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The impact of neologisms on the development of the modern Ukrainian media discourse of war

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Abstract.

The following research aims to emphasize the significance of neologisms that emerge as a result of the war by the Russian Federation against Ukraine and their effect on the current Ukrainian media discourse. The purpose of the research is to identify the neologisms' structure and semantics and explicate the reasons for their occurrence in the Ukrainian media discourse and vocabulary. Neologisms are created to name novel concepts or rename the already existing ones in different fields of life due to various changes caused by numerous factors. The methods used to analyze the corpus included linguistic analysis, linguo-cultural, word-forming analysis, and discourse analysis. The study concluded that neologisms were created to name people, countries, nations, as well as new concepts. Metonymy, metaphor and compounding were determined to be the most productive means of neologisms coinage in Ukrainian. Shortening, blending, misspellings, mishearings, mistranscriptions or mispronunciations turned out to be less productive in the Ukrainian language.

Keywords:

*neologism
Ukrainian media discourse
word-formation
metaphor
metonymy
compounding*

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Introduction and Literature Review

The war started by the Russian Federation (RF) against Ukraine on the 24-th of February, 2022, affects each citizen of Ukraine and brings changes in all the areas of the life within Ukraine, including different types of media vocabulary. Therefore, the Ukrainian vocabulary undergoes different changes since many new lexemes emerge to name novel concepts of Ukrainians' reality. Neologisms are widely used in everyday speech, as well as in online communication, especially in that of social media.

In modern linguistics, the term neologism is defined as a new word or phrase created to name a novel or already existing concept (Assanova et al. 2019, 926; Holubnycha et al. 2020, 43-44; Horbach and Hryniuk 2018, 231-232; Nam 2021, 3-5). New formations are used in speech and are not included into lexicographic sources and perceived as new creations for a certain period of time (Holubnycha et al. 2020, 45; Nelcoska 2020, 13).. They differ from other words based on the following criteria: naming (a new word or the already existing one is used to name a specific concept, phenomenon, or the already existing word is applied for naming); chronological (a neologism exists during a certain period of time in the history of language and society); psycho-linguistic (native speakers' awareness and perception of a certain word or expression novelty); and locative (scope of new formation usage) (Assanova et al. 2019, 927-928; Horbach and Hryniuk 2018, 232-233). Moreover, one of the specific features of neologisms is that they can quickly get into a certain language vocabulary, in our case Ukrainian, and people's mental lexicon. The future status of neologisms is not always predictable as it depends on the combination of social, cultural, political and extra-linguistic factors (Selivanova 2010, 504; Zatsnyi 2008).

Operating in different speech fields, neologisms undergo the following stages of integration, including socialization (perception of a new lexical unit), introduction into the language system, as evidenced by the emergence of derivatives and phrases paradigms based on neologisms, and communicative learning and application (Fontaine 2017; Renouf 2020). The evidence of the neologisms final entry into the language system occurs when they are registered in different

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dictionaries (Guerra 2016; Taran et al. 2021, 63-64).

To create neologisms, people can apply a variety of means and models available in the system of a particular language, or they can borrow them from other languages (Plag 2002; Selivanova 2010). Neologisms are created by means of compounding, affixation, back formation, repurposing (based on metaphor, metonymy, or both), conversion, eponyms, abbreviations or acronyms, blending, clipping / shortening, and errors (mistranscriptions, misspellings, mispronunciations, and mishearing) (Fontaine 2017; Holubnycha et al. 2020; Nam 2021; Prusiazniuk 2016).

Methodology

The purpose of the following research is to identify the semantic and structural features of new formations and explicate key reasons that result in creating neologisms in the Ukrainian language and their usage in the current Ukrainian media discourse.

The corpus of the research was selected from different types of social media, including TSN.ua, 24tv.ua, Ukrainian News, Ukraine Now, Kyivindependent.com, Life Pravda, Lemberg News, RBK-Ukraine, Shlyakhta ne plache, 5Kanal, and Stop Russian War.

The **methods** applied in this research are as follows:

- linguistic analysis was utilized to select neologisms created and used in the current Ukrainian media discourse;
- word-forming analysis was applied to determine the semantics and structure of neologisms;
- linguo-cultural and socio-cultural analyses helped explicate specific features of the Ukrainian language, vocabulary, culture, traditions, politics, and other issues.
- discourse analysis was applied to interpret and explicate the meaning of new formations used in the specific context.

Discussion and Results

Proper nouns, including personal names and nicknames of political leaders, names of nations, countries, and territories, are a separate and numerically important group in the corpus of the following research. They are often used metonymically or metaphorically. For instance, *ВОЛОДИМИР Володимирович Путін* (Vladimir Vladimirovich Putin) is

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regarded as the bloody leader of the Russian Federation in the world history of the 21-st century. *Путя (Putya)*, *Путка (Putka)*, *Путлер (Putler)*, *Ліліпутін (Liliputin)*, *Недоімператор (Under-emperor)*, *Бункерний дід (Bunker crone)*, *Бункерний фюрер (Bunker Fuhrer)* and *Лідер Мордору (the leader of Mordor)* are novel nicknames sarcastically given to Putin. *Путя (Putya)*, *Путка (Putka)*, and *Ліліпутін* make specific emphasis on the height of Putin. The other nicknames *Недоімператор (Under-emperor)* and *Лідер Мордору (the leader of Mordor)* focus on Putin's plans to restore the former Soviet Union Empire under his control and leadership. Putin is often compared to Hitler, who also focused on the superiority of Germany and Germans, which is reflected in the ironic nicknames *Путлер (Putler)*, *Бункерний дід (Bunker crone)* and *Бункерний фюрер (Bunker Fuhrer)*. These nicknames also emphasize Putin's age and habits to stay in numerous bunkers located in different spots over Russia.

Derivatives *путінізм (putinism)* and *лукашизм (lukashysm)* stress the political ideologies set by Putin in the Russian Federation and Lukashenko in the Republic of Belarus. These new terms are composed of personal names Putin and Lukashenko and the suffix *і(и)зм (-ism)*. In Ukrainian, this suffix is applied to form abstract nouns that name a certain practice, ideology, or doctrine (Plushch 2005, 40).

The Russian Federation (RF) or Russia has many names with negative connotation due to its invasion of Ukraine, including *Русляндія (Ruslyandia)*, *Раша (Rusha)*, *Рашка (Rushka)*, *Оркостан (Orkostan)*, *Кацапстан (Katsapstan)*, *Бомжестан (Bomzhestan)*, *Мародерська Федерація (МФ) (Marauder Federation)*, *Мордор (Mordor)* and others. Neologisms *Русляндія (Ruslyandia)*, *Раша (Rusha)*, and *Рашка (Rushka)* come from the official names of Russia in the English-speaking and German-speaking countries. *Кацапстан (Katsapstan)*, *Оркостан (Orkostan)*, *Ватнікстан (Vatnikstan)* and *Бомжестан (Bomzhestan)* comprise the Persian suffix *-стан (-stan)*, meaning a place or land (Boldyrev et al. 2006, 395). According to the Etymological Dictionary of the Ukrainian Language, the word *кацап (katsap)* is formed of the Ukrainian word *цап (tsap)*, which means a goat with long hair under its chin, and the specific component *ка-*, thus creating a humorous effect.

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As indicated by different historical records, since the Russians had long beards, they were associated with goats (Melnychuk et al. 1985, 408). According to other version, *кацап* means a *butcher* or *executioner* in the Turkish and Arabic languages. The neologism *Оркостан* (*Orkostan*) includes the name of one of the races first-mentioned in *Beowulf* and then specified by Tolkien in his novel *The Lord of the Rings*. The representatives of this race are presented as very ugly, aggressive and vicious monsters that torch and kill others. The place where orks live is called *Mordor*, which is one of the names applied by Ukrainians in reference to Russian invaders. *Бомжестан* (*Bomzhestan*) and *Мародерська Федерація* (*Marauder Federation*) reflect the level of poverty and a fierce desire for enrichment of Russian soldiers. Furthermore, the proper names of Russia – *Раша* (*Rusha*), and its representatives – *Орки* (*Orks*) and its leader Putin – result in the appearance of novel adjectives, such as *рашистський*, *орковський*, or *орський*, and nouns, including (*путня*, *рашист*, and *рашистка*) in Ukrainian. The peculiar feature of the above-indicated neologisms is that they are written with a small and not capital letter.

The nicknames of *Alyaksandr Lukashenko*, the President of Belarus, *Картопляний фюрер* (*Potato Fuhrer* or *Potato Leader*) and *Картопляний диктатор* (*Potato Dictator*) emerge due to the facts that Belarus is known to be the country specializing in growing potatoes. Thus, based on this specific feature, the country is also referred to as *Бульбарусь* (*Bulbarus*), where *бульба* means *potato* in Belarusian and Ukrainian.

Шойгувати (*shojhuvaty*) is a newly crafted verb referred to the situation when a person is at work and imitates that everything takes place as planned not considering the fact that it is not true in practice. Shoigu is the name of the Minister of Defense of the Russian Federation.

Арестовлення (*arestovlennya*) is created to name the process when people feel calm and secured a result of the soothing and optimistic voice by Oleksiy Arestovych, who is one of the military consultants at the office of the President of Ukraine.

The village of *Chornobayivka*, located in Kherson Region, is used to indicate an unpleasant *déjà vu* experienced by

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Russian troops that fail to achieve the desired result and suffer a lot from this issue. Furthermore, *чорнобаїти* (*chornobayity*) and *розчорнобаїти* (*rozchornobayity*) are the newly created verbs that mean *to destroy on a constant basis*. Based on the same principle, other verbs originated from different toponyms are formed, for example, *відірпенити* (*vidirpenyty*) and *нагостомилити* (*nahostomylyty*). It is worth noting that Irpin and Hostomel are the names of Ukrainian hero-cities. Due to the symbolic meaning of *Chornobayivka*, Ukrainians start producing beer *Чорнобаївка* (*Chornobayivka*) and bread *Чорнобаївський* (*Chornobayivs'kyu*):

Чорнобаївський (*Chornobayivs'kyu*) is a new sort of brown bread released in Kyiv and its region. The symbolism of this bread is that prunes imply overburnt orks, white flax seeds – sparkles from the Ukrainian artillery, and ground nutmegs – powder. Luchan Brewery and Craft Farm produce stout beer 'Чорнобаївка' with an original taste (24tv.ua n.d.; TSN.ua n.d.).

Abbreviation and **acronym** are used to create neologisms in the modern Ukrainian language. The vivid example of giving new meanings to the already existing ones is the abbreviation *ЗСУ*, which stands for *Збройні Сили України* (*The Armed Forces of Ukraine*). Due to the war or as the Russian Federation names it *military operation*, the respect and support of the Ukrainian people for the Armed Forces are endless and outstanding. Therefore, there appears other variant of interpreting this abbreviation – *ЗСУ* (*Захистимо Славну Україну* – *Save Our Glorious Ukraine*) (Lemberg News n.d.).

The other example is *ДСНС* (*Державна Служба з Надзвичайних Ситуацій* – *the State Emergency Service of Ukraine*) that obtains a new ironic sense *ДСНС* (*Допоможемо стримати наступ сволоти!* – *Help restrain the invasion of the villains!*) (Lemberg News n.d.).

Clipping or **shortening** is another types of word formation when the initial, final or sometimes both segments of the words are omitted or deleted on purpose. For instance, the neologism *арта* (*arta*) is shortened from the Ukrainian word *артилерія* (*artillery*).

Маріуполь (*Mariupol*) is one of the cities that Russians had under siege for a long period of time causing genocide of

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civilians and destroying its industrial and civil infrastructure. The courageous defenders and residents of the city refer to *Mariupol* as *Марик* (*Maryk*). *Маріуполь* is shortened and the suffix *-ик* added. The following suffix has a deminutive and positive meaning in this case (Plushch 2005, 36-37).

Blending, as a type of word formation, functions when the initial and terminal segments of the two words form a new lexeme. For example, *екоцид* (*ecocide*) comprises the component *еко* (*ecology*) + *цид* (meaning *killing*) and is used to name the crimes and possible consequences of the siege and shelling of the nuclear power-plants located in Chernobyl and Enerhodar by the Russian troops:

Російська Федерація вчиняє екоцид та геноцид проти українського народу та усього світу (*The Russian Federation commits genocide and ecocide against the Ukrainian people and the whole world* (5Kanal n.d.).

Роспропаганда (*rospropaanda*) is a blend of the adjective *російський* (*Russinian*) and the noun *пропаганда* (*propaganda*).

One of the fakes created and shared by the Russian media and authorities is that there are many *наці-батальйонів* (*natsi-battalions*) or *назі-батальйонів* (*Nazi-battalions*) in Ukraine, as well as *украшистів* (*ukrashysts*). This neologism is composed of the adjective *український* (*Ukrainian*) and the noun *фашист* (*Nazi*).

The new word *рабсійський* (*Russian slave*) is formed by means of blending of the noun *раб* (*slave*) and the adjective *російський* (*Russian*) referring to those Russians who blindly follow the politics and ideology suggested by Putin in reference to Ukraine and its people (Lemberg News n.d.).

ДжаВолина (*JaVolyna*) comprises the English noun *Javelin* (*portable anti-tank missile system*) and the Ukrainian word *волина*. According to the *Great Explanatory Dictionary of the Ukrainian Language*, the word *волина* has the following meanings: 1. a folk musical instrument with pipes; 2. slangy word, meaning a weapon; 3. the name of the region in Ukraine - Volyn) (Busel et al. 2005, 200). *ДжаВолина* (*JaVolyna*) is a unique device used to throw *Bandera* smoothies or *Molotov* cocktails into Russian machinery. The key purpose is to damage foe vehicles from the safe distance. This device was invented

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in Lutsk, Volyn Region:

У Луцьку розробили катапульта для 'коктейлю Молотова' та 'Бандера смузі' й назвали її ДжаВолина (In Lutsk, the catapult for throwing 'Molotov cocktails' and 'Bandera smoothies' is invented and named JaVolyna) (5Kanal n.d.).

In this case, the initial sounds of the word *Javelin* [ˈdʒævəlɪn] are written using Ukrainian letters дж and pronounced as one sound [дж].

Затри́дні (*zhatrydni*) is a new verb comprising three Ukrainian words - 'за три дні', meaning *in three days*, which are spelt together. The creation of this word is related to one of the plans set by Putin - to occupy Ukraine in three days, which became unrealistic (RBK-Ukraine n.d.).

Misspellings, mishearings, mistranscriptions or **mispronunciations** are utilized to produce new words or word combinations, for instance, *росія* or *росія* (*Russia*), *Московія*, *російська федерація*, *російська федерація*, *рФ* (*Russian Federation*), *Велика расія* or *великая расія* (*Great Russia*), *Русьгий Ванька* (*Russian Ivan*), *Затонув чи Vтопився* (written on of the stamps released by Ukrposhta); *Адин Народ!*, *За Нами Правда!*; *Сваіх не брасам!*, *Победобесіє*, *Застрелись!* (an inscription on a temporary sculpture installation located in Kyiv, in 2022). The letters *с* (*сс*) and *з* or their corresponding sounds are substituted for the Latin letter *Z* or *z* (*zz*) in new words and word combinations *РоZZія* or *РоZія* (*Russia*), *Імперія Зла* (*the Empire of the Evil*), *РаZZки*, *паZZки*, *Раззки* or *моzzzкалота* (*Russians*). These lexemes are used to name Russia and its citizens in which the Latin letter *Z* is one of the modern symbols of the Russian Federation. The Ukrainian soldiers use the letter *Z* on the machinery of the invaders to create a neologism *Знищено!* (*Destroyed!*):

Z - означає 'Знищено!' Наші хлопці по-своєму трактують маркування на техніці російських окупантів. (*Z* means 'Znyshcheno! Our guys interpret the marking on the machinery of the Russian invaders in their own way (24tv.ua n.d.).

Different military machinery and troops have specific letters on them with a unique symbolic meaning. For instance, the Latin letter *Z* is referred to mark the eastern forces of Russia. Many slogans popularized in the modern Russian society start with the word *За* (*For*), for example, *За Победу!* (*For*

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the Victory!) or *За Россию!* (*For Russia!*). Thus, *Z* has been chosen to indicate the leading ideology set within the country and the armed forces of Russia. Furthermore, other letters of the Latin alphabet are also applied to mark other military units: *O* is utilized to differentiate the troops of the Republic of Belarus, *V* is referred to the Russian naval corps, *X* is applied to indicate the units from the Chechen Republic (24tv.ua n.d.).

Бандер♥лька (*parcel*) or *Груз200* (*Cargo 200*) are new formations referred to the transportation of military fatalities by Russians. Initially, the term *Cargo 200* referred to the corpses of USSR soldiers taken back to their Motherland in zinc-lined coffins during the war in Afghanistan. It is worth mentioning that the total weight of the dead and coffin should not exceed 200kg (Gordon and Komissarov 2016, 19-20). There are also other terms related to different types of cargo, for instance, *Cargo 300*, which is referred to wounded soldiers, *Cargo 100* – to munitions transportation, *Cargo 400* – to captives and prisoners, *Cargo 500* – to medicine, *Cargo 800* – to chemical weapons (Gordon and Komissarov 2016, 20).

Бандер♥лька (*parcel*) is a neologism originated from the word *бандеролька*, which is a diminutive word from *бандероль* (*parcel*) (Busel et al. 2005, 69). In this neologism, the graphical means of black heart ♥ is used to symbolize grief and death.

Русский военный корабль, иди на хуй! (*Russian warship, go fuck yourself!*) is the best-known phrase spoken by Roman Hrybov, the Ukrainian border guard, to missile warship Moskva that attacked Snake Island in the territorial waters of Ukraine in February, 2022. Consequently, this phrase and its numerous derivatives have been widely used by people in protests and demonstrations against the Russian invasion of Ukraine worldwide. In the Ukrainian language, there emerge many neologisms as a result of misspellings, mistranscriptions, mispronunciations and graphical means, including *Русский военный корабль, иди на хуй!* *Русский военный корабль, иди нахуй!* *Русский военный корабль, иди на х#й* *Русский военный корабль, иди на х*й!* *Русский военный корабль, иди НАх#й!* *Русский военный корабль, иди НАХ*Й!* *Русский военный корабль, иди НА*УЙ!* *Руский ваенний карабль, пашол нах*уй,*

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Русский военный корабль, иди НАХУЙ! (Lemberg News n.d.; 5Kanal n.d.; Life Pravda n.d.). Ukrposhta, the postal service of Ukraine, commemorates this phrase on the postage stamp.

The slogan *Дабро пажалавать в АД!* (*Welcome to HELL!*) is frequently applied by all Ukrainians who are always devoted to sacrificing their lives to free their country from savage invaders. According to the data on the losses of Russians in Ukraine, Russian troops have got into the trap that they could never have foreseen. In this case the Russian words *Дабро пажалавать* (*Welcome to*) are written as they are pronounced in Russian, which is not correct. Moreover, the capitalization of the word *АД* (*HELL*) significantly contributes to the sarcastic meaning of the whole slogan.

Affixation is one of the most common ways of creating new words by adding suffixes or prefixes to the already existing ones. For instance, such words as *дебандеризация*, *десвіфтизация*, *денуклеаризация*, *дефашизация*, *дерашинизация*, *дефутболизация*, and *депунітизация* are formed by means of adding the prefix *де-* (*de-*) and the suffix *-аци(j)*. According to the Etymological Dictionary of the English Language, the prefix *де-* (*de-*), meaning *down, down from, away, off, totally, or completely*, is an active word-forming element in the French and English languages (Open Etymology Dictionary n.d.). The suffix *-аци(j)* is used to create nouns of female gender that denote specific actions based on widely applied international words (Plushch 2005, 40).

Десвіфтизация (*deswiftication*) is the process when Russia must be deprived of access and utilization of all SWIFT services:

Щоб зупинити Путіна, потрібно газове і нафтове ембарго та десвіфтизация всіх російських банків (*To stop Putin, gas and oil embargo, as well as deswiftication (deswiftication) of all Russian banks are needed*) (Дмитро Кулеба, *by Dmytro Kuleba, Minister of Foreign Affairs of Ukraine*) (Bezhpoyasko et al. 1993, 66).

SWIFT allows executing financial payments and transactions between banks worldwide.

Дебандеризация (*debanderyzatsia*) is one of the key priorities of the Russian-Ukrainian war. The following neologism is based on the personal name of the best-known Ukrainian patriot *Степан Бандера* (*Stepan Bandera*). He was one

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of the leaders of the Organization of Ukrainian Nationalists (OUN) who fought for the independence of Ukraine and freedom for its citizen (Rossolinski-Liebe 2014).

Денуклеаризація (*denukleryzatsia*), *дефашизація* (*defashinizatsia*), *дерашинізація* (*derushynisatsia*), and *депутинізація* (*deputinizatsia*) are created to name different negative processes within Russia and worldwide. For example, the process *денуклеаризація* (*denukleryzatsia*) is aimed at depriving Russia of its nuclear arsenals:

Порятунок – демілітаризація, денуклеаризація й денацифікація терористичного співтовариства під гучною вивіскою 'Російська Федерація.' (*Salvation is demilitarization, denuclearization, and denazification of the terroristic community under deep-mouthed sign-board 'Russian Federation'* (24tv.ua n.d.).

Дефутболізація (*defootbolization*) is the process when the all the football teams of Russia are excluded from the participation in different football championships. Moreover, all Russian sport teams and sportsmen are excluded from taking part in all sport competitions.

The word *афганізація* (*afghanization*) is formed of the name of the country *Афганістан* (*Afghanistan*) and the suffix *-аци(j)* (Plushch 2005, 40). It is referred to the situation when the military conflict can last for a long period of time. It is worth noting that the war in Afghanistan lasted for about 10 years (1979-1989).

Compounding is widely applied to form new words and phraseology creations in the Ukrainian language by means of combining two independent structurally simple or affixed words or giving new meaning to the already existing ones. For instance, *Київська Мадонна* (*Kyiv Madonna*) names the mother and her child who was born in the Kyiv shelter on the first days of the Russian invasion (24tv.ua n.d.).

Тракторні війська (*tractor army forces or troops*) or *тракторний батальйон* (*tractor battalion*) helps the Armed Forces of Ukraine in fighting with Russian soldiers. Ordinary farmers without any weapons simply steal military machines and tanks from Russians:

Тракторні війська продовжують зачистку України від ворожої техніки (*The tractor army forces continue cleaning*

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Ukraine from foe machinery) (Lemberg News n.d.).

Therefore, considering this fact, there is a suggestion that a novel unit - *tractor military unit* - should be introduced in the Armed Forces of Ukraine. The other neologism *трактор-амфібія* (*tractor-amphibian*) is closely related to the above-mentioned concept. This new word is referred to an imaginary transport that could move under water:

Єдине чому росія ще має флот - бо в українських фермерів нема тракторів-амфібій (*The only reason why russia has still had its fleet is that Ukrainian farmers do not have tractor-amphibians*) (Lemberg News n.d.).

Завести трактор (*to start the tractor*) is a novel verb in Ukrainian created to name the most bizarre argument in conversation:

А потім він завів трактор та почав казати, що не мие посуд бо сьогодні вівторок (*Then he started the tractor and mentioned that he does not do the dishes as it is Tuesday today*) (RBK -Ukraine n.d.).

Бучанська різанина (*Bucha massacre*) and *Бучанський синдром* (*Bucha syndrome*) refer to one of the cities in Ukraine, Bucha, where Russian soldiers committed savagely cruel and inhumane crimes. Those people who manage to go through and survive all the above-indicated acts of inhumane physical and emotional cruelty of Russians suffer *Бучанський синдром* (*Bucha syndrome*):

Далі буде ще багато інших українських міст, де побував людоїдний "руській мір". Не хочете страждати від "бучанського синдрому" завтра - дайте зброю сьогодні (*There will be many other Ukrainian cities, where there the cannibal 'Russian Peace' has come to. If you do not want to suffer from the Bucha syndrome tomorrow, give weapons today*) (24tv.ua n.d.).

Гамбургерний бунт (*hamburger riot*) names the situation in which Russians behave in an uncontrolled and violent way while protesting against closing MacDonald's restaurants in their country. Many foreign companies, MacDonald is not an exception, cease their work in Russia due to sanctions imposed on by different countries:

Росіяни штурмували Макдональдс в останні дні роботи в росії (*Russians were conquering MacDonald's on its last days of work in Russia*) (24tv.ua n.d.).

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Бандера-смузи or *Бандера смузи* (*Bandera smuzhi*) also comprises the personal name *Bandera* and the noun *смузи* (*smoothie*). The following mixture is aimed at attacking tanks and other vehicles with a glass bottle containing flammable substances to get them out of order. Its components and the way of application are typical of the Molotov cocktail; though, the proportions are a bit different. To avoid any references to the Soviet Union and Russia, Ukrainians name this mixture *Бандера смузи* (24tv.ua n.d.).

The nuclear power-plant in Chornobyl was under siege of Russian troops since the first days of the invasion. The Red Forest, which surrounds this nuclear power-plant, is very polluted and dangerous to people's health. By knowing this fact, Russian generals ordered their soldiers to stay in that forest for several weeks. Therefore, those soldiers who manage so far to survive after having returned from the Red Forest are sarcastically named *гамма-самець* (*gamma-males*). This neologism is created as an analogy to the term *alpha male* with a dominating and influential power. Gamma radiation is a form of electromagnetic radiation that arises from the decay of atomic nuclei, which has a lethal danger to all beings, including humans:

Хто рив окопи у Чорнобильській зоні, у Рудому лісі, точно гамма-самці (*Those who dig trenches in the zone of Chornobyl, the Red Forest, are definitely gamma-males*) (Lemberg News n.d.).

Привид Києва (*Ghost of Kyiv*) is a nickname of military pilots who have been shooting down Russian planes over Ukraine. It is a collective image of the pilots from the 40-th brigade of tactic aviation of the Air Force of Ukraine who protect the sky over Kyiv (24tv.ua n.d.).

As a result of various fakes by the Russian authorities and media, there are bio-laboratories in Ukraine where biological weapons are produced. For instance, a phraseological unit *птиця спеціального призначення* (*bird for special purposes*) refers to different species of birds that are supposed to transport biological weapons to the territory of Russia (Lemberg News n.d.).

The other neologisms, including *крилаті бандерівці* (*winged banderas*), *бойові бджоли* (*fighting bees*), or

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БДЖОВЕЛІНИ (*bjoveliny*) are created to name the bees that bite Russian soldiers in Kherson (24tv.ua n.d.; Lemberg News n.d.).

Therefore, in the majority of the neologisms under analysis, structural compounding is influenced by semantic means of word-formation, including metonymy, metaphor, or both of them.

Conclusion

The changes taking place in Ukraine due to the war by Russia result in the emergence of new words and phrases in the current Ukrainian media discourse and vocabulary. Numerous neologisms are created to name novel concepts or to rename the existing ones of the new reality that Ukrainian people and country experience in various fields of their life, especially in various types of media. Consequently, the following research exposes specific conclusions that prove the significance of neologisms and their role in further development of the Ukrainian language. Nowadays, many neologisms naming political leaders, countries, nations, or ideologies, created in Ukrainian, are widely used in other languages worldwide. Among them are Kyiv Madonna, Bucha massacre, Bucha syndrome, putinism, Putler and many others. Metaphor, metonymy and compounding are the most productive ways used to create neologisms in Ukrainian. The perspectives of future research may include the ways of translation of Ukrainian neologisms into other languages.

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