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THE NEOPHRASEOLOGISATION OF THE POLITICAL DISCOURSE IN ENGLISH AND UKRAINIAN MASS MEDIA

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The rationale for this research topic is that each and every language is enriched by new notions. Linguistic innovations appear every day. Their emergence, their functioning, as well as principles used to create new words or phrases have been, are, and will always be the focus of attention in linguistics. The article investigates the neophraseology of the political discourse in mass media outlets. It has been proved that the political discourse in Ukrainian and English language mass media outlets has long been accustomed to adopt neologisms (separate words as well as phrases). Mass media outlets are characterised by their social appraisability which, in mass media discourse, is implemented by its principal tools – neophraseologisms.

Key words: *political discourse, mass media discourse, innovation, neologisms, neophraseology, new phraseology, phraseology.*

НЕФРАЗЕОЛОГІЗАЦІЯ ПОЛІТИЧНОГО МЕДІЙНОГО ДИСКУРСУ (НА МАТЕРІАЛІ УКРАЇНСЬКОЇ ТА АНГЛІЙСЬКОЇ МОВ)

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Коронавірусна інфекція, повномасштабне вторгнення РФ на територію України, глобальні світові процеси (культурні, економічні, політичні тощо), релігійні та воєнні конфлікти, науково-технічний прогрес, тероризм тощо не лише наповнюють новим змістом відомі раніше слова, але і суттєво збагачують ту чи ту мову неологізмами.

Актуальність теми наукової розвідки зумовлена стрімким збагаченням будь-якої мови новими поняттями, позаяк поява мовних інновацій, їхнє функціонування, принципи творення нових слів чи сполук були, є і залишаються предметом пильної уваги мовознавчих досліджень.

Публіцистичні тексти українських та англійських засобів масової комунікації рясніють мовними новотворами, адже ЗМІ – головний розповсюджувач нової інформації. Аудиторія швидко та легко сприймає ті неологізми, у яких подано максимум інформації у максимально простій структурі.

У статті акцентовано увагу на політичному медійному дискурсі. З'ясовано, що це конгломерація двох видів дискурсу: політичного та медійного. Політичний дискурс є найвпливовішим явищем сучасної політичної комунікації, масмедійний – канал цієї комунікації, позаяк саме масмедіа популяризують важливі політичні ідеї.

Мета статті – дослідити корпус неофразеології політичного медійного дискурсу української та англійської мов.

У політичному медійному дискурсі українського та англійського соціумів давно спостерігаємо тенденцію до використання неологізмів (від слів до фразеологічних сполук). Характерною особливістю засобів масової комунікації є соціальна оцінність, головним засобом, який реалізує її у медійному дискурсі, – неофразеологізм.

Неофразеологія – сфера вторинної номінації, яка по-новому називає давно відомі явища, оригінально позначає ті чи ті події, надає їм оцінку, оживлює тексти знайомими образами, надає експресивності, і тим самим привертає увагу адресата, водночас істотно послаблює цензуру і дозволяє вільно висловлювати думки.

Ключові слова: політичний дискурс, масмедійний дискурс, інновація, неологізми, неофразеологія, фразеологія.

Problem statement. The COVID-19 pandemic, Russia's full-scale invasion into Ukraine, global cultural, economic, and political processes, religious and military conflicts, scientific and technical progress, terrorism – all of these are topics which are not only providing new meanings to previously existing words but also enriching a language with neologisms.

Lexical innovations help us describe and comprehend new phenomena which, all of a sudden, have become part of our everyday life (Zatsnyi, 2008) due to the fact that “a necessity arises to have, at one's disposal, a word or a symbol to denote a new *notion* (whereby the notion *per se* – and the necessity to have that notion – always emerges *before* its corresponding derivant word comes to life); a necessity to supplement a certain semantic field with a new (or a modernised) functional unit or to invest an old notion with a new (additional or updated) meaning (that is, with a new *sememe*) – and this calls for a new form – and hence, a new word” (Zhaivoronok, 1999, p. 35).

Sensitivity and dynamic nature of the lexical and semantic level is responsible not only for the appearance of new words or terms but also new phraseological units which have not yet been reflected in lexicographical sources (records).

Academic researchers largely prefer to research those language innovations that emerge in the realm of mass communication since they present a convenient method to convey information. The main thing is that the World Wide Web is a powerful vehicle of communication, mass information, and intellectualisation.

Analysis of prior researches. The issue of appearance of innovations in the language system, principles for creation and classification of neologisms, their functioning as well as principles used to create new words or phrases have been, are, and will always be the focus of attention in linguistics since rapid enrichment of any language with new notions is of great interest to researchers.

Dynamics of phrasemicon were in the focus of Ukrainian and foreign academic researchers, specifically: N. Babych, L. Skrypnyk, Yu. Zatsnyi, L. Ponomariv, V. Bilonozhenko, V. Zhchenko, B. Azhniuk, I. Andrusiak, L. Arkhyenko, M. Bakina, K. Bezpoiasko, A. Brahina, V. Vokalchuk, O. Zemska, Ye. Karpilovska, Zh. Koloiz, L. Krysin, O. Styshov, O. Serbenska, A. Smerchko, I. Rott, M. Xoi, J. Algeo, R. Baayen, G. Cannon, K. Fischer, B. Gardin, P. Gilbert, D. Herberg, J. Sheidlower et al. In their numerous studies, academic researchers emphasise the semantic and formal integrity of phrasemes, the essence of expressive potential of phraseological units, semantic transformation and modification of phraseological composition etc. Certain Anglo-American (J. Algeo, R. Baayen, G. Cannon, J. Simpson) and French linguists (A. Darmsteter, L. Deroy, B. Gardin, L. Guilbert) have investigated theoretical and methodological questions of neology; there are also multiple works by Ukrainian linguists that are dedicated to basic phrase-building tendencies (I. Plah, I. Bielikova), phraseological modifications and innovations in press (S. Ptashnyk, T. Sverdun, N. Lysetska, A. Smerchko), political phraseologisms (Ya. Bylytsia, K. Lepa), social and political phraseology focusing on different languages (A. Hryhorash, I. Braha, O. Cherednychenko, H. Minchak, K. Lepa, Ya. Bilytsia, I. Naumova, Yu. Shuvalova, N. Yankin, A. Bakhi, V. Fleisher et al.).

Phraseological novelties in various realms of communication – mass media in particular – have been investigated by the following Ukrainian academic researchers: O. Styshova, O. Taranenko, L. Pashynska, N. Skyba et al. That said, the issue of lexical innovations in modern-day linguistics calls for a more careful in-depth examination since the neophraseological corpus keeps growing and become more diverse.

The **objective of the article** is to study the corpus of novel phraseology of the political discourse in English and Ukrainian mass media.

Principal narrative. The doctrine of discourse stipulated a framework for a discourse focusing on mass media outlets covering all of the communicative contexts (hereinafter referred to as mass media): press, radio, TV, ad panels etc. By and large, the mass media discourse is being interpreted by academic researchers as a derivative from the overall concept of discourse (Miroshnychenko, 2020, p. 38) and is, first and foremost, related to the recognition of the leading role of mass media in people's contemporary language and their social existence. The language of mass media is one of the most influential areas of language application. As the time flows, its influence not only fades away but also increases.

The modern-day discourse expands communication and information channels which helps broaden the readers' audience (in numerical terms) and more promptly react to changes occurring in the life of people and society. As Yu. Polovynchak aptly notes, "the mass media discourse is characterised by significant influence exerted by opinion leaders whose information is received, comprehended, relayed, and used by a wider audience" (Polovynchak, 2014). Politics is the centrepiece of this discourse. Politics is political science put into practice, as implemented in institutional political discourse (Kryvenko, 2016, p. 34).

Political discourse is a complex subject for a research which has long been in the focus of attention not only of linguists but also linguopsychologists, culturologists, psychologists, sociologists, historians. At the same time, each of this academic discipline focuses on different aspects of functioning of this discourse.

The political discourse is the most important phenomenon in contemporary political communication. It has been researched by both Ukrainian (H. Pocheptsov, I. Klymenko, N. Nahorna, K. Serazhym, N. Akinchyts, A. Sotnykov, O. Sheihal) and foreign (G. Lakoff, V. Benoit, R. Andersen, Ch. Mouffe, E. Laclau, J. Banks, R. Wodak, P. Drulak, An. Musolff, M. Schroeter, T. Adrianus V. Dijk) academic researchers focusing on linguistic leverage upon issues of control, domination, social and communicative inequality, and ultimately upon matters of state power.

Ukrainian academic researcher H. Pocheptsov asserts that method of researching political language may be employed not only by linguists. After all, if one understands the mechanism of language functioning, the symbolic nature of its doctrine of symbolic essence, one can conduct a somewhat accurate analysis of political reality. If one decides to analyse the political discourse from the standpoint of political linguistics, it shall only be examined as a 'deed of language' committed by political actors – which will eventually not correspond with the generally accepted understanding of political discourse as virtual reality wherein a certain politically and culturally united community has found itself. As we analyse utterances by politicians, academic researchers draw attention to peculiarities of political culture and the conscience of a specific *socium* (Kryvenko, 2016, p. 32). In this manner, the academic researcher has laid the foundation for the comprehension of discourse as a complex communicative phenomenon comprised of texts as well as extralingual factors (sender's background knowledge, his convictions, instructions etc) (Serazhym, 2002, p. 57).

One important function of the political discourse is its impact upon the recipient whereby the aim is to modify the recipient's political convictions and urge him to take actions that are beneficial to the sender. Using numerous syntactic, lexical, and intonational tools as well as secondary nomination tools (such as metaphors, metonymies, periphrases, terminologisms, phraseologisms, and other kinds of new lexical innovations) constitutes an important method used by politicians in their speeches to influence minds of recipients. The political discourse presents itself as an institutional environment of sorts, with its own terminology and vocabulary.

The principal channel used for political communication and a mediator between the political discourse and society is the discourse taking place in mass media. Modern-day mass media outlet the strongest tool used to psychologically influence the human mind, a tool used for state propaganda – particularly political propaganda. Mass media are an arena on which different political powers and their opinions collide.

Hence, the political and mass media discourse is inextricably linked and intertwined with each other (Prokopenko, 2013, p. 5).

Modern-day linguistic studies tend to merge different varieties of discourse into one, unified kind. "Mass media texts ... are being created in order to keep the people politically and socially aware"

(Norman Fairclough). Besides, mass media outlets actively interfere with political processes nowadays whereas politicians find it very challenging to exist without the communication support provided by mass media which are the actual vehicles making important political ideas popular and widespread. Therefore, the political discourse in mass media is a diverse constellation of processes and products of language activity in the realm of mass communication interacting with each other in a complex manner (T. Dobrosklonska). This kind of discourse characterises the information field of mass media or is implemented in the dimension of mass communication produced by mass media outlets (Ye. Kozhemiakin). Considering the fact that mass media use their outlets to spotlight a country's political events, we deem it just to consider all of them cumulatively, as a single matter.

The opinion columns in modern-day Ukrainian and English mass media contain a lot of neologisms.

Neologisms are “new formations, loanwords, as well as insertions and embeddings into language that are caused by a redistribution of meanings in various kinds and modes of speech; a renaissance of words and phrases from the olden days can likewise be observed thereby” (Serbenska, Voloshchak, 2001). For A. Ray, a neologism is “a vocabulary unit, a word, its element or a phrase whose meaning can efficiently function within a specific model of communication and which had never had a material shape – nor a linguistic shape – on its previous stage of vocabulary's development. This novelty – which can be observed in relation to the precise and empirical definition of vocabulary content – is, as a rule, corresponding with speaker's actual specific perception” (Rey, 1995, p. 97).

Mass media outlets are the principal disseminators of new information. Newspapers, magazines, journals, the Internet are the most perceptive sensors detecting new language tendencies. That is why journalists who ‘initiate’ new notions, put them into practice, are eager to introduce new words into their vocabulary. Let us note that society is quick to absorb those neologisms that convey as much information as possible and are as simple as they can be, since any such term is more of a “container of emotions which we all were experiencing at a certain time”: *арестовлення, байрактарити, депутатизація, зомбоящик, ковідіоти, макронити, путлер, путініст, рашисти, свинособаки, чорнобайти, чмобіку // putinism, Twintern, pluto-populism, hacktivism, patchwriting, Eurogeddon, Covidiots, Tergiversator, zioncrats, covidivorcer: **Ворог не перестає чорнобайти: рахунок вже 12:0*** (Telegraf.in.ua/2022) // ***Donald Trump's pluto-populism laid bare for all the sound and fury, the president is governing like a traditional Republican*** (Financial Times, 2017).

It should be noted that *Urban Dictionary*, an online dictionary of English slang and jargon phrases, increasingly contains more and more words related to the Russian-Ukrainian War: The term *Chornobaivka* is used as a synonym of *spawn kill*, a more conventional phrase: “*russians went to sleep in Chornobaivka... again; Chornobaites*, a pejorative term to describe people who repeat the same mistake but expect a different result. It is inspired by the Ukrainian village of Chornobaivka in the Kherson region, which Russian forces repeatedly tried and failed to take during the course of the war. In intercepted conversations released by the Ukrainian security services, Russian forces refer to the village as ‘purgatory’ for them and a ‘cemetery’ for their equipment” (<https://www.politico.eu/article/rashists-mordor-tractor-troops-ukraines-new-language-of-war/>).

One important function of political discourse in mass media is its functional influence. Phraseology, owing to its image richness and emotional breadth, is one of the tools used to influence. Phrasemes act as hints suggesting a manner in which the recipient is to consider and process the content of a message (Moseichuk, 2012, p. 175). Hence, the impact of phraseological unit remains all but unnoticed by the recipients who (subconsciously) absorb such hints/suggestions. That said, influence may also be exerted through aesthetics and entertainment, if the recipient manages to correctly ‘decode’ a certain phraseme and its symbolic meaning. In order to be able to decode them, the recipient should possess some kind of background knowledge: *Російська еліта все більше стурбована тим, що путін з'їхав з глузду, але більшості з них не вистачає мужності зробити реальні кроки до змін* (Країна інфо, 08.02.2023); *путін тягне час і вважає, що Україна і Захід виснажаться раніше за росію* (Країна інфо, 26.02.2023) // ... *prime minister for a while yet, his departure (while necessary) is nothing like sufficient to **stop the rot** that Conservative governments have spread across the UK* (The Sunday Times, July 10th, 2022); ... *To be honest I thought this was going to be **a once in a blue moon** affair – fabulous but not that practical* (The Times, November 29th, 2017).

Whereas none of academic researchers' object against the terms *phraseologism* and *neologism* – which are well-established categories in linguistics – the term *neophraseologism* is a new one and has not been justified so far (Romaniuk, 2015).

Phraseological innovations (neophraseologisms) are the realm of secondary communication which creates a new name to denote a notion that has long been known to people. A long time ago, Charles Bally pointed to the fact that well-instilled combinations undergo changes; he thereby asserted that a phraseological combination of words, apart from its constant component, may also have a variable component – that is, certain words/elements of an idiom may be replaced/substituted and the integrity of this word grouping remains intact. As of today, this characteristic is noted by contemporaries who argue that phraseological system of any language may be characterised by relative stability. Time-tested, individualised and then socialised, phrasemes modify their form over time; they reveal their natural essential properties which ensure their functioning in speech: *У цьому сенсі здивував вже ексгенпрокурор Рябошапка, який «за п'ять хвилин до розстрілу» таки сказав своїм вчорашнім партнерам і однодумцям все, що думає про їхній погорілий театр («Високий замок», 12.03–18.03.2020) // We also know there are **known unknowns** – that is to say, we know there are some things we do not know. But there are also **unknown unknowns**, the ones we don't know we don't know (The Washington Post, 01.07.2021); *How a British Greta Thunberg **burst the Westminster bubble**. Scarlett Westbrook, 18, is the youngest policy writer in Britain and is trying to get a climate education bill passed in the Commons (https://www.thetimes.co.uk/article/24/02/2023).**

In the political realm, new phraseological units emerge under the influence of multiple historical and political impacts; they reflect phenomena and events of international relations, world politics etc, considering the fact that the political life of the world has been, is, and will always be a popular topic for any conversation: “The most widespread driving forces for creation and functioning of neophraseologisms are the updated sociopolitical and sociovernacular phenomena; new economic circumstances, social relations, the appearance of clearly outlined social strata, numerous political parties, factions, unions etc” (Skyba, 2005, p. 9). All of the abovementioned factors undergo change as life dictates new realia and calls for another kind of attitude, for a re-appraisal. These new, stable word groupings supplement and enrich political mass media phraseological microfield. This is an important tool used for political propaganda and activism, promoting one's ideas, struggle versus any state, political party, politician, and/or civil activists (Styshov, 2015, p. 20).

Active usage of neophrasemes in the political discourse maintained by mass media is explained by the ability of these units to denote certain events, phenomena, to assess them, to animate texts with familiar images, to invest the author's speech with expressiveness and thereby draw and hold the recipient's attention and shaping his attitude towards the information submitted therewith.

In addition to the above, it should be noted that neophraseologisms reinvigorate the language of mass media as they bring in witticisms, juiciness, naturalness, create a specific system of images, invest with expression and fuel with energy: *Вірус ненависті з лабораторії «Кварталу». ... Тому найнебезпечнішим вірусом, який вже не гіпотетично, а реально вразив українців, є, далєбі, не китайський COVID-19, а вірус ненависті і злоби, що його культивує екстравагантна групка, <...>, а тепер мутувала до статусу правлячої верхівки («Високий замок», 27.02–04.03.2020) // The country's two big oil refineries have been destroyed. ... The Serb army have become **a sitting duck**, claimed Armed Forces Minister Doug Henderson. 'What?!' Orbán **throws cold water** on Ukraine's NATO hopes Budapest's relationship with Kyiv takes another nosedive (Politico, April 21, 2023).*

Another complicated matter in current linguistics is the discrimination between phraseological units and periphrases which has caused the emergence of a separate category: phraseological periphrases (Makarets, 2012, p. 29; Fedurko, Paten, 2022, p. 182): Мир під ракетним обстрілом. Як Росія намагається схилити Україну до переговорів (Українська правда, 17 квітня 2023). *Мисливець за копальнями: чому Пригожин сконцентрував ПВК «Вагнер» на штурмі Бахмута (https://www.radiosvoboda.org/a/pvk-vahner-pryhozhyn-shturm-bakhmuta-interes-kopalni/32259613.html). І чому ПВК «Вагнер» так званого «кухаря путіна» Євгена Пригожина хвиля за хвилию веде штурм на цьому напрямку? Відповіді на ці питання озвучив координатор стратегічної комунікації Ради з національної безпеки США Джон Кірбі (https://www.radiosvoboda.org/a/pvk-vahner-pryhozhyn-shturm-bakhmuta-interes-kopalni/32259613.html); Забужско назвала Кремль «світлим гонником» (https://gazeta.ua/articles/culture/); Російська влада причетність своїх військових до цих злочинів спростовує і називає «Бучанську різанину» фейком і провокацією. Щоправда, доказів своїх слів Кремль так і не навів (BBC News Україна, 07.05.2022) // 'President of the rich' Emmanuel Macron gives Legion d'honneur to Jeff Bezos (https://www.telegraph.co.uk/world-news/2023/02/24/); At the Ramstein meeting Friday, Ukraine, Germany and Poland agreed*

to establish a maintenance and service centre in Poland for the Leopard 2 main battle tanks being provided to Kyiv. The **'armoured fist'** formed by collaborative efforts will thwart the terrorist regime's aggression against Europe and the entire free world (Politico, April 21, 2023).

Neophrasemes of the political mass media realm are a sort of a subsystem of professionally oriented symbols fulfilling a number of important functions: nominative, cognitive, informative, pragmatic, evaluative, expressive etc. V. Cherednychenko stresses that phraseological innovations do not present the full picture of the world; they only provide language speakers with necessary fragments (Cherednychenko, 2005, p. 5): *податки до люстрації доведуть; під лежачий камінь газ не тече; фермер фермеру ока не виключе // voucher program, Duvet days, blue-on-blue, hollow army, hillbilly armour, meat tag.*

Conclusions and prospects for upcoming research into the topic. The role of phraseological neologies consists in the fact that it is a verbal reflection of reality in society and an indicator of dynamism of the literary language; it is also an important indicator of language's resiliency. Within the political discourse taking place in mass media, neophrasemes fulfil two pragmatic tasks: to attain informative and evaluative saturation and emotional expressiveness. Using neophrasemes, an author is able to describe facts in the environment in a new, more apt manner; he conveys the language and culture conditions of society, its values, its impact upon human mind (sometimes also bordering on manipulation, since 'manipulating human minds' is a topic of political discourse) and relays the *modus operandi* of everyday life in a simple and easy way. Apt usage of neophrasemes invests texts with brilliance, conciseness, preciseness and expressiveness as we notice these qualities in speeches uttered by politicians; it helps them achieve their goals; it allows them to be brief but use a rich system of images to convey the essence of expression, to reinvigorate one's speech, to draw the attention of listeners.

In the future, we aim to expand this to an in-depth research into neologisation and neophraseologisation of the political discourse in Polish and German mass media.

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