

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

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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 extrabranched 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: *біз, 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 branched 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 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, розігравав, 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, захищений – незахищений, 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 «шура», 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 – бильярдний 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