



TETIANA KOTS

Ukrainos nacionalinės mokslų akademijos
Ukrainiečių kalbos institutas, Ukraina

Institute of the Ukrainian Language of the National
Academy of Sciences of Ukraine, Ukraine

LINGVOFILOSOFINĖ BŪTIES SAMPRATA ŠIUOLAIKINĖS UKRAINIEČIŲ ŽURNALISTIKOS TEKSTUOSE

Linguophilosophical Concept of Being
in Contemporary Ukrainian Journalistic Texts

SUMMARY

The article considers the integrative aspect of contemporary humanitarian knowledge, and offers an interpretation of the linguistic philosophy of Ukrainian journalistic texts of the beginning of the 21st century. Modern models of linguistic representation of existence are subject to a new semantic understanding of extra-linguistic reality, taking cultural and historical context, social and political challenges, and national values into account. The nuclear concepts that define the contemporary national space serve as the basis of linguophilosophy: «Ukraine» with the establishment of positive and negative semantic correlations; and «war-peace» with the formation of a dictionary of low and high language expression. For the language of mass communication, the evaluative category, textual modality, and social motivation are indicative.

SANTRAUKA

Straipsnyje, atsižvelgiant į integracinį šiuolaikinių humanitarinių žinių aspektą, interpretuojama XXI amžiaus pradžios ukrainiečių žurnalistinių tekstų lingvistinė filosofija. Šiuolaikiniai kalbinio egzistencijos vaizdavimo modeliai yra pavaldūs naujam semantiniam ekstralingvistinės tikrovės supratimui, atsižvelgiant į kultūrinį ir istorinį kontekstą, socialinius ir politinius iššūkius bei nacionalines vertybes. Lingvofilosofijos ašimi tapo svarbiausios šiuolaikinę nacionalinę erdvę apibrėžiančios sąvokos: „Ukraina“, kuriant teigiamas ir neigiamas semantines koreliacijas, ir „karas – taika“, rengiant žemosios ir aukštosios kalbos posakių žodyną. Masinės komunikacijos kalbai būdinga vertinamoji kategorija, teksto modalumas ir socialinė motyvacija.

RAKTAŽODŽIAI: tekstas, lingvistinė filosofija, vertinamumas, žurnalistikos žodynas.

KEY WORDS: text, linguistic philosophy, evaluability, journalistic dictionary.

INTRODUCTION

Today's information space is a mirror of trends in the development of the literary language in general. Means of mass communication synchronously encode different stages of social experience, ensuring the transmission of information from generation to generation and preserving it in time and space. At the same time, this sphere of language functioning is open and dynamic, it is constantly marked by the semantic and axiological mechanisms of the time, value, ideological, and aesthetic orientations of the era in connection with changes in the priorities of the social and political life of the people. Journalism is viewed by French philosopher M. Fuko as social information, a socially determined system of language and actions (Fuko 1996: 35).

The modern information space is the most effective and comprehensive tool for influencing the mass consciousness thanks to the formed highly developed functional system of mass communication means, which is an indispensable tool for spreading knowledge about the surrounding world, a fast means of transmitting information, as well as a crucial component of modern society. It provides crucial component feedback to addressers and addressees, participants in social communication, it becomes a reliable source for research on the dynamics of language change, active processes in the language and linguistic consciousness of our contemporaries.

As a result of the democratization of social life, the language of the information space is being modified in two ways:

1) at the structural level (lexical, morphological, and syntactic changes) through traditional literary and normative analysis of texts; and 2) by developing a linguistic philosophy of Ukrainian society that is up to date (an integrative aspect that considers the multidimensional nature of intra-linguistic processes, in particular the interplay between the linguistic and social contexts).

If we focus entirely on the literary and normative aspects of contemporary journalistic texts, then their analysis will not be objective and exhaustive without taking into consideration the cultural and historical trends of the national space, which cause transient and quick changes in linguistic fashion. Indicative for the 90s of the 20th century, the processes of the development of intra-lingual potential caused by the acquisition of statehood and the establishment of national identity at the beginning of the 21st century are noticeably fading away. The reactivation of forgotten words, idioms, and morphological forms in today's journalistic texts are no longer so active. Instead, the globalization of social life encourages the use of foreign language units that are not always necessary, require significant adaptation to the intra-systemic laws of the language, and frequently supersede their own nominations, especially in the language of mass communication.

As is completely obvious from modern language usage, all changes—even those at the structural level – are linked to semantic changes and are consequent-

ly subordinate to the primary goal of mass media to affect public opinion. The ideological content of journalistic texts,

which is revealed in context by the right linguistic techniques, is the main factor for the implementation of this function.

THE CONCEPT OF «LINGUISTIC PHILOSOPHY» IN PHILOSOPHY AND LINGUISTICS

Since the 18th century (particularly in the works of W. Humboldt), the term philosophy of language has been used to describe these mechanisms in the philosophical field of knowledge. Ukrainian philosophers (M. Popovych, S. Krymsky) define philosophy of language as a branch of philosophy concerned with the causes and limits of the dependence of the cognitive process on language. They emphasize that the study of the philosophy of the Ukrainian language can only be discussed since the 1990s. (Popovych 1998: 123). However, this concept has been in use in Ukrainian linguistics since the 1960s. In his «Essays on General Linguistics,» L. Bulakhovsky emphasized the need to distinguish philosophy of language as a distinct, significant scientific discipline that, in his opinion, «declared its rights among other linguistic disciplines.» (Bulakhovsky 1975: 96–97). Modern linguists provide the following definition of philosophy of language: “Philosophy of language is a field of humanitarian research aimed at studying the essence

and nature of living human language, its relationships with being (reality, actuality, the world), consciousness, and thought, as well as the field of theoretical and methodological knowledge that covers and interprets these relationships” (Bacevych 2008: 228; Witth-Nester 1996). S. Yermolenko offers an extensive research on this problem, studying the idiolect of linguistic personalities (Yermolenko 2020). Linguists, as a rule, use the terms philosophy of language and linguistic philosophy as synonyms. The main focus of this area of linguistics: conceptualization of individual writer’s vocabulary, aesthetic functions of ethnocultures of different epochs, symbolic meaning of names. It is indicative for such works to establish how the antithetical thinking of a significant figure in the history of the Ukrainian literary language contributed to the aestheticisation of linguistic and aesthetic signs in Ukrainian culture that have a timeless value; decoding of such signs in the context of modern integrative stylistics.

LINGUISTIC PHILOSOPHY OF MASS COMMUNICATION MEDIA

Projecting the concept of linguophilosophy on journalistic texts and taking into the consideration the defining functions of the mass communication (informative, cumulative, influence on public

consciousness), we can define the following thesis: linguosophy of modern mass communication is the interpretation of commonly used and special, evaluative, figurative means of language

of nuclear concepts of the present in the context of socio-political events, national and universal values. The linguistic philosophy of modern mass media is formed by ideologically expressive texts created on the basis of the relevant spheres of communicative activity of society, communicative situations and the dynamics of extralinguistic factors.

The content of any text is encoded by means of the national language, the common fund of knowledge of the author and the recipient. The very nature of the linguistic units of journalistic texts contains the possibility of modelling not only reality, but also the ideological principles that determine the way of public thinking.

EVALUATION AS A CATEGORY OF LINGUISTIC PHILOSOPHY

The linguistic philosophy of journalistic texts is based on the category of evaluation. The functional significance of values is determined by the fact that they have a certain point of reference for the evaluation of certain events and are a regulator of behaviour, in particular the choice of linguistic means, the choice of reference objects for verbalization, the choice of strategy and tactics of verbal interaction. Values determine linguistic behaviour, being a basis of motivation and functioning in the system of axiological guidelines of the people.

Evaluation, particularly in the language of mass communication, shows a connection with emotionality, expressiveness, but is not identified with these concepts. S. Yermolenko emphasizes that «emotional in language is always expressive, but not every expressive phenomenon belongs to emotional» (Yermolenko 2000: 157). Emotional and expressive units contain negative or positive connotations, but evaluation is a broader concept. Evaluation can also be conveyed by neutral linguistic means, in particular from the intellectual sphere of linguistic thinking, which introduce an element of

objective understanding of the concepts and phenomena of the historical era. Emotional evaluation, on the contrary, introduces a tangible element of subjectivity into journalistic texts. Researchers consider emotional evaluation to be an element of aesthetic as well as the basis of rational evaluation, because emotion is a biopsychosocial unit, and evaluation based on it cannot be purely emotional or purely rational (Simmel 1999; Kots 2019). Polish linguists (Mikołajczuk 2000; Nowakowska-Kempna 1986) qualify the evaluation criterion as one of the main ones in the classification of the names of feelings. Agnieszka Mikołajczuk investigates the semantic class of anger and its sub-titles, which have a distinct intensive colouring (*furia, szai, oburzenie*) and contrary to the general meaning of «negative emotions», which differ in the nature of evaluation in terms of its value, as well as the type and object of this value (Mikołajczuk 2000: 130).

The positive or negative content scale of evaluation is formed in accordance with the social, ethnocultural, moral values defined in the society. Logical (rational) and emotional (irrational) evalua-

tion in the text often interact. Logical evaluation is motivated by objective thoughts, and emotional evaluation – by the subject's feelings towards the object (person, object, phenomenon, event, etc.). The units of logical evaluation are words and phrases with positive and negative semantics from the intellectual sphere of language thinking (*myslytel, humanist, dobrochesnyi naukovec, rozvyne-na infrastruktura, zlodii, plahiator, khabarnyk*), and emotional units are expressive-connotative (*nehidnyk, proidysovit, zazherlyva liudyna, ukrainoliub, omriianyi plan*). Emotional evaluation may coincide with the rational one.

Evaluation as a categorical feature of Ukrainian journalistic texts is emphasized by lexical means, in particular dialectisms (for comparison: such lexemes, activated in the 90s of the twentieth century, expanded synonymic series and performed a stylistic function), cf.: *Pid kurateliu zakoniv potrapliaiut narodni obrantsi i unykaiut bud-yakoi vidpovidalnosti za svoi vchynky* (Culture and life, 2011 03 12); *Deiaki predsidnyky chasto zabuvaiut, zavdiaky komu i z yakoiu metoiu pryishly do vlady* (Literary Ukraine, 2015 02 09). The expressive connotation of dialect lexemes reactivated at the end of the twentieth century sometimes disappears within a few years, for example, the word *tiahlist*, which became active in the 90s of the twentieth century, today can be qualified as an absolute synonym of the lexeme *tradytsiia*: *Mynule v romani poznachene tiahlistiu, tse «mifolohichna utopiia»... chas yakyi zamknuvsia v sobi* (Literary Ukraine, 2013 08 02).

The internal form of the word is important in conveying the evaluation. To

emphasize the negative connotation periodicals actualize dialect words with explicit internal form, changing their original meaning. The word *uposlidzhenyi* (*prynyzhnenyi*) in some contexts replaces the adjective *neblahopoluchnyi*, e.g.: *Troieshchyna naibilsh uposlidzhenyi zhytlovyi masyv Kyieva, shcho zavzhdy buv predmetom anekdotiv* (Literary Ukraine, 2012 10 18).

The stylistic norm of periodicals has always allowed the use of colloquial units, but in different periods of the history of the literary language, the criteria for their involvement were different. In the 60s – 80s of the twentieth century the linguists qualified as colloquial in the language of the press such words as: *hordyi, nizhnyi, pravdyvyi, dotepnyi, zvychainisinkyi, svizhenkyi, balakanyna, vyhaniaty, pidpravliaty, pozychyty, pryzhvatysia* etc.. (Pylynsky 1976: 23–42). Their functional range was limited primarily to the essay and feuilleton genres. From the point of view of contemporaries, almost all of them are perceived as neutral units. The tone of contemporary mass media, which includes informative genres like news articles, is typically set by emphatically expressive and primarily negative colloquial units, e.g.: *prosvataty zakony, prokoochnuty aneksiu Krymu, zazherlyva, nenasytna Moskva, prodazhni tushky, oteterili mamy, vtovkty v holovy rosiianam*, e.g.: *Vazhko uiaovyty, yak oteterily novospecheni matusi, vypadkovo natrapyvshy v interneti na fotoznimky svoikh shchoino narodzhenykh nemovliat na rukakh u medsester Dnipropetrovskoho polohovoho budynku № 7, roztashovanomu v samisinkomu tsentri mista* (Ukraine is young, 2012 12

13); *Nashi dyplomaty maiut vtovkty v holovy rosiianam, shcho yikhnia vlada skoila istorychnyi zlochyn* (Country, 2014 04 17).

They negatively affect the style norm of journalistic texts, in particular on informative genres, slangisms, which is also a manifestation of social factors of perception of reality and language fashion: *Kurortnyi nastrii deputatam, yaki u peredchutti litnikh kanikul uzhe pereishly na rezhym «rozslabon», odnym makhom perebyly* (High Castle, 2017 06 22); *Vy dumaiete, shcho vlasnyky telekanaliv ne namaliuiut nam cherhovoho mesiia, yakoho oberut na svoiemu skhodniaku v yakomu-nebud Vidni* (Day, 2017 12 12).

To hide the negative evaluative meaning of some words, or to pay tribute to fashion, journalists tend to use foreign language vocabulary. This has already become a traditional way of substituting the negative perception of a phenomenon fixed in the consciousness of the general public for a positive one. In the 70s of the twentieth century M. Pylynsky wrote that the displacement of nouns from the use of the names of persons by the occupation *kaiutna, nomerna* by the word *stiuardesa* was the reason for the significant increase in the number of entrants to this specialty (Pylynsky 1976: 123).

In the language of modern mass media, foreign words (mostly calques from

English), performing an evaluative function, often displace specific or adapted to the laws of the language words, which has devastating consequences for the language system (*filmomeiker, filmmeiker – filmovyrobnyk, festmeiker – orhanizator vydovyshch, ombudsmen – upovnovazhenyi z prav liudyny; emeil, meil, e-mail – elektronna poshta* etc.), for example: *Filmmeiker vidznachaie, shcho zaraz vidbuvauiusia prodazhi filmu v inshi krainy, za yikh rezultaty mozha bude hovoryty pro prybutok kartyny* (Mirror of the Week, 2016. 67); *Navit yakshcho pani Karpachova na pochatku svoho sumisnytstva i robyla zaiavy pro vidmovu vykonuovaty bud-yaki inshi doruchennia chy povnovazhennia, krim tykh, yaki poklady na upovnovazhenoho, to zakhyst ombudsmenom pid chas vyborchoi kampanii perevazhno chleniv Partii rehioniv use odno porodzhuvav sumnivy shchodo yii obiektyvosti y neuperedzhenosti, do choho zoboviazovala skladena prysiaha* (Kyiv, 2006 12 23–29).

Due to the formation of paradigms of evaluation of nuclear concepts relevant to the historical period, the text becomes, in a broad sense, a transmitter of Ukrainian life linguoscopy. Journalistic texts preserve the continuity of tradition as well as the dynamics of updating the linguistic interpretation of people's socio-political and cultural lives.

LINGUISTIC PHILOSOPHY OF NUCLEAR CONCEPTS IN JOURNALISTIC TEXTS

The development of functionally and structurally diverse rational positive-evaluative and expressively negative-evaluative linguistic paradigms of nucle-

ar concepts – Ukraine, people, power – expansion of their semantics, which is revealed in lexical compatibility, syntactic constructions, contextual environ-

ment, is indicative for journalistic texts of the early 21st century.

Evaluation in a journalistic text is always subordinated to one of its main functions – influence on the mass consciousness of society. Mass communication is a sphere of information exchange, rational and emotional evaluation of concepts, phenomena of the world, expression of value orientations of a certain collective, political, ideological group of people, society as a whole (Kots 2021: 19). Rational evaluation is formed by positive and negative evaluative words known to native speakers from universal or national experience (justice, patriotism, democracy, nationally conscious, responsible – injustice, totalitarianism, terrorism, aggression, cruel) known to native speakers from common human or national experience, which build positively evaluated (state – independent, independent, cathedral, sovereign, democratic, victorious, European, free, new; people: nationally conscious, irresistible, strong, purposeful, intellectual, European, successful, united, united, invincible, cultured, exalted; power – responsible, statesmanlike, patriotic) semantic field, e.g.: *Ukrainci – vilna, intelektualna, yevropeiska natsiia. Nam treba nazdochnaty i yty vpered razom z inshymy yevropeiskymy derzhavamy* (Literary Ukraine, 2017 03 09); *Liudy velykoho vnutrishnoho potentsialu, nezdolanni, uspishni, obiednani v novu spilnotu, sylni dukhom, vpevneni v svoikh sylakh – tse oznaka novoi, suchasnoi i maibutnoi Ukrainy* (Literary Ukraine, 2014 04 10).

The negative paradigm of nuclear concepts (state – totalitarian, inhuman, dependent; people – unconscious, uncultured)

is limited mainly to the pre-war period until 2021.

The concept of *Ukraine* in the linguistic and information space of these days contains positive rationally evaluative (Ukraine: state, Ukraine: people, Ukraine: language, Ukraine: church – with a high expression vocabulary) and negative evaluative mainly expressive (Ukraine: Russia – with a low expression vocabulary) semantic correlations. The expansion of the semantics of the word «state» both in language practice and in dictionaries is indicative, let's compare: «a country with an administrative apparatus of political power» (Slovnyk 1970). The first three meanings of the lexeme *derzhava*, recorded in the dictionary (1. “Estate, possession”, 2. “strength”, 3. “power, leadership” (Slovnyk 1970–1980), are losing their relevance today. The concept *Ukraine* in public consciousness today is already a basic semiotic sign, the core of the national chronotype, which in modern conditions symbolizes the common informational and spiritual field of the nation, for example: (ICTV. Facts, 2018 07 23); *Pid ovatsii prozvuchalo pryvitannia holovnoho redaktora naimasovishoi v Polshchi «Hazety vyborchoi», ideoloha «Solidarnosti» Adama Mikhnika: «Khai zhyve vilna, demokratychna i nezalezhna»* (Ukrainian Week, 2020 09 21).

A positive component of *Ukraine* as a core concept of mass communication means, there are lexemes with the semantics of “statehood”, “independence”. Meaningful phrases are frequently used *Ukrainian statehood, our statehood* and nouns *independence, integrity, sovereignty* etc. (compare in the dictionary – “state

system", "state organization") (Slovnyk 1970 – 1980), for example: *Yedyna ideolohiia, yaka mozhe buty v nashomu profesiinomu viisku – ukrainska derzhavnist. Zakhyst terytorialnoi tsilisnosti ta nezalezhnosti. Vse* (Ukrainian Pravda, November 9, 2022); *Dzhonson vyslovyv upevnenist, shcho ye vykhid iz sytuatsii, shcho dyplo-matiia maie rishennia. «Zvychaino, my prat-siuuemo nad tsym – tse naipershyi priorytet. Ale tym chasom my tvrdo stoimo za ukra-inskyi narod, za nezalezhnist ta terytorialnu tsilisnist Ukrainy», – reziumuvav vin* (TSN, 2022 09 30).

The opposition *Ukraine – Russia* is contextually antonymous and clearly negatively expressive. A number of epithets (*pidstupna, brekhlyva, terorystychna, nenazherlyva, impersko-shovinistychna, kraina-teroryst, fashystska kraina*) fills the concept *Russia* new connotations, the reasons for which appear are the socio-political context of the Russian-Ukrainian war, for example: *Krov prolyta zadlia velykoi mety ne zasykhaie. My znaiemo, shcho ochikuvaty vid Rosii – pidstupna, brekhlyva, kraina-teroryst, viryty yakii ne mozna* (Ukrainian Pravda. 2019 12 10).

The formation of an expressive dictionary with a socio-evaluative colour that designates phenomena, facts, and events of social and political life is an obvious indicator of the axiology of journalistic texts. The basis of his creation is the thematically heterogeneous general literary vocabulary, which, due to figurative use, is transformed into homogeneous expressive positively or negatively valued functional and stylistic words, sayings (*premeriada, burshtynovi nardep, lyshai na ukrainskomu tili, sluha kremlia*),

for example: *Shchob peremohty, Ukraina yak minimum musyt obrubaty vsi zviazky z vorohom, pozbutysia tsoho lyshaia na svoiemu tili, prypynyty vse, shcho z nym poviazane* (Ukrainian Week, 2017 05 26); *Yakas forma prymyrennia z Rosiieiu mozhlyva tilky pislia maksimalnoho viddalennia. A viddalytysia – tse nasampered pozbutysia sluh Kremlia tut u nas, v Ukraini* (Ukrainian Pravda, 2019 09 30).

In modern journalistic texts, social evaluation is manifested in the formation of a new journalistic dictionary of antonymous nuclear concepts: *war – peace* (*viina – zviriacha, neliudska, neshchadna, vbyvcha; myr – omriiany, peremozhnyi, zhyttiedainyi*), for example: *Tsia viina, zdavalosia b, vzhe ne mozhe buty shche bilsh zviriachoiu. Ale shchodnia dovodyt – mozhe* (Ukrainian Pravda, 2022 04 04); *Na dumku Liuttvaka, poiava velykoi kilkosti «endemi-chnykh konfliktiv» i vidsutnist perspektyvy yikh vyrishennia sprychynena «zovnishnim vtruchanniam u paradoksalnu lohiku viiny: nastannia zhyttiedainoho myru yak rezultatu vyrishalnoi peremohy abo vysnazhennia storin* (Mirror of the week, 2009 08 15-21).

Social evaluation of journalistic vocabulary changes according to the priorities of the time: politics, ideology, cultural life and is an indicator of the dynamics of the language of journalism.

A modern journalistic text contains an author's reception. In this connection, the concept of textual modality was introduced into scientific circulation expression in the text of the multifaceted subjective-objective attitude of the author to reality – direct, evaluative, complicated by analysis, philosophical, political, socio-ideological theories, etc. For

the texts of 2022, the presentation of the author's understanding of the essence of the enemy in the Russian-Ukrainian war is indicative: *Spivchuvaty vbytym, pidtrymuiuchy vbyots – tse toi shliakh, yakyi ne zupynyt viinu. I chym shvydshe vony oberut, tym menshe u pidruchnykakh istorii usi tsi orbany roztashovuvatymutsia poriad z holovnym katom suchasnoho svitu* (M. Tkach, Ukrainian truth, 2022 04 04); *De teper ti, khto bihly z rozziavlenymy rotamy slukhaty moskovskykh psykholohiv, kouchiv, velykykh pedahohiv? Yak tsi spetsialisty vykokhaly ordu vbyots ditei? Yak tsi moralizatory i svitochi dumky stvooryly suspilstvo, de druzhyny samy orkiv spokiino slukhaiut rozpovidi svoikh samtsiv pro hrupovi zgoaltuvannya i zamovliaiut svoim orcheniatam plan-*

shety «dlia uchoby»? (A. Klymchuk, Ukrainian truth, 2022 05 04).

The preservation of colloquial, spontaneous language syntax (short sentences), which can be used to determine the social status of the speaker, is indicative of the mass communication language. *Victory and peace* in the linguistic consciousness of soldiers and volunteers are synonymous words that are clearly opposed to *war*, for example: – *Pohano, mabut, buty liudynoiu viiny. Krashche buty liudynoiu myru, peremozhnoho myru. Koly my ne dosiahaiemo peremohy, v mene duzhe bolyt. Nam treba vyhraty, shchob vse suspilstvo bulo psykholohichno zdorovym, malo perspektyvy rozvytku* (D. Yarosh, Ukrainian truth. 2019 01 15).

CONCLUSIONS

Constantly changing reality requires new models for its interpretation. Linguistic philosophy of mass communication is reflected in various forms of implementation of ways of informing, evaluating and expressing will. Any journalistic text has a clear pragmatic orientation – to persuade the addressee in the correctness of the judgement and to encourage him/her to the appropriate reaction by various linguistic means (changes at the level of structure, semantic and stylistic transformations). The modern model of linguistic comprehension of the Ukrainian society is based on the psychology of perception in the national space of the socio-political, cultural and historical situation, on the rational and emotional manifestations of extra-linguistic reality. The development of two polar axiological linguistic para-

digms can be seen in the means of mass communication: a negatively evaluated dictionary of low expression for designating the enemy in the national space, and a positively evaluated dictionary of high expression for documenting the phenomenon of asserting one's statehood and independence. These two worlds of the language are built on the eternal principles of the worldview of Ukrainians, on the opposition and comprehensiveness of units with semantics that reveal their own philosophical content of Ukrainian statehood, war and peace, evil and good, death and life, friend and foe. The activated linguistic resources of today make possible one of the most important functions of the mass media – the formation of national and linguistic consciousness of the society.

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