

THE PHENOMENON OF THE UKRAINIAN MAIDAN IN TODAY'S MEDIA DISCOURSE

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Social changes in a country generate new realities and new lexemes on their denotation. An innovation is fixed by the language of mass-media first-ever, because journalism, by definition of Ukrainian media scientist Volodymyr Rizun, is a "second hand of history". In the days of swift political changes active lexical composition of language is filled up by neologisms, that quickly become clear both for a native speaker and for world community. Public resonance has been obtained lately by the events in Kyiv's Independence Square. Therefore, we decided to investigate the features of the phenomenon of Ukrainian Maidan in the columns of Ukrainian newspaper "Day".

Basic ideas of journalistic articles are usually accumulated in titles. They represent general content of the material, its main theses. They fix new linguistic realities that are actively included in a common lexicon. For this reason we have chosen titles as the subject of our research.

We have analyzed the titles of the articles of Ukrainian daily newspaper "Day" for a period from December, 2013 to February, 2014. Exactly at this time events in the central area of the country were in the epicenter of Ukraine's and world's attention. We fixed 93 articles, which titles contain mentioning of Maidan and its different variations.

According to the definition of the Ukrainian explanatory dictionary, maidan is a large unbuilt-up place in a village or city area. In history of Ukraine Maidan is often remembered as a place for gathering large numbers of people to discuss their urgent problems. In Kievan Rus Maidan was the place, where important political decisions were publicly declared, princely orders and different documents were read out. Therefore Maidan from ancient times has been perceived not only as a geographical category but as a place for manifestation of people's will. This tradition was saved to these days, however it underwent certain transformations, that we monitor in modern media discourse.

Usually the name of the main area of Kyiv is perceived in traditional interpretation. However, in the analyzed titles the full name of the central area of Kyiv – Independence Square is used only once. The brief name – Maidan appears in the most fixed titles. However, from the context it is clear that this lexeme is used not as a geographical index. It marks people that gathered on Maidan, their political views and aspirations. Next to this usual lexeme "Maidan" appears its transformation – Euromaidan. It

specifies the basic idea of Kyiv's Maidan – supports Ukraine's advancement to eurointegration. At semantic level the concept of Maidan and Euromaidan are generally identical.

Eventually a new Ukrainian reality – Antimaidan is fixed in the titles of "Day", that means association of people, who are opposed to the ideas of Maidan. Semantically this concept fully loses attachment to locality, and contains an ideological and political implication. A synonymous name is "Stop Maidan".

From the point of view of traditional interpretation the concept of Automaidan – association of motor-car enthusiasts, that support the ideas of Maidan and arrange motor races seems to be absurd. In a counterbalance to this phenomenon is Antiautomaidan, which appears to be a political movement of Automaidan's opponents. The titles of "Day" mention different areas of Maidans all over Ukraine and testify the expansion of Kyiv Euromaidan borders. Thus, a lexeme fully lost the traditional dictionary value and marks a fully new reality for Ukraine, that has been transformed from a geographical term into a political one.

Thus, the concept of Maidan in the titles of a newspaper "Day" has undergone transformations and obtained occasional variations. Traditional geographical interpretation was changed by a politically-ideological implication. A political dominant became basic in modern interpretation of the concept of Maidan, it became the key phenomenon of political nowadays of Ukraine.

What is healthy living?

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Healthy living refers to involving yourself in habits that improve your general well being to maintain a functional and metabolic efficiency.

Making healthy food choices, staying physically active and maintaining a healthy weight are essential to good health of all people.

Community development is a practices of civic activists, involved citizens and professionals to build stronger and more resilient local communities.

Economic development generally refers to the sustained, concerted actions of policy makers and communities that promote the standard of living and economic health of a specific area.

Millions of people fall ill and many die as a result of eating unsafe food.

Genetically modified foods are foods derived from organisms whose genetic material has been modified in a way that does not occur naturally.

Tobacco products are products made entirely or partly of leaf tobacco as raw material.

The consumption of alcohol carries a risk of adverse health and social consequences related to its intoxicating, toxic and dependence-producing properties.

Physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure.

Ionizing radiation is the energy or particles produced by unstable atoms of radioactive materials.

Chernobyl accident was a disaster that affected not just Ukraine, Belarus and Russia but the whole world, changing attitudes to nuclear safety on a global scale.

Air pollution is contamination of the indoor or outdoor environment by any chemical, physical or biological agent that modifies the natural characteristics of the atmosphere.

Healthy lifestyle is important part of our life.

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