

PHILOLOGY AND LINGUISTICS

The Russian-Ukrainian war neologisms used in the Ukrainian social media: a formal perspective

Aleksandruk Iryna¹, Palchevska Oleksandra², Hubyh Petro³

¹ Associate Professor at the Department of Foreign Languages for Chemistry
and Physics-Related Faculties, Educational and Scientific Institute of Philology;
Taras Shevchenko National University of Kyiv; Ukraine

² Associate Professor at the Department of Foreign Languages and Translation Studies;
State University of Life Safety; Ukraine

³ Senior Lecturer at the Department of Foreign Languages and Translation Studies;
State University of Life Safety; Ukraine

The 24-th of February, 2022, has become the most dreadful day in the history of Ukraine and the world in general. The savage war that the Russian Federation started against Ukraine and its citizens has led to numerous changes in various fields of life, including the Ukrainian language. Consequently, many new words and phrases emerge to name the new reality phenomena that Ukrainians should handle and overcome. Social media is regarded as one of the sources of neologisms that enter the Ukrainian language.

The term *new formation*, *neologism*, or *ad hoc formation* is referred to a novel word or phrase used to name a new or already existing phenomenon or concept (**Nelcoska 2020**). The specific characteristic of neologisms is that people perceive them as new formations for a certain period of time and thus they are not included into different lexicographic sources. In order to create a new word or phrase, different models and means found in the system of a certain language can be used or they can be borrowed from other languages. The most common means of neologisms formation in Ukrainian are compounding, repurposing (based on metonymy or metaphor), eponyms, blending, acronyms, abbreviations, shortening, and errors (mishearing, mistranscriptions, mispronunciations, and misspelling).

Many new words that appear in Ukrainian are derived from the proper name Stepan Bandera. They include the following *Бандеромобіль* (*Banderomobil'*), *Бандера смузи* (*Bandera*

PHILOLOGY AND LINGUISTICS

smoothie), *Бандера-бургер* (*Bandera-burger*), *дебандеризація* (*debanderyzattia*), *бандеронацист* (*banderonatsyst*) (TSN.ua, n.d.; 24tv.ua, n.d.). It should be noted that Stepan Bandera is one of the most prominent figures in the history of Ukraine. Bandera devoted all his life and efforts to struggling against the regime of the Soviet Union and Stalin. The surname Bandera has become one of the symbols of the Ukrainian Liberation (Rossolinski 2014). Thus, Russian governmental authorities and mass media name one of the processes that they are eager to implement in Ukraine as *дебандеризація* (*debanderyzattia*). *Бандеромобіль* (*Banderomobil'*) is a neologism created to name military machinery used by the Ukrainian Armed Forces against Russian troops. *Бандера-бургер* (*Bandera-burger*) is one of the burgers served in McDonald's in Oslo, Norway, to support Ukraine in its fight for freedom.

Boris Johnson, Prime Minister of the United Kingdom, is called by Ukrainians as *Джонсонюк* (*Johnsonyuk*) (TSN.ua, n.d.). In this neologism, the suffix *-юк*, showing the belonging to Ukrainian nationality, is added to the surname *Johnson*. Therefore, Ukrainians consider Johnson the member of the Ukrainian society.

According to the reports by governmental authorities of Ukraine, some parents name their children *Джавелін* or *Джавеліна* (*Javelin*) (TSN.ua, n.d.). Moreover, Joseph Biden makes specific emphasis on this fact in his speech (24tv.ua, n.d.). Since the United States of America provides military support to Ukraine, Javelin, which is portable missile system, is one of the weapons effectively used by the Armed Forces of Ukraine against the Russian army.

All the changes occurring in the Ukrainian society due to the unprecedented war started by Russia result in creating many neologisms in the Ukrainian vocabulary and language. These neologisms are widely applied not only in Ukrainian but also in other languages to name unique concepts and phenomena taking place within the Ukrainian society.

References:

- [1] Nelcoska, Verica. 2020. Neologisms under the Influence of Social Media: Morpho-semantic Analysis. *Anglisticum Journal (IJLLIS)*, 9(10). 13-19. <https://anglisticum.org.mk/index.php/IJLLIS/article/view/2127/2550>
- [2] Rossolinski, Grzegorz. 2014. *Stepan Bandera: The Life and Afterlife of a Ukrainian Nationalist: Fascism, Genocide, and Cult*. Columbia University Press.
- [3] TSN.ua. n.d. <https://tsn.ua/online>
- [4] 24tv.ua. n.d. <https://24tv.ua>