Lexical and Stylistic Derivation in Mass Media Discourse

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Abstract

The article deals with the mass media discourse that covers different economic, social, and political aspects of everyday life and such global issues as sustainable development goals. The purpose of the research is to study lexical and stylistic derivation in the mass media discourse. The latter is regarded as a written, monological, informative political discourse indicating society's language culture. The article identifies the ways of word-building employed in the analyzed discourse and suggests the classification of derived units. Besides, the stylistic properties of the mass media discourse are pointed out. The meanings and functions of the secondary nomination units as units of stylistic derivation (metaphors, metonymies, periphrases, epithets, irony) in the context are described. Renomination by similarity, contiguity and contrast is mentioned. Figures of combination (oxymoron, antithesis, simile) are analyzed in the article. The stylistic potential of phraseology is also considered. The work relies on the recent linguistic research of discourse as a communicative-pragmatic pattern of speech behavior, a complex combination of the process and result, and a coherent text with pragmatic, sociocultural, psychological, and extralinguistic factors.   The conclusions are based on English and Ukrainian media, their linguistic and expressive markers.

Keywords: discourse, mass media, derivation, renomination, stylistic device

1. Introduction

In the first half of the 20th century, linguistic studies focused on researching a language system. However, since the second half of the 60s, linguists have shifted their attention to speech activity and its product – discourse, whose formal characteristics were obtained by Harris (1952). The notion of discourse is interpreted in different ways. Schiffrin (1994) points out the event-situational aspect of the discourse and defines it as integrated contextualized oral and written utterances.   Jucker (1995) and Nunan (1993) share the view about the discourse as a dynamic process that drifts into a sign product – a text. Van Dijk (2001) elaborates the conception of the communicative text nature. He emphasizes that the discourse is a complex unity of a linguistic form, meaning, and action that could be best characterized through the notion of a communicative event or communicative act. Jung (2005) considers it a result, a corpus of texts on a specific topic (legal, political, advertising). Among the attempts to systemize the approaches to discourse interpretation, one should mention the work by Trappes-Lomax (2004). The scientist deals with a temporary communicative situation from the point of view of representatives of different linguistic trends (structuralism, functionalism, interactionism, pragmatism) and puts forward the following ideas about the discourse:

1)   it concerns linguistic, cognitive, and social processes in which the interaction participants express specific meanings and interpret speakers' intentions;

2)   it is a number of historically and culturally established conventions that regulate the processes of interaction among people;

3)   it is a range of concrete events in which these conventions are realized;

4)   it is a result of any communication in the form of an oral text, a written text, or a text written from the speaker's words.

In the article, we rely on the definition given by the Ukrainian linguists Shevchenko and Morozova (2005). According to them, a discourse is a thinking-communicative activity that is a set of processes and results, including both extralingual and lingual aspects. The discourse is a product of the social environment, the result of its members' interaction, and, at the same time, the factor of influence on the communicative behavior of the group where it appeared. Its peculiarity is an

orientation to a coherent text with extralinguistic factors on the one hand and speech as a purposeful action on the other.

Modern researchers suggest many discourse typologies depending on the criteria that underlie them. According to the extralingual conditions, the purpose of communication in the sphere of social activity and lingual text characteristics, there is a classification that practically coincides with the functional-and-stylistic classification. One of its components is mass media discourse. The latter is also distinguished in the social-situational typology of discourses.

2. Literature Review

Studies in the media discourse are topical because of the substantial political, philosophical, social, and cultural tendencies reflected in them and a discourse-oriented research paradigm in modern linguistics. A range of works investigated the structure, tendencies, functions, methods, classifications, and approaches related to the media discourse as an active element of the information-communicative space. Their purpose is to create a good background for media discourse studies.

A thorough description of recent publications concerning the media discourse is presented in the work by Korytnik & Baranova (2020). The media discourse is regarded from different aspects: its content, specific features, and types are investigated (Kucherenko, 2019; Miroshnychenko, 2020); its classification aspects and correlations with other discourses are described; the mechanisms of its influence on the audience are revealed (Korol & Voloshchuk, 2020; de Leeuw, Azrout, Rekker, & Van Spanje, 2020; Kenzhekanova, Zhanabekova, & Konyrbekova, 2015; Amira, & Abraham, 2022). The abovementioned works demonstrate that the mass media discourse is a versatile phenomenon for research. The analysis of scientific journals also shows that the mass media discourse is viewed with regard to its connection with society, communication theory, and the issues how different aspects of political and social life (portrayal of politicians, migration problems, war conflicts, gender, critical discourse analysis of some editions, manipulative technologies, social identity) are verbalized in it.

The concept of nominating reality in the mass media discourse is also analyzed (Diachok, Kuvarova, Vysotska, Korotkova, & Khurtak, 2022), but there are some gaps in studies of how recent events influence derivation processes in it.

3. Method

Media texts are the most popular form of language realization in media. They are the subject matter of our research that is based on the analysis of 57 original articles about Brexit and 24 articles about the war in Ukraine from the famous electronic editions "The Washington Post," "Ukrainska Pravda" (Ukr. "Українська правда"), and BBC-news. The choice of the research material is determined by the topicality of the two phenomena: Brexit as a significant political, economic, and social event in modern European history, and the war in Ukraine that has been essential news in the world mass media since Russia invaded Ukraine. Besides, the aspects mentioned above correlate with people's peace and prosperity that are ensured by the strategies spelled out in Sustainable Development Goals (Sustainable development goals [SDG], 2015) adopted by the United Nations. The seventeen sustainable development goals comprise human, economic, environmental, and social sustainability. They are a universal call to action in the globalized world. We do not express prejudice, likes, or dislikes about the events or politicians described in the texts under investigation. We have conducted politically impartial linguistic research that lasted for three years without any idea to propagate something.

The purpose of our research is to study cases of lexical and stylistic derivation in the mass media discourse. It presupposes solving the following tasks: 1) to analyze the notion of the media discourse and distinguish its essential communicative characteristics; 2) to find out ways of deriving vocabulary to nominate the current political events; 3) to investigate the function of expressive means and stylistic devices in the analyzed discourse.

In the study, such research methods were used as a descriptive method (to sort out and thoroughly analyze the structural-semantic nature of the units that appear in the material studied), a method of thematic classification (to subdivide the derived words), a semantic-stylistic analysis (to distinguish expressive means and stylistic devices), a functional analysis (do determine the role of the units of stylistic derivation in media texts depending on the situation described), and a contextual analysis (to study the meaning and function of the secondary nomination units in the context).

4. Results and Discussion

4.1 Peculiarities of Mass Media Discourse

The mass media discourse is a field of mass communication that covers all linguistic practices and communicative situations using different information media: press (newspapers, magazines), radio, television, Internet, and advertising (Miroshnychenko, 2020). Each medium consists of many channels capable of spreading in a specific region or worldwide. Among the criteria for mass media classification, one can distinguish a method of reality reflection, an edition founder, an edition purpose, an audience age, a dissemination territory, and issue periodicity.

The main task of mass media is to meet society's demand, firstly, in comprehending the topical social context and depicted reality; secondly, in receiving, elaborating, and communicating information to a broad audience and, finally, in mass, periodic, and regular disseminating the vital social and political news.

Mass media have an unlimited number of recipients and exert a significant influence on the state of public opinion and consciousness. They are not only information communicators but active participants in economic and political processes creating the mood and giving good coverage of local events (e. g. in a country, city, or neighborhood) and global news (e.g., SDG implementation).

The mass media discourse is a thematically oriented and culturally determined speech-thinking activity in the media space. It is a combination of processes and products of activities in the mass communication sphere considered from the point of view of their rich and complex interaction. Besides, the mass media discourse is a production of the necessary content forms that reflect social consciousness and peculiarities of mass media world picture presentation, their objectivization, and verbalization in texts (Korytnik & Baranova, 2020). Its cornerstone is the ability to create an idea of how to translate knowledge. The subject matter of the mass media discourse is not a political process but the ways to describe and communicate knowledge of it in media. Moreover, the mass media discourse is a coherent, verbal or non-verbal, written or oral text with extralinguistic factors that reflect interlocutors' consciousness mechanisms.

The mass media discourse performs a range of functions that differentiate it in discourse studies and give it some specific pragmatic and linguistic features:

1)   an informative function dealing with getting and disseminating information about national and international events vital for society when mass media describe the state of things in a specific sphere, make conclusions, prognoses, and predictions;

2)   an educational function consisting in communicating some knowledge to people. It enables them to order data acquired from different sources, to give an adequate evaluation to them, to orient in the diverse and contradictory flow of information correctly;

3)   a socializing function related to the person's acquisition of certain norms, values, and behavior patterns to adapt to the social reality;

4)   a communicative function concerning the influence on the audience since mass media reports can inform, convince and lead an addressee to action;

5)   a regulative function that exercises control over public opinion;

6)   an entertaining function that meets the entertainment needs of the audience whose representatives consider mass media as a means to make some fun for them and a source for their relaxation;

7)   a manipulative function comprising some psychological influence (persuasion, compulsion) that forms standardized and stereotyped behavior and outlook norms of the social life.

So mass media discourse is a socially determined phenomenon whose functional environment is a media space. The mass media are oriented on the exchange of information vital for society. The functions of mass media discourse deal with governing the audience and consolidating or separating a society.

4.2 Building New Words in Mass Media Discourse

Recently linguists have begun to investigate the mass media discourse as a determiner of lexical-semantic and derivational processes in a language that establishes the language standard and forms language tastes and fashion of language use. The discourse under investigation proves that the English and Ukrainian mass media reflect the modern state of English and Ukrainian and express their polyfunctionality, the degree of intellectualization, renewal, and stylistic re-stratification of vocabulary.

The topics of Brexit and Russia-Ukraine's war are described in the English and Ukrainian media through the common neutral vocabulary (*incident, enemy, target, positions, war, effective, deadline, contradictions, negotiations президент, захисник, соцмережа*) and terms (*Bayraktar TB2, Himars rockets, Orlan-10, military drone, laser-guided bombs, artillery fire explosion, pro-Brexit, backbenchers, hard-liners, missile, обстріли, бійці, розвідник, офіцер, ФСБ, ЗСУ, СБУ, інтернет-війська*) of a simple, derivative and compound structure.

The rapid development of mass media influences the derivation of new linguistic units; media texts are a place where neologisms appear. An example is the blending *Brexit* denoting a well-known political event in modern European history that became the word-building pattern for *Trexit*. The latter is the result of a blend of the words *Trump* and *exit* implying the similarity of the former American president Donald Trump's views to those of Brexit supporters: *Brexit, meet America's **Trexit*** (Parker, 2016).

The word *Brexit* left the group of political neologisms and became a derivation stem for minting new units. Overall, 486 lexemes with the stem *Brexit* were analyzed in the discourse of 45 000 words.

Table 1. Ways of derivation in the mass media discourse

Ways of derivation	Examples	Total number
Suffixation	Brexiters	20
	Brexiteers	60
Prefixation	anti-Brexit	16
	pro-Brexit	20
	post-Brexit	25
Composition	Brexit-negotiating	12
	Brexit-related	6
Conversion	to Brexit	4

As shown in Table 1, the derivation in the analyzed media discourse takes place in the following ways:

1) suffixation, for example: *Both Unionists and conservative **Brexiters** have enough votes to veto any deal* (Farrel, 2019). *The deal does give **Brexiteers** some important elements of what they want* (Olsen, 2018);

2) prefixation, for example: *The **pro-Brexit** group, Briefings for Business, claims that the numbers are misleading, and that there isn't evidence of a Brexit-related hit to investment* (Dharshini, 2022);

3) composition, for example: *Some earlier **Brexit-related** judgments prompted accusations of judicial bias and overreach* (Sigsworth & Carrington, 2019);

4) shortening and abbreviation, for example: *Preparations would extend beyond the Brexit deadline next March, so the European Union would have to agree to postpone **B-Day*** (Mallaby, 2018b);

5) conversion, for example: *The new prime minister was able to get his withdrawal agreement through Parliament in January 2020, which resulted in the long-awaited "Brexit Day" on Jan. 31 — when Britain formally **Brexited*** (Taylor, 2020).

In time, the derived units lose their novelty and enter the class of common vocabulary. Moreover, other languages borrow them.

Another current event elucidated in the mass media discourse is the war in Ukraine. Since Russia's invasion of Ukraine, European and world mass media have published a lot of news and articles about it. There are hashtags about the Russia-Ukraine war on the sites of BBC and E-editions of newspapers.

The most productive way of word building in the Ukrainian mass media is suffixation (Ukr. *ГУРівці, азовці, рашисти*). For example: *Але потім прилетіли турки своїм літаком, і наші **ГУРівці** перевели Медведчука в інший літак і повезли в Туреччину* (Romaniuk & Kravets, 2022). *Як вдалося визволити «**азовців**» та чому Путін забрав Медведчука* (Romaniuk & Kravets, 2022). *Вже другий день у самосму центрі поки що окупованого Мелітополя **рашисти** розставляють бетонні конуси* (Balachuk, 2022).

The peculiarity of the lexeme *рашист* (*Ruscist*) is its negative coloring: it is coined by the analogy with *fascist* (the root of the transcribed *Russia* in the Ukrainian language and the suffix *-ист (-ist)*). The English sources resort to descriptive nominations of corresponding units without any emotional charge. It can be explained by political correctness and the edition's publication policies and illustrated by the following examples:

*The GPS-guided strikes have driven **Moscow's forces** back on the battlefield and been celebrated as a key factor in Kyiv's underdog attempt to stave off the nearly year-old Russian assault* (Khurshudyan, 2023).

*The Red Cross had been asking for access to Olenivka from May, when large numbers of **Azov Regiment** prisoners were taken there by the Russians following the end of the siege of Mariupol* (Slow, 2022).

Recently there appeared a new phrase *пункт незламності* in Ukrainian and its equivalent *a point of invincibility* in English to nominate the place where people can stay for a certain period waiting for the electricity to be restored to have an opportunity to work, study or charge a telephone and drink a cup of hot tea, at least. For example: *Thousands of people have made use of the region's "**points of invincibility**" – facilities which supply electricity and warmth to residents during blackouts* (Ukraine war, 2022). The word combination *points of invincibility* is a marker of society's language culture.

Thus, the words to nominate the current political events in the English and Ukrainian mass media discourses are derived

through prefixation, suffixation, composition, shortening, and conversion according to patterns in the language systems using the morphemes existent in them.

4.3 Stylistic Resources in Mass Media Discourse

A nomination process builds language units with the nominative function. Apart from the primary nomination that gives names to the cognized fragments of reality, there exists a renomination. The latter results in the stylistic derivation: a new stylistically marked word or word combination to denote an object or phenomenon that has already had its name appears. Such a secondary or figurative nomination is vivid in lexical-semantic expressive means based on the transfer on affinity, contiguity, and contrast.

Metaphors are renominations by similarity. They are a result of the cognitive process in a person's mind. To understand what surrounds us, we compare different things and phenomena with each other finding their common and divergent features. Transfer of name from one object to another takes place: *Or will the rise of China and India and the revival of Russia erode it and return us to what Robert Kagan calls **"he jungle" of international life** — marked by nationalism, protectionism and war?* (Zakaria, 2019). In the excerpt, the metaphor *jungle* indicates the situation in which it is difficult to succeed because many people compete against each other, sometimes without any laws.

Metaphors are a means of secondary nomination that reveals new knowledge through existing language resources. For example: *She could surprise, showing **Churchillian** courage in the face of immense internal pressure* (Olsen, 2019). The metaphor *Churchillian* describes Theresa May as an uncompromising, powerful, and courageous person because Winston Churchill is well-known as a focused and determined wartime Prime Minister.

The value of metaphors in the mass media discourse is their ability to produce a speech influence on the recipient with neat expressive associations: *Meanwhile, time is running short. Britain will crash out of the E.U. in March unless it can ratify **a divorce** treaty before then* (Mallaby, 2018a). Britain's exit from the European Union is denoted by the metaphor *divorce* implying that this is not merely a departure as it is but the separation between things that ought to be connected.

The discourse analysis reveals that stylistic metaphors are made deliberately by an author in a specific context without which they lack their figurativeness: *It may cause **a political earthquake**, too* (Applebaum, 2016). The event is described as *a political earthquake* expressing both objective features and a subjective view of an addresser regarding it as a cause for a rebellion. In general, objectivity and subjectivity are peculiar to the secondary nomination. A nominator can follow his/her desire to fix a certain quality of an object in the recipient's cognition. The way of secondary nomination depends on various factors, namely, language means, knowledge, communicative conditions, intentions, and goals.

Apart from metaphor, a renomination by similarity is also represented by epithets that are expressive attributes. For example: *But the national energy grid manager Ukrenergo said that Wednesday's strikes did not damage any energy facilities and hailed the "**brillian**t work of the air defence forces" in a post to its Telegram account* (Bachega & Murphy, 2022). *The **toxic** Brexit debate and May's inability to get parliamentary support for her deal with the E.U. have cost the Conservatives dearly* (Clarke, Stewart, & Whitely, 2019). The epithet *brilliantly* emphasizes the speaker's satisfaction with the mastery of air defense forces that managed to shoot down drones during a Russian attack; the epithet *toxic* mentions unpleasant and unacceptable consequences over a long period.

To show the Brexit process from the unexpected side and convey a specific emotional evaluation, the authors describe a deal as *a dodgy deal* and *a dog's Brexit*, which are vivid against the background of the neutral *compromise Brexit*.

The irony is a renomination by contrast. As a means of pragmatic effect, the irony in the mass media discourse is directed against parties, personalities, and their decisions. For example: *In Britain, Conservatives found themselves in the same **mushy** middle that Prime Ministers Tony Blair and David Cameron inhabited* (Zakaria, 2019). The epithet *mushy* ironically emphasizes the lack of firmness of the politicians mentioned in the excerpt.

The irony is very close to sarcasm. For example: *Ми назвали для себе цю історію "Острів надії", – розповідав "Українській правді" один із українських розвідників, особисто залучений у процес виходу захисників із "Азовсталі" Але вже за кілька днів стало зрозуміло, що немає на українській землі іншої точки, де було б так мало місця для надії, як в Оленівці* (Romaniuk & Kravets, 2022). In the excerpt, the sarcasm reveals the cruel treatment of inmates in Olenivka's prison who were promised to be saved after they left the destroyed Mariupol plant "Azovstal." Nevertheless, they happened to lose any hope at Olenivka. Irony and sarcasm attract readers' attention, impose a specific opinion on them and draw them to a particular side.

Metonymy is another productive way of secondary nomination and a cognitive mechanism for categorizing and conceptualizing knowledge. Metonymization is a semantic-stylistic derivation process in which different contiguity relations between objects are verbalized. The most vivid example covers the situations when metonymy denotes political institutions of a union, political leaders, and the state's government. The expressive potential of the metonymy consists in

lending some elevation to speech: *Although **London** and **Brussels** have yet to finalize the terms of their future relationship, there remains an inescapable reality: The greater the divergence between U.K. and E.U. regulations, the greater the risk to Northern Ireland* (Sloat, 2018).

Moreover, metonymy is a quick way to build short and neat names instead of a voluminous primary nomination unit: ***Remainers** think Britain's prosperity depends on its location. **Leavers** think its prosperity, long-term, depends upon its character (Olsen, 2018)*. *Remainers* and *Leavers* substitute *those who favored remaining in the E.U.* and *those who supported Brexit* correspondingly. In the abovementioned example, metonymy is an effective instrument to make names that have not existed yet.

A periphrasis is the next figure of stylistic derivation that substitutes a word designating an object for a phrase that describes its most essential features. For example: *Meanwhile, **the mother of Parliaments** has gone mad, the governing Conservative Party shows contempt for business, and its Labour rival has been taken over by **lovers of Karl Marx*** (Birrell, 2019). *The mother of Parliaments* stands for the parliament of Great Britain, ***lovers of Karl Marx*** – supporters of Jeremy Corbyn, Labour Party's leader, famous for his ultra-leftist views. The periphrasis describes what could be named directly. Its stylistic effect varies from elevation to irony enabling an addresser to be polite and politically correct.

During the discourse analysis, we have found out that journalists also resort to such stylistic devices as:

1) a simile that is an imaginative comparison, for example: *Indeed, sometimes this war feels **less like the end of history and more like the revenge of history*** (Wintour, 2022). The essence of the simile *less like the end of history and more like the revenge of history* is the necessity to remember history and reckon with the past, get at the controversial arguments each warring party has.

*Without a strong government providing reassurance and planning for such an event, people have treated it **as the equivalent of sailing into uncharted waters with sea monsters circling the ship*** (Olsen, 2019). The simile *as the equivalent of sailing into uncharted waters with sea monsters circling the ship* signals about the situation that is unknown and may be very dangerous;

2) an antithesis representing two contrasting ideas in proximity. Its purpose is to demonstrate the contradictory nature of a referent: *When they reached cities such as Kherson they were **greeted with shotguns, and not flowers*** (Wintour, 2022). In the excerpt, the antithesis *greeted with shotguns, and not flowers* stresses the contrast of reactions.

The antithesis also denotes confrontation: *But even a second referendum isn't an easy way out. There will be fierce debates on what a referendum should be about. Should it be about choosing between Theresa May's withdrawal agreement and crashing out without any deal? Between staying in the E.U. and the uncertainties of the withdrawal agreement and the negotiations that will follow? Between a Norway or a Canada model of an E.U. relationship? The confrontation is likely to deepen, and the divisions will not disappear when a result is announced* (Bildt, 2018a). In the excerpt, it highlights differences or opposition between the two variants: deal types, consequences, development policies, and public reactions.

In general, the research material shows that all the articles about Brexit are based on antithesis in such aspects as hard Brexit (*Brexit hard-liners*) vs. soft Brexit, Brexit without a deal (*no-deal Brexit*) vs. Brexit with a deal (*Theresa May's deal, May-type deal*) and Leavers (*the Leave campaigners, the Leave activists*) vs. Remainers (*"remain" camp*);

3) an oxymoron that is a combination of opposite meanings excluding each other. For example: "The *government,*" she said, "will approach these meetings in a constructive spirit," a comment that evoked some ***bitter laughter*** (Applebaum, 2019). *Laughter* discloses an objectively existing feature, while *bitter* conveys the author's unfavorable attitude toward the situation. Its stylistic function is to produce an effect of unexpectedness.

The mass media discourse analysis proved stylistic devices to be found both in the text of articles and their titles. Thus, a metaphor in the title *Ukraine war: The families who made it through the new Iron Curtain* (Adams, 2022) emphasizes the severe obstacles for Ukrainians who try to flee the parts of the country annexed by Moscow. This metaphor's origin is "the political, military, and ideological barrier erected by the Soviet Union after World War II to seal off itself and its dependent eastern and central European allies from open contact with the West and other noncommunist areas" (Iron Curtain, 2023).

The journalists also resort to phraseological units (Ukr. *свіжа кров, вівтар миру*; Engl. *peace formula, blood money, watchdog, rather be dead in a ditch*) to express feelings, emotions, and mood neatly and subtly. Phraseology enriches speech making it more colorful, impressive, and attractive for the audience. It contains imagery to give an expressive description of objects and phenomena. Idioms help to spare language means, time, and effort while they substitute long descriptions: *The resigning Brexiteers are not wrong in pointing out some of the flaws in the proposed deal. It tries **to square a circle**, which historically has always been tricky* (Bildt, 2018b). *To square the circle* substitutes the neutral word combination *to do something extremely difficult or impossible.*

When the phraseological units are deformed, stylistic derivation takes place. *Brexiteers should not take that chance. They*

*should **take the bird in hand rather than dream they can get two out of an already burning bush** (Olsen, 2019). The initial proverb is *The bird in the hand is worth two in the bush*. The deformed proverb contains advice and a warning not to make risky decisions about an unknown outcome. The possibility that one is dreaming of may be very hazardous. Moreover, it produces an ironic effect.

Thus, new units appear in the mass media discourse because of renomination. They are lexical-semantic innovations. The distinguishing feature of the latter is a suitable combination of logical relation with emotional and expressive coloring. Journalists often employ expressive means and stylistic devices to make the description of phenomena and events vivid and emphatic and influence an attitude of a recipient toward described events, phenomena, and characters. Associative reconsideration of linguistic reality is inherent in a renomination act.

The issues for further discussion may refer to manipulation strategies, the tonality of narration, and specific patterns of verbalizing notions in media and communication.

5. Conclusions

The discourse is a thinking-communicative activity that can be interpreted as a superphrasal phenomenon, language in speech and language in a society concerning extralinguistic and occasional aspects. One of the most popular forms of language functioning that attracts many readers or listeners is the language of mass media. Its essential communicative characteristics deal with meeting the requirements of linguistic, literary, and cultural norms and determining basic tendencies of developing the language's lexical-semantic, derivational, and syntactic structure. According to social and situational parameters, the discourse under investigation is a coherent text deepened in the sociopolitical situation of Great Britain's leaving the European Union and Russia-Ukraine's war together with extralinguistic factors (pragmatic, sociocultural, psychological). Its linguistic aspects indicate social changes and innovations that affect vocabulary enrichment and stylistic properties of speech. Both English and Ukrainian media discourses use neologisms, displaying their ability to form and propagate new units in the mass media space. The common ways of deriving vocabulary to nominate current political events are suffixation, prefixation, shortenings, and abbreviations; conversion occurs in English. The stylistic derivation is at work in the mass media discourse: a media text contains different secondary nomination units such as epithets, metaphors, metonymies, periphrases, irony, and figures of combination (similes, oxymorons, antitheses). The expressive means and stylistic devices depend on subjective factors. Their role in the analyzed discourse is to describe the situation better, impress the readers and influence them.

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