

PHILOLOGY

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Ukrainisms with pejorative semantics in contemporary media discourse: linguoecological aspect

Modern media discourse is characterised by the active use of borrowings from other languages. The frequent use of Ukrainian words with a pejorative connotation in the context is noteworthy. The necessity of ecological approach to the study of modern Ukrainian borrowings in Internet discourse is due to the significant influence of media on the formation of public opinion, as well as the expediency of considering Ukrainianisms as part of the translingual aspect of linguoecology. The study identifies the main groups of Ukrainisms with pejorative semantics: lexemes with semantic shift, composites and eratives (phonetic, graphic and semantic). The analysis of Ukrainianisms in media discourse at the present stage suggests that their use is of a non-environmental nature and indicates the negativization of language consciousness of the Internet community.

Key words: Ukrainianism, pejorative connotation, speech aggression, media discourse, linguoecology.

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