all structural levels of language, but it is especially clearly expressed on the lexical level. Each style has its own specific lexical means, but this does not mean that they can not get into other style spheres. For the modern stage of the development of the stylistic system of the Ukrainian literary language are characteristic the interplay and interpenetration of styles and, consequently, the diffuse nature of the vocabulary that presents their specificity.

For functional styles of modern Ukrainian literary language are characteristic dynamic expressions of the linguistic norm, its loosening due to the influence of extralinguistic factors, the continuous change of linguistic tastes and evaluations, which do not always coincide with the real world, as well as with the codified rules of the use of words.

In the scope of cognitive linguistics, vocabulary objectifies concepts and represents them in the interdisciplinary dimension. The most topical issues are differentiation of the concept and notion (the meaning of word, image, etc.), and semantic and conceptual analyses. A word acquires the status of a concept name – a linguistic sign that objectifies the conceptual sense most fully and adequately.

At the beginning of the 21 century, the most active position in the sphere of conscious processing and codification of speech occupy the mass media, Internet communication. In these areas, for the first time, there are new words, neosemantics, testing of their functional capabilities. Usus modifies the general language of speech and aesthetic ideals.

Innovative phenomena in the literary language do not lead to the destruction of the system; they reflect changes in the productivity and activity of nominative samples directly related to the modification of the conditions of public communication, with new subjects and concepts, with the views and tastes of the speakers. For all the radical changes that occur in the language in general and in its lexical-semantic system in particular, most of the lexical norms still remain stable.

In general, the vocabulary of the language is a kind of macro image of the world. Due to the vocabulary of the national language, systematization of knowledge takes place, and the development of various spheres of linguistic society: material, moral and spiritual. At each synchronous linguistic section, the study of vocabulary belongs to actual scientific tasks.

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