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**THE WAR LANGUAGE IN MILITARY DISCOURSE AND  
DISCOURSE OF CRISIS**

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War, as a contemporary worldview experience, permeates all spheres of social life. The gradual comprehension of war in sociocultural polemics has led to its comprehensive reflection in various discourses. Its perforation into military discourse and discourse of crisis is entirely natural since texts that form, for instance, the corpus of official documents, journalistic articles, and others, do not arise in an ideological vacuum but emerge as a complex of socio-political phenomenon. According to J. Galtung, the study of the epistemological evolution of knowledge about the language of war is an important task of modern linguomethodology [1]. N. Santíañez associates this with expansionism and the aspiration for the most comprehensive coverage of linguistic phenomena [2]. The origins of the functional paradigm in linguistics can be observed in the works of the German linguist and philosopher Wilhelm von Humboldt, who saw the primary goal of the science of language as transitioning its study from “ergon” to “energy”, that is, from systemic phenomena to their functioning in speech [3]. The present days, scholars are increasingly aware of the fact that language is an open, dynamic system that shows a stable tendency toward growth, especially during periods of intensified military conflicts. In this study, the war linguistics is considered to be a part of philological research that reveals the heuristic potential of the war language. This forms the foundation for a new linguopolitical environment in texts of various functional and stylistic markings, which have become particularly relevant and productive during the periods of military conflicts. The object of war linguistics is the war language, which constitutes the basis of military discourse and the discourse of crisis and shapes the linguistic continuum of the modern linguistic paradigm in political linguistics, sociolinguistics, military communication, and military conflictology.

An important foundation for the emergence of the war language was the World War I. During the war period, terms emphasizing heroism and the struggle for national liberation were actively used. Such observations support the theory of linguistic determinism, according to which language not only reflects the current state of the system but also shapes an adequate perception of historical events [4]. For example, linguistic means such as “liberation struggle”, “national revival”, and “struggle for independence” were used to reflect the Ukrainian people’s aspiration for sovereignty.

It should be noted that the war language also dominated during the World War II. Ukrainian lands at that time found themselves at the epicenter of the confrontation between two totalitarian regimes – Nazi Germany and the Soviet Union. The propaganda rhetoric of both sides actively influenced the perception of the war. In the USSR, expressions like “Great Patriotic War”, “sacred struggle”, and “heroic feat of the Soviet people” dominated, emphasizing the patriotism of Soviet society. In Nazi propaganda, terms like “crusade against Bolshevism” and “liberation campaign” were used to appeal to the aggression. A separate place was occupied by the vocabulary of the Ukrainian national liberation movement, which sought to establish Ukraine’s independence. In the materials of the OUN and UPA, expressions like “struggle for an independent Ukraine”, “Ukrainian liberation movement”, and “national revolution” were disseminated. They emphasized the aspiration to preserve Ukraine and its borders.

With Hitler’s rise to power, Soviet troops entered Poland, occupied Western Ukraine, Western Belarus, and the Baltic territories. In Ukraine, the process of Ukrainization in the newly integrated lands triggered an intense process of Russification.

After the start of Russia’s full-scale invasion of Ukraine, the war language reached its peak in the media. Linguistic means such as “drone war”, “wave of cyberattacks” (The Guardian), “ears of the Russian world”, “lasting peace” (The Washington Post), “traces of Russian war crimes”, “political chaos”, “wave of instability”, “buffer zone”, “brilliant negotiator” (The New York Times) have become an integral part of media discourse [5].

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## **ЯКІ АСОЦІАЦІЇ ВИКЛИКАЄ СЛОВО-СТИМУЛ “МОВА” В УКРАЇНЦІВ? (РЕЗУЛЬТАТИ ПСИХОЛІНГВІСТИЧНОГО ДОСЛІДЖЕННЯ)**

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Статус української мови є часто в центрі суспільного обговорення на політичному, науковому та суспільному рівні. Систему поглядів мовців щодо мови чи мов розглядають здебільшого у зв'язку з мовною свідомістю. Зрозуміло, що оцінка мовних фактів (як правильних / неправильних, естетичних / неестетичних тощо) носіями мови передбачає рефлексію над мовою або дію мовної свідомості [5, с. 143]. Ставлення до мови є одним з виявів мовної свідомості, а також – це явище індивідуальне, та сукупність цих ставлень відображає суспільну оцінку мови [4, с. 135].

Ставленню мовців до мови або мов у соціолінгвістиці надають значення сутнісної оцінної ознаки, одного з параметрів аналізу мовної ситуації. Поряд з іншими оцінними характеристиками – такими, як комунікативна привабливість, престижність, естетична цінність, які й