

## PRECEDENT NAMES IN THE LANGUAGE OF MODERN UKRAINIAN JOURNALISM

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**Abstract:** The problem of precedent is one of the most relevant for modern linguistics. Its theoretical design and development, including the development of the basics of terminology and metalanguage, the development of mechanisms, and methods of analysis of specific text material chronologically initiated in the 1980s. In the proposed article, the main subject of consideration is the precedent name. This basic variety of precedent phenomena belongs to the sphere of cultural and linguistic competence, which enables self-identification of a person as a representative of a certain ethnic group and bearer of the corresponding culture to a certain culture by recognizing its values, norms, ideas, priorities, tastes, traditions, etc.

**Keywords:** Journalism, Precedent Names, Linguistics, Language

### 1 Introduction

Communicative-pragmatic and functional-semantic features of the use of precedent names in different types of discourses are subjects of constant linguistic interest and coverage: artistic (G. Siuta, A. Berestova, L. Mialkovskaya, O. Malenko, I. Degtyareva), journalistic, and political (N. Kondratenko, I. Zavalunyuk, M. Mamich, O. Levchenko, M. Stepanenko, G. Syuta, O. Ilchenko, A. Petrenko), scientific (M. Kotyurova, O. Bazhenova, O. Salimovsky), epistolary and memoir-autobiographical (I. Sirko, V. Halych, N. Shchaslyva), and religious one (J. Koloiz, G. Syuta, A. Berestova). In numerous articles, as well as in works of monographic and dissertation nature, we trace the common understanding of the nature of precedent phenomena as “components of knowledge, designation, and content of which are well known to representatives of a particular ethnocultural community, relevant and used in cognitive and communicative terms” (Selivanova, 2011).

In general, it can be stated that the basis of the corpus of precedent names of the modern Ukrainian language in all its genre and style varieties are formed by the names of famous modern figures, historical figures, literary heroes, movie characters, cartoons, and more. That is, genetically, these names must be related to a known text that belongs to the precedent or to a situation that is well known to native speakers. On this basis, Gudkov (1998) argues that precedent names belong “to the core of linguistic means of recording and transmitting cultural information,” materializing “key concepts of national culture”. At the same time, Karaulov (2000) emphasizes the mental affinity of precedent names with metaphors and – in part – with symbols. In all cases, it is a figurative conceptualization in the semantic structure of the language unit of a certain defining archetype: Einstein – ‘genius’, Hercules – ‘very strong man’, Herod – ‘cruel man’, Croesus – ‘rich, wealthy man’, Venus, Aphrodite – ‘beauty; extremely beautiful woman’, Solomon – ‘sage’, Othello – ‘jealous’, mother Teresa – ‘kind, merciful woman, protector of the offended’, Schumacher – ‘lover of fast driving’, James Bond – ‘spy’ and many more. Based on the recordings of such precedent names recorded in the language of Ukrainian journalism, it is possible to state both the stability of

the preservation of the content-forming archiseme and its additional connotative increase under the contextual conditions of re-actuation of the precedent name: (Example) Poland was hit hard by an information bomb, gaining the opportunity to join the secrets of military intelligence – the Military Information Services (WSI). Last Friday, President Lech Kaczynski issued a decree publishing a report with a comprehensive analysis of the activities of the Polish “James Bonds” of the communist edition (Ukraina Moloda, February 22, 2007); Bond. Sherlock Bond (Ukraina Moloda, October 21, 2015); I’m Bond. Theo James Bond (Ukraina Moloda, 06/08/2016).

The above list of precedent names clearly illustrates the legitimacy of V. Krasnykh’s conclusion about the expediency of distinguishing between two types of precedent names – terminological (which denote a certain feature, character trait, or appearance, i.e. have a kind of “terminological” meaning and serve as formulaic nominative and evaluative means of characterization) and polysemy (“can serve as a symbol not only of the image but also of the situation”) (Krasnykh, 2002). Units of both types in specific journalistic texts act as translators of culturally significant information inherited from the precedent text or precedent situation, perform nominative, emotionally expressive, phatic, characterological, and other functions.

### 2 Literature Review

It is well known that, Yu. Karaulov introduced the term precedent into the scientific linguistic metalanguage. Having first outlined this problem in the report “The role of precedent texts in the structure and functioning of linguistic personality” at the VI MAPRYAL Congress (1986), the researcher continued to develop it productively in subsequent works, which formulated a basic understanding of the concept of precedent and its implementation in language practice – precedent text, precedent name, precedent statement, precedent situation. In particular, concerning precedent texts, he defines a set of the following differential features: and contemporaries, and, finally, such, (3) the appeal to which is repeated repeatedly in the discourse of this linguistic personality” (Karaulov, 2007). On this basis, the mental-cognitive and identification-password significance of such texts is stated: their knowledge confirms the author’s belonging to a certain epoch and its culture, while ignorance is an indicator of separation from it (Karaulov, 2007).

The works of N. Burvikova, D. Gudkov, I. Zakharenko, V. Kostomarov, V. Krasnykh, and G. Slyshkin evidenced further intensive theoretical and methodological development of the concept of precedent. At the same time, linguists emphasize that despite the popularity and active use, the term precedent “cannot yet be counted among the unambiguously stable” (Krasnykh, 1997). This is due not only to the complexity of the key concept itself but also to the different theoretical approaches to the study of this precedent phenomenon. These approaches actualize the conceptuality of the main questions as to which linguistic facts can be qualified as precedent, by which parameters the functional significance of precedent phenomena can be traced, and so on. The multifaceted study of the problem of precedent, on the one hand, correlates with the complex psycholinguistic, linguistic-mental nature of this phenomenon, and on the other hand – motivates the active development of the functional-terminological field with the core “precedent”.

In general, the analysis of current views on the nature of precedent and linguistic units by which it is “measured” is realized in Ukrainian texts of various genres and styles, gives convincing reasons to state the longevity of linguistic and cultural traditions, including the accumulation, storage, and retransmission of intellectual and sensual content, acting as carriers of linguistic and cultural memory and linguistic and cultural knowledge.

These approaches to the study of the phenomenon of precedent heuristically enrich modern linguistic theory and allow for their integrative consideration within the framework of cognitive linguistics, linguoculturology, ethnolinguistics, psycholinguistics, communicative linguistics, and other related areas of philological knowledge.

Deepening the basic theses of the theory of precedent, formulated in the works of Yu. Karaulov, researchers specify the understanding and interpretation of the basic features of linguistic phenomena, the presence of which can state their precedent nature: "a certain phenomenon, the cultural object can claim 1) is a fact; 2) differs in recurrence; 3) endowed with markings; 4) has reflexivity (strong or weak); 5) is clichéd (strong or weak); 6) is a collapsed associative chain; 7) has a scale of assessments" (Krasnykh V.V., Izotov A.I., 1998). Krasnykh offers a detailed interpretation of precedent phenomena as linguistic units, which: "1) are well known to all members of the national-linguistic and cultural community (in other words, have a superpersonal character, do not depend on individual reception); 2) are relevant in cognitive; 3) appeals to which are constantly renewed in the language of representatives of a national-linguistic and cultural community" (Krasnykh, 2002). Ukrainian scholars understand precedent in the same way (O. Selivanova, O. Malenko, G. Syuta, O. Perelomova, V. Kalashnyk, T. Kalchenko, I. Sirko, L. Myalkovska, I. Degtyareva, and A. Petrenko).

The basic four-component classification of precedent phenomena (precedent name, precedent text, precedent statement, precedent situation (Krasnykh, 1997) "is today significantly supplemented by other subspecies of precedent phenomena, precedent, precedent – defined in the works of foreign and Ukrainian linguists style, precedent genre, precedent image, precedent sound, precedent image" (Vysotskaya, 2013). This corpus also complements the term precedent sign – "a verbal and non-verbal sign that appeals to the previous example, activates it in the mind of the speaker/listener as a precedent" (Naydyuk, 2009). In addition, in works on the problems of precedent, there are numerous cognate derivative terms and two-component terminological phrases: precedent, case unit, case contents, case connotation, case assessment, case genre, case meaning, precedent concept, case-nomination/name, case agent, case structure, etc.

### 3 Materials and research methods

The methods of scientific research are used in the work, such as: scientific generalization, analysis and synthesis, induction and deduction. The method of content analysis was used to analyze individual literature sources. Methods of synthesis, generalization, structuring and system analysis, historical method are also used.

### 4 Results

Analysis of the nominative-evaluative and communicative-pragmatic potential of precedent names in the language of modern Ukrainian journalism confirms such a conceptual property of precedent phenomena as their temporal stability (temporality) or temporal variability of existence and recognizability within a certain (longer or shorter period). For example, a significant number of precedent names belong to the so-called universal precedent. They have timeless semantics; remain recognizable to representatives of at least several generations of speakers. Usually, the following units are genetically related to the texts of the classical world and national culture, history: Jeanne d'Arc – "a woman capable of self-sacrifice for the public interest"; Cinderella – "a girl who has too much and hard work"; Thumbelina – "miniature woman", Mowgli – "uneducated, unsocialized child" and others. The popularity of their use in modern Ukrainian journalistic practice is connected with the semantics fixed for them, which motivates their unambiguous recognizability and cognitive ability to serve as nominative-evaluative models, means of emotionally resonant linguistic description.

At the same time, numerous precedent names retain precedent only for a short time. These include those that are "inscribed" in the ideological context of the era, i.e. clearly related to ideological values and depend on the degree of their significance for society (Slyshkin, 2000) or those that are mentally produced by texts of temporary, short-lived popularity. For example, ideologically marked units in the language of Ukrainian journalism are represented by the name "International" (the name of the anthem is not relevant today for Ukrainian politics of the Communist Party, so it is usually used with ironic or negative connotations), names Lenin, Stalin, Brezhnev, etc. One of the productive approaches to the stratification of the corpus of precedent names recorded in modern Ukrainian journalistic discourse is to identify the source areas of precedent. According to this approach, precedent names of literary and non-literary origin are determined. Within the names of literary origin, precedent names are singled out, which are genetically related to the texts of world and national culture.

The basis of the corpus of precedent names, which mentally appeal to the texts of world culture, are formed by precedent phenomena (in our case – names) from the field of ancient culture, in particular from the texts of ancient Greek, Roman mythology – the so-called precedent mythonyms or mythoprecedent names. Precedent mythonyms Icarus, Orpheus, which are the bearers of precedent meanings "free man, not tied to earthly values" and "sweet-sounding singer or poet" are recorded in the Ukrainian mass media. (Koval A., Koptilov V., 1975). Example: Ukrainian Icarus (Uriadovyi Courier, January 6, 2017); Maryanivsky Orpheus: 115 years since the birth of Ivan Kozlovsky (Uriadovyi Courier, March 21, 2015). Their presence in modern Ukrainian artistic and journalistic language practice testifies not only to the intellectual language of modern Ukrainian journalists, to the active presence in their cultural memory of mythological texts, but also the productivity of the practice of appealing to universal cultural experience, which is an important component of collective cognitive consciousness.

A separate self-sufficient micro-corpus in the dictionary of precedent phenomena are precedent names of the biblical origin or precedent biblionames. The researcher A. Zelenska, who described the precedent biblical toponyms Babylon, Eden, Sodom and Gomorrah, and others, stated the urgency of their use in the language of the Ukrainian mass media. The functionality of these units is traced on the material of journalistic articles on cultural issues in publications "Ukraina Moloda", "Den", "Dzerkalo Tyzhnia" (Zelenska, 2013).

According to our observations, an additional factor in the active use of precedent biblionames in the language of journalism is the characteristic of this type of discourse focus on the general reader, on the field of general cultural knowledge relevant to most speakers. Therefore, it is natural and logical to re-actualize recognizable biblical and sacredly marked proper names. Most of them are universalized in the cognitive-linguistic consciousness as names-symbols (according to the above terminology of V. Krasnykh – terminological precedent names). Among them, we single out: the names of the characters: Moses ("prophet, spiritual guide"), Goliath ("a very physically strong man"), Leviathan ("big, threatening, dangerous monster"), example: Will we wait for football Moses? (Uriadovyi Courier, June 23, 2016); Goliath or dystrophic? (Ukraina Moloda, January 24, 2018); Russian Leviathan strangles his own (Uriadovyi Courier, January 30, 2015); the names of places: Golgotha ("the place of superhuman suffering; the path of incredible trials"); Garden of Gethsemane (a place of reflection on the inevitability of certain events), example: To Golgotha - for Ukraine (Uriadovyi Courier, August 23, 2018); Donbas Garden of Gethsemane (Uriadovyi Courier, January 21, 2017).

Many journalistic contexts contain the names of characters from the precedent texts of the classics of world literature. These include, firstly, the precedent-onomastic pair of Romeo and Juliet (the proto text is Shakespeare's tragedy of the same name). In the context of Romeo and Juliet from the Maidan (Ukraina Moloda, 11/25/2015) the re-actualization of these names fully retains the meaning formed in the precedent text "young couple

in love". A separate detailed and component-filled micro-corpus of the dictionary of precedent proper names, relevant for the language of modern Ukrainian journalism, consists of names that genetically are derived from the texts of a national literature – both folklore and authors.

The urgency of folklore, Ukrainian folk art as a source of production of various precedent phenomena, including precedent names, convincingly argues S. Yermolenko: "Due to the aesthetic nature of folk poetry in it the longest preserved world of poetic ideas of the people, which excites the artistic creativity of writers of all times". The researcher states that units of folklore language enter the collective linguistic consciousness, enrich it with ethnocultural memory concentrated in them, and at the same time remain the basis for the creation of new images. The productivity of appealing to folklore precedent sources in journalistic texts is connected with this aesthetic nature. Among the folklore precedent names recorded in the language of the researched journalistic sources "Uriadovyi Courier" and "Ukraina Moloda", the most significant are the names of the characters of Ukrainian folk tales Kolobok, Baba Yaga, Kotyhoroshko, Zmiyuchka (snake) Olenka. Example: How Kolobok fled to Ukraine (Uriadovyi Courier, December 27, 2014); The newest Zmiyuchka Olenka of Ukrainian politics (Ukraina Moloda, March 12, 2007). Given the fact that folk tales are one of the first texts of human socialization, we emphasize their didactic and mental-conscious role in the formation of personality – its psychology, moral and ethical values and so on. Therefore, appeals to relevant texts and genetically rooted precedent names are logical and pragmatically justified methods of intellectualization and expression of any text, including journalistic.

Interesting varieties of precedent names learned from the texts of national literature are the names of the literary works themselves. Many of them are recognizable to Ukrainian speakers, so the authors of journalistic articles actively appeal to their nominative and evaluative content. Among the most popular are the titles of works by the famous Ukrainian impressionist writer Mykhailo Kotsyubynsky, "Horses Are Not Guilty", "Shadows of Forgotten Ancestors", and "Fata Morgana". Given the recognizability, even a certain symbolism in the Ukrainian language practice, in the language of journalism; they are re-actualized without additional author's comments, even in cases of their transformed use. Thus, the statement of the horse is not guilty is a formulaic journalistic carrier of axiologically marked content "hypocritical unwillingness to see the real culprits of something (to remove the guilt from the guilty)" (Koval A., Koptilov V., 1975). Due to the comfortable two-member subject-predicate lexical-syntactic structure, the precedent title of the work is easily transformed following the communicative-pragmatic conditions of use in a particular journalistic text. In this case, the subjective component of the horse is usually replaced (substitution), while the predicate part remains the threshold of recognizability, which is a reference to the precedent text of the short story by M. Kotsyubynsky. Example: Scandal within the regulations or Schools are not to blame (Uriadovyi Courier, 07/12/2017); Bees are not to blame (Uriadovyi Courier, June 20, 2018); Ducks are not guilty (Uriadovyi Courier, April 22, 2016). Instead, the title of the story by the same author "Fata morgana" is consistently used in its own-quoted, untransformed format, retaining the precedent of "unfounded expectations that vanish without a trace in the face of reality; an unattainable dream" (Koval A., Koptilov V., 1975). Example: "Fata Morgana Registration" (Uriadovyi Courier, April 2, 2014); Fata morgana of youth housing construction (Uriadovyi Courier, October 30, 2014); Neither ancestors nor "Shadows" are forgotten (Uriadovyi Courier, 14.04.2016). The precedent names of famous historical figures, such as Jeanne d'Arc, Archimedes, Einstein, and many others, represent a completely different field of knowledge. They appeal to the field of general knowledge, often associated with known precedents and statements of Jeanne d'Arc – burning – "I feel sorry for you, Rouen", Archimedes – scientific enlightenment – "Eureka!", designed to quickly decode implied in them content and value.

The precedent names of historical figures Caesar and Napoleon are well-known and therefore receptively comfortable: About Napoleon, the bees and Aunt Elizabeth (Uriadovyi Courier, August 18, 2018); Homegrown Caesar and Napoleon occasionally occur in many parliaments, but that so often ... Saw eyes what they chose ... saw something, but not much, and see if that Caesar or Napoleon suddenly pop up somewhere "from" like Philip of hemp (Uriadovyi Courier, 04.01.2002). These illustrations confirm that the perception of inclusiveness in the journalistic and political context of precedent names remains an important criterion of their recognizability, information. Only under this condition can these language signs be adequately decoded. Especially when they are used as a secondary evaluation nomination in the context of the characteristics of a particular political leader, political phenomenon, event, situation, etc. Special attention should be paid to historically mark national-precedent proper names, which have a close factual and mental-evaluation connection with precedent situations of national history.

These include, for example, the toponyms Pereyaslav, Kruty, Babyn Yar, which semantically and connotatively appeal to precedent historical events Pereyaslav Council, the battle of Kruty, mass shootings in the tract Babyn Yar during World War II. Example, re-actualization of their corresponding documentary-historical content in several indicative in journalistic headlines: How not to repeat the new Berestechko... (Uriadovyi Courier, July 3, 2015); Pereyaslav Council: from fraternization to occupation (Uriadovyi Courier, March 22, 2014); Echoes of Babyn Yar is in the hearts of millions (Uriadovyi Courier, September 28, 2016); Kruty teach to look to the future (Uriadovyi Courier, January 30, 2015). The use of such precedent units in the position of a journalistic title restores in the minds of speakers knowledge of history, as well as aims at a proper understanding of the current events described in the publication.

The appearance of unprecedented names is connected with the events of modern history and the current state of Ukrainian society. Today's journalistic language practice convincingly testifies to their intense semantic and connotative load and gives grounds to assert that politics is the most active sphere-source of production of neo-precedent names. This type of professional activity is associated with the entry into the collective language consciousness of an extremely wide range of names. For example, for modern Ukrainian speakers, the most relevant and recognizable are the names of such figures as L. Kravchuk, V. Yanukovych, P. Poroshenko, V. Klitschko, V. Zelensky, and Yu. Tymoshenko, O. Lyashko, and others. In language, they gradually become secondary nominations of dominant personality traits of politicians or the main landmarks or signs of their public, state activities: L. Kravchuk – cunning, V. Yanukovych – limited, unpatriotic, with a dubious past, Yulia Tymoshenko – manipulator, adaptive to the situation, etc. The negative connotation and axiology, which is often evidenced by such unprecedented names in journalistic texts, is associated with a sharply critical attitude of Ukrainian society to their biography, behavior, and activities. Example: "Father", they try: what are the prospects for the case of treason against Yanukovych (Ukraina Moloda, 10/11/2017); "Tymoshenko and Yanukovych – two boots from one pair" (Ukraina Moloda, 08/14/2018).

Coverage of the issues of modern world politics in the mass media actualizes the significance for the linguistic consciousness of Ukrainians of the unprecedented names of foreign politicians – A. Merkel, D. Trump, Merkozy, D. Tusk, and others. Example: To each America on the Trump: presidential elections in Brazil were won by the far-right politician (Ukraina Moloda, 10/30/2018); "Czech Trump": the government will be headed by a scandalous billionaire of right-wing views (Ukraina Moloda, 10/24/2017). Also noteworthy are the unprecedented names that appeal to the field of modern visual culture. It is firstly about entering into the active journalistic dictionary of universally precedent names of feature films – "Mission Impossible", "Titanic", and "Matrix. Reboot", etc.; National Bank: mission

impossible? (Uriadovyi Courier, April 7, 2015); Mission feasible (Uriadovyi Courier, January 11, 2018); ACMH (condominiums): communal "Titanic" or light at the end of the tunnel? (Uriadovyi Courier, May 25, 2016).

## 5 Discussion

The most commonly used in the language of journalism national precedent name in the field of contemporary visual art – the opening words of a series of the favorite by many Ukrainians cartoons "How Cossacks..." (product of the Ukrainian studio "Kyivnaukfilm" – 1967-2016). Given their popularity, the fullness of journalistic discourse with such headlines as: "How a Cossack saved Russia" (Uriadovyi Courier, October 13, 2018) seems logical; "How the Bila Tserkva Cossacks are stepping into wealth" (Uriadovyi Courier, September 16, 2015). They are designed for unambiguous recognizability and comfortable adequate decoding of pragmatic content "inventiveness".

The historically marked national-precedent proper names considered above, which have a close factual and mental-evaluative connection with precedent situations of national history (Berestechko, Pereyaslav, Kruty, etc.) give access to the sphere of knowledge of the national-precedent corpus of precedent phenomena (including names) in the language of the Ukrainian media.

In the theory of precedent, national precedent phenomena have the status of those that reveal linguistic and mental connections with a certain national (not necessarily native). It is noteworthy that one precedent phenomenon may have different semantics and value in different national cultures (Krasnykh, 2002). It is logical to emphasize that in Ukrainian linguistics the definition of national-precedent phenomenon is used about language units that are mentally connected with Ukrainian ethno culture, explicate ethno-marked associative-textual connections. At the same time, precedents are considered informative carriers of national and cultural information – anthroponyms (names, surnames, and nicknames, pseudonyms of precedent personalities, whose activity was or is significant for the Ukrainian socio-cultural, socio-political, intellectual life), toponyms, etc.

The most significant precedent anthroponym for Ukrainian ethno culture is Taras Shevchenko and his lexical concretizers – Kobzar and Taras. Example: Kobzar personally talks to them here (Uriadovyi Courier, October 28, 2014); Kobzar's words came to life in French (Uriadovyi Courier, October 13, 2017); Princess who fell in love with Kobzar (Uriadovyi Courier, July 28, 2018). Notable for these and other re-actualizations is the consistent preservation of the venerable connotation and high meaning of this name-symbol, which in Ukrainian culture is associated with the meaning "spiritual leader of the nation, founder of modern Ukrainian literary language and literature".

The microcorpus of nationally marked precedent toponyms is formed by precedent names of geographical, topographical, hydronymic, etc. realities that belong to the geographical space of Ukraine and have historical-cultural, socio-psychological, expressive, and evaluative significance for Ukrainian speakers. In the language of journalism, for example, they are represented by the names Ukraine, Kyiv. Example: Ukraine will not put another cheek (Uriadovyi Courier, September 17, 2016); The first results of visa-free travel have been summed up in Kyiv (Uriadovyi Courier, July 22, 2017). It is worth noting the positive evaluation of such contexts in comparison with those that contain the Kremlin nomination as a metonymy of the name Russia: Ljubljana picks up the key to the Kremlin's logic (Uriadovyi Courier, May 12, 2018).

The most prominent axiologically marked national precedent toponym is Chernobyl. It has become a precedent in connection with the relatively recent (35 years ago) situation of man-made disaster – the accident at the Chernobyl nuclear power plant, which had irreversible devastating consequences not only for the ecology of Ukraine but also for Europe: The Chernobyl fire is burning with renewed vigor (Uriadovyi Courier, April 26, 2014); After Chernobyl, we became different people (Uriadovyi

Courier, April 28, 2016); Where to go from Chernobyl (Uriadovyi Courier, April 26, 2017); Chernobyl bells are still ringing for them (Uriadovyi Courier, April 26, 2016), etc. Illustrated journalistic headlines update not only historically reliable information about the causes, facts, results of understanding the Chernobyl disaster, but also the intellectual and emotional content of this nomination, which has already become a precedent.

Another toponym, the neo-precedent of which will be formed during the last seven years of Ukrainian history, is Crimea. In modern publications, this is a nomination with the meaning "disputed territory", the subject of political confrontation: "Tell me whose Crimea, and I'll tell you who you are (Uriadovyi Courier, January 17, 2015); If you go quietly, you will be further from the Crimea (Ukraina Moloda, 05/29/2015).

Summarizing the consideration of national precedent names, we note that the criterion of the sphere of origin (to which precedent text the unit refers), the synchronous-diachronic criterion (belongs to the corpus of established or is neo-precedent) but the criterion of evaluation and evaluation positive or negative assessment).

## 4 Conclusion

Precedent is the general ability of a man in his communicative practice to rely on the texts of the previous culture, to actualize previous linguistic and cultural experience. In specific texts of different genres and styles, including the language of journalism, such verbalization of previous experience occurs due to the contextual actualization of precedent phenomena – texts, statements, names, and situations. In the proposed study, the textual productivity of precedent names is traced on the material of publications in the national publications "Ukraina Moloda" and "Uriadovyi Courier" (as two representative examples of modern Ukrainian journalism). In their corpus, the following are singled out: a) names of real historical, socio-political, cultural figures and b) names of literary, cinematographic, cartoon characters. The text-forming productivity of such titles of literary and multi-genre works is also stated. In the texts of the surveyed publications, their use is motivated by the intention of the authors to express a subjective attitude to the described, to verbalize not rational but emotional assessment.

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**Primary Paper Section: A**

**Secondary Paper Section: AI**