

## GRAPHO-BARBARISMS IN THE HEADLINES OF UKRAINIAN MEDIA TEXTS

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**Abstract:** The article analyzes the most used graphic barbarisms (grapho-barbarisms) in the headlines of the most widely circulated Ukrainian mass media. In accordance with the goal, the functional features of grapho-barbarisms in the language of modern mass media were investigated, their potential and stylistic role were clarified. Achieving the set goal required solving the following tasks: 1) to establish relevant non-linguistic factors affecting the actualization of grapho-barbarisms; 2) to interpret different types of words and phrases written in Latin, to highlight the topics of publications where they are used; 3) to determine the expediency/inexpediency of using grapho-barbarisms in the language of mass media, to characterize them in the context of language adaptation and in comparison with Cyrillic variants. According to the results of the research, it was established that graphic barbarisms form the largest thematic groups, which denote types of weapons and military equipment, various support tools, foundations, charitable institutions, volunteer organizations, subjects and concepts of the field of information technologies, names of sources of information, magazines, publishers, sites, etc. It was concluded that graphic barbarism prevails in the headlines of news genres. It has been observed that sometimes journalists use Cyrillic versions, but this phenomenon is fragmentary. Borrowings reproduced in the Latin alphabet complicate the perception of messages by information consumers and litter the Ukrainian literary language. The source base of the research consisted of the headline complexes, which contained words and phrases written in Latin, mainly collected from the Ukrainian media in 2024.

**Keywords:** vocabulary, borrowings, barbarisms, grapho-barbarisms, anglicisms, foreign language inclusions, abbreviations, extralinguistic factors, stylistic role.

### 1 Introduction

The dynamism of lexical processes provides linguists with inexhaustible resources for research, and also attracts the attention of writers, journalists, and native speakers in general. Changes in the language system usually occur precisely during the period of global transformations in social life. In such periods, there is a need to identify and systematize language units caused by the emergence of new social realities, and to carefully study the peculiarities of language processes that cause them.

Dynamic transformations clearly expressed in the modern Ukrainian language include the process of borrowing foreign vocabulary, the specificity of which is certainly not exhausted by its intensity alone. Borrowings that appeared in the Ukrainian language as a result of lexical interference are subject to semantic and stylistic changes and, along with the actual Ukrainian vocabulary, are the object of all changes occurring in the language. During the last three decades, we have observed an unprecedented intensification of borrowing, which began in the late 20th and early 21st centuries.

The penetration of words from other languages into the Ukrainian-speaking space became a prerequisite for the study of this linguistic phenomenon. Features of the functioning of nominations of foreign language origin in the mass media text were studied by K. Demchenko [4], R. Vyshnivskyi [21], N. Kostusiak [15], M. Lychuk [16], T. Mastruk [10], O. Mitchuk [14], Y. Molotkina, M. Navalna [15], and others. Linguists used

borrowing in various aspects, including O. Telezhkina [18] in poetic text, V. Lopushanskyi in speech [9], while L. Arkhipenko [1], D. Borys [2], Ya. Bytkivska [3], E. Karpilovska [6] focus attention on the problem of foreign words in the modern Ukrainian language in general.

Linguists have developed various approaches to the classification of borrowed words, which have been analyzed in terms of changes in their semantic structure, stages of lexical adaptation, reasons for penetration, etc. Despite this, we did not find any studies that proposed the classification of the latest borrowed lexemes, reproduced in the language of the mass media in Latin, that is, grapho-barbarisms. Taking into account the widespread use and active replenishment of journalism with grapho-barbarisms, we consider it necessary to characterize them on the basis of mass media headline constructions, since these linguistic units now constitute a considerable part of the vocabulary among the total number of borrowings.

In the linguistic literature, “barbarism (Greek βαρβαρισμός - foreigner) is a word or phrase in a foreign language or created according to a foreign model, which has not become commonly used, does not correspond to the norms of the given language, retaining its national-connotative color” [20]. Sometimes, words or expressions in a language foreign to the original text, written in a foreign language, or transcribed without morphological or syntactic changes are called foreign language inclusions. “The foreign language component, consciously used by the author in the work, often functions as a stylistic means, becoming a characteristic feature of idiosyncrasy. The semantic load of foreign language inclusions can be extremely significant and vary from the need to create a specific “foreign” atmosphere in the work to the performance of the functions of a key fragment of the text, without which the understanding of the author’s intention seems impossible and which therefore does not imply any substitution or change of format or volume” [5, p. 62]. In our opinion, it is more appropriate to call expressions in a language foreign to the Ukrainian text, in particular those reproduced in Latin, grapho-barbarisms.

The purpose of the article is to investigate the functional features of grapho-barbarisms in the language of modern mass media, to find out their potential and stylistic role. Achieving the set goal involves solving the following tasks: 1) to establish relevant non-linguistic factors affecting the actualization of grapho-barbarisms; 2) to interpret different types of words and phrases written in Latin, to highlight the topics of publications where they are used; 3) to determine the expediency/inexpediency of using grapho-barbarisms in the language of the mass media, to characterize them in the context of language adaptation and in comparison with Cyrillic variants.

### 2 Materials and Methods

The source base of the research was the headline complexes, which contained words and phrases written in Latin, mainly collected from the Ukrainian media in 2024.

It was possible to achieve the set goal and complete the task with the help of the following research methods: descriptive, which made it possible to systematize and classify barbarisms collected from the language of the mass media; complex analysis directed at the study of barbarisms in the semantic aspect; contextual semantic analysis, which made it possible to consider barbarisms within specific speech situations; component analysis used to study the same characteristics of barbarisms.

### 3 Results and Discussion

Grapho-barbarisms are quite widely represented in the headline complexes of Ukrainian popular mass media. In terms of frequency of use and number, tokens written in Latin are predominant, denoting various types of military equipment and weapons, in particular:

1. **Patriot** is the designation of the anti-aircraft missile system (SAMS), which is in service with the armies of other countries, and now also Ukraine, e.g.: *Система ППО Patriot від Німеччини прибула в Україну – Зеленський* (*The Patriot air defense system from Germany arrived in Ukraine - Zelenskyi (headline)*) (<https://day.kyiv.ua>, July 22, 2024); *Система Patriot і зміцнення безпеки в Чорноморському регіоні: Україна та Румунія уклали безпекову угоду* (*The Patriot system and strengthening of security in the Black Sea region: Ukraine and Romania concluded a security agreement (headline)*) (<https://day.kyiv.ua>, July 11, 2024); *Зеленський обговорив із конгресменами США постачання додаткових систем Patriot* (*Zelenskyi discussed with US congressmen the supply of additional Patriot systems (headline)*) (<https://day.kyiv.ua>, July 1, 2024); *Україна в пріоритеті: США скасує замовлення інших країн на систему Patriot* (*Ukraine is a priority: the US will cancel orders from other countries for Patriot systems (headline)*) (<https://umoloda.kyiv.ua>, June 20, 2024). Since the English nomination belongs to the frequently used ones not only in the Ukrainian media space, but also in oral communication, it can be assumed that over time, as a result of the action of language adaptation, the analyzed barbarism will move to the passive language usage and will be replaced by the equivalent written in Cyrillic. We can see the tendency towards this in minor interspersions of Cyrillic variants, not recorded in the headlines, but present in the texts of the publications: «Ми обговорюємо кілька речей, які максимально потрібні: ППО, і передусім **«Пемпріомі»**, які збивають усі російські ракети, а також наша далекобійність і можливість знищувати російських терористів там, де вони є, включно з територією самої Росії. Нещодавній дозвіл на застосування західної зброї поза нашою територією для захисту Харкова та інших міст зміцнив нас від російських ударів. Але ми ще в пошуку додаткових **«Пемпріомі»** і потребуємо й надалі таких же сильних кроків, як були зроблені для нашої далекобійності...» – сказав Зеленський, виступаючи на саміті G7 в Італії в четвер (<https://interfax.com.ua>, June 13, 2024); *Військові аналітики кажуть, щоб захистити Україну, «Пемпріомі» мають прикривати всі її області* (<https://www.5.ua>, June 17, 2024). It is important to pay attention to the fact that the equivalent written in Cyrillic has undergone morphological development, which is evidenced by the acquisition of various case-number forms by this word, the expression of which involves endings.

2. **Starstreak** is the name of the British portable anti-aircraft missile complex, which is sometimes used with the abbreviation *HVM*, formed from the initial letters of the compound *High Velocity Missile*. In newspaper journalism of 2024, the token **Starstreak** functions in the context of the use of this type of weaponry in Ukraine and defense against threats from the air, e.g.: *Українські захисники під керівництвом британських інструкторів тренуються на системі ППО Starstreak у Британії* (*Ukrainian defenders under the guidance of British instructors train on the Starstreak air defense system in Britain (headline)*) (<https://day.kyiv.ua>, July 22, 2024). Similar to the nomination characterized earlier, the analyzed name also reveals some signs of adaptation to the system of the receptor language: we are talking about minor interspersions of the Cyrillic transliterate, which we come across both in the headlines and in the texts of publications printed, although not in 2024, but during the period of full-scale Russian-Ukrainian war: «Є! Знищили!»: *ЗСУ вперше вразили ціль з британського ПЗРК «Старстрік»* (*headline*) (<https://espresso.tv>, April 4, 2022); *«Старстрік» призначений для ураження літальних об'єктів, що летять низько* (<https://varta1.com.ua>, April 10, 2022). It happens that in one media article, the journalist uses both variants of the nomination of the anti-aircraft missile system in parallel: *Але для того, щоб Повітряні сили самотужки закрили небо над Україною одних ПЗРК Стінгер та Старстрік, наданих партнерами, недостатньо. Стінгер та Starstreak – це переносні комплекси малого радіусу дії, призначені для знищення мало висотних цілей, такі як вертольоти* (*But for the Air Force to close the sky over Ukraine alone, the Stinger and*

*Starstreak MANPADS provided by partners are not enough. Stinger and Starstreak are short-range portable systems designed to destroy low-altitude targets, such as helicopters*) (<https://zmist.pl.ua>, April 30, 2024). The given context prompts to casually emphasize the transfer of the name of another portable surface-to-air anti-aircraft missile system, the formal explanation of which is related to the barbarism *Stinger* and its Ukrainian correlate *Стінгер*, that finds its way into media content occasionally.

3. **Hawk** is a token for the American long-range anti-aircraft missile complex, which is much smaller in size and weight compared to others. Its functions are also related to the destruction of aerial targets by missiles, e.g.: *Міністерство оборони Іспанії передасть Україні у вересні нову батарею ЗПК Hawk* (*The Spanish Ministry of Defense will hand over a new battery of Hawk air defense systems to Ukraine in September*) (<https://day.kyiv.ua>, July 25, 2024). In contrast to the previously characterized linguistic units, we did not find a Cyrillic counterpart to this grapho-barbarism.

4. **Mistral** is the name of an anti-aircraft missile complex, the purpose of which is to hit helicopters and airplanes. The analyzed lexeme is evidenced in newspaper journalism about the active use of these military and technical means, as well as about the prospects of receiving them from other countries: *Естонія доставила в Україну переносні ЗПК Mistral та ракети до них* (*Estonia delivered portable Mistral air defense systems and missiles to Ukraine (headline)*) (<https://day.kyiv.ua>, July 7, 2024). In the modern Ukrainian media space, we find cases of graphic transmission of this nomination by means of the Ukrainian language, e.g.: *Естонія передала Україні «Містралі» – ЗПК малої дальності з ракетами* (*Estonia handed over Mistral to Ukraine - a short-range air defense system with missiles (headline)*) (<https://news.liga.net>, July 6, 2024). The presented illustrative material proves that, in addition to graphic adaptation, the word undergoes morphological adaptation: it is implemented by inflection as an indicator of case and number categories.

The nominations for the designation of anti-aircraft missile systems are characterized by a certain commonality: they have been activated in the Ukrainian media publications since the beginning of the full-scale invasion of Russia. The analyzed lexemes function in publications in contexts about Ukraine's need for these military and technical means, about their supply and use in the occupied territories. All of these nouns often retain their English spelling, which can be explained by several factors: the use of the objects marked by them in many countries of the world; the fact that the English language has the status of the language of international communication; the fashion for anglicisms in the Ukrainian media. At the same time, it is worth noting the fragmentary attempts to convey these nominations using transliteration or transcription. In the first case, we trace a spelling close to the English variant, and in the second - an adaptation that implies a similarity in pronunciation. Despite the different ways of mastering, the studied Cyrillic correlates have a certain commonality: they often undergo morphological modifications, that is, they acquire the grammatical characteristics of the part of the language to which they fall.

5. **Leopard** is the name of a German combat tank, which is often accompanied by additional digital data, sometimes letters, that in the complex is the designation of the combat vehicle model. In the Ukrainian media space, the analyzed lexeme is used in the headlines of articles informing about the training of Ukrainian military to operate this type of equipment, as well as its use for the purpose of destroying the enemy: *На військовому полігоні в Польщі українські танкісти навчаються обслуговувати бойовий танк Leopard 2A4, – Генштаб* (*At the military training ground in Poland, Ukrainian tankers learn to service the Leopard 2A4 battle tank, - General Staff (headline)*) (<https://day.kyiv.ua>, August 5, 2024); *Україна отримала нову партію танків Leopard 2 від Іспанії* (*Ukraine received a new batch of Leopard 2 tanks from Spain (headline)*) (<https://day.kyiv.ua>, July 16, 2024). The headline *Хижак на*

**фронти.** Яка фішка танків **Леонард** і чому вони різні (<https://nv.ua>, March 12, 2024) is of interest, since it not only contains the Cyrillic version of the name of the military equipment, but also a secondary nomination that subconsciously leads to an associative connection with an animal that can quickly move and maneuver. Namely such characteristics are inherent in the tank of this model. Let us focus on the design of analyzed nominations in mass media. Mostly the English version, which works alongside the generic name, is written without quotation marks. According to this principle, the Cyrillic equivalent is often drawn up, which contradicts modern Ukrainian language norms, because the proper names of production brands of technical products, ships, planes, tanks, etc. should be put in quotation marks [13, p. 88-89], e.g.: *танк «Леонард»*.

6. **Apache** is the designation of an American helicopter that is in service not only with the US army, but also with other countries, cf.: *Польща купує у США 96 гелікоптерів Apache за \$10 млрд (Poland buys 96 Apache helicopters from the US for \$10 billion (headline))* (<https://www.pravda.com.ua>, August 13, 2024). Sometimes, the media write this name in Cyrillic, resorting to a transcription technique: *Створені компанією Boeing, «Апачі» можуть долати до 450 км (headline)* (<https://internetua.com>, July 20, 2024). Although such writing is fragmentary, it is evidence of the beginning of the language adaptation process. Incidentally, we would like to add that nowadays mass communication media use the designation *гелікоптер* more often, which is beginning to supplant the previously actively used lexeme *вертолім*. Presumably, this is related to its consonance with the Russian version, which causes negative associations with the enemy.

7. **Gripen** is the name of the Swedish fighter plane, the supply of which to Ukraine is currently being actively negotiated, e.g.: *Україна домовляється зі Швецією про передачу винищувачів Gripen, – Жовква (Ukraine is negotiating with Sweden on the transfer of Gripen fighters, - Zhovkva (headline))* (<https://day.kyiv.ua>, July 14, 2024). In the corpus of actual material, we do not observe the Cyrillic version of the lexeme under consideration, so the process of linguistic adaptation is not inherent to it yet.

8. **Nikken** – the designation of a machine intended for demining, e.g.: *Уряд Японії передав підрозділам ДСНС України ще 2 машини механізованого розмінування Nikken (The Japanese government handed over 2 more Nikken mechanized demining machines to the units of the State Emergency Service of Ukraine (headline))* (<https://day.kyiv.ua>, July, 10, 2024). The mentioned grapho-barbarism is presented in the mass media space only in this form.

9. **Trinity** is a token that serves as the name of aircraft-type drones, the production of which takes place in Germany: *Дрони, що сканують сотні гектарів території: що відомо про БПЛА Trinity, які німці безкоштовно передали Україні (Drones that scan hundreds of hectares of territory: what is known about Trinity UAVs, which the Germans gave to Ukraine for free (headline))* (<https://espresso.tv>, February 1, 2024).

10. **Magura** is the name of a Ukrainian surface unmanned boat, which has several graphic options: 1) in Latin and all capital letters, that is explained by such writing on a technical device; 2) in Latin only with the first capital letter (the specified design is justified by the fact that the formation of the lexeme is not related to the method of abbreviation); 3) in Cyrillic - this spelling is due to the Ukrainian production of an unmanned boat. Cf.: *Українські розвідники завдяки безпілотним морським дронам MAGURA V5 за півтора року уразили 18 російських суден (Ukrainian secret service men, thanks to unmanned MAGURA V5 marine drones, hit 18 Russian ships in one and a half years (headline))* (<https://day.kyiv.ua>, August 16, 2024); *Росіяни розібрали захоплений український морський ударний дрон Magura v5 та показали його складові та внутрішню будову (The Russians disassembled the captured Ukrainian Magura v5 maritime attack drone and showed its components and internal structure (headline))* (<https://suspilne.media>, March

1, 2024); *Морські дрони «Магура» українського виробництва вражають російські кораблі (headline)* (<https://suspilne.media>, April 19, 2024).

11. **DELTA** is a national military situational awareness system and another innovative product created by Ukrainians. We assume that writing in Latin is due to the use of this system not only by the Security and Defense Forces of Ukraine. It enables the exchange of information between various NATO allied states and enables the conduct of network-centric warfare. Similar to the nomination described above, the analyzed name also reveals a variant design, cf.: *Українська система DELTA отримала високу оцінку НАТО (The Ukrainian DELTA system received a high rating from NATO (headline))* (<https://umoloda.kyiv.ua>, July 14, 2024); *«Я бачу кожну нірку наших ворогів»: як українська система Delta палить російську армію (“I see every hole of our enemies”: how the Ukrainian Delta system burns the Russian army (headline))* (<https://armyinform.com.ua>, August 26, 2024); *«Це те, що ми можемо покласти на стіл світові». Як система «Дельта» допомагає воювати методами 2 сторіччя (headline)* (<https://www.pravda.com.ua>, August 28, 2024).

Among a number of grapho-barbarisms, phrases structured by two or more linguistic units are recorded, which denote companies, various types of military equipment and weapons. The Latin spelling of the names of foreign companies in Ukrainian media sources is explained by the fact that their activities usually take place outside Ukraine. In particular, the two-word nomination of the technological company Quantum Systems, which specializes in the design and production of small unmanned aerial vehicles, reveals such characteristics: *Держприкордонслужба отримала 28 картографічних дронів Quantum Systems типу «Trinity» (The State Border Service received 28 cartographic drones of the Quantum Systems of “Trinity” type (headline))* (<https://day.kyiv.ua>, July 30, 2024). The company recently opened a branch in Ukraine, which influenced the language adaptation of its name. A complex nomination, written with the help of graphic means of the Ukrainian language, but as close as possible to the original phonetic form, got into the mass media. It functions in parallel with its English counterpart: *Безпосередньо в Україну «Квантум-Системс» зайшли влітку 2023 року. Тоді в компанії повідомили про відкриття в Україні центрів сервісного навчання, підтримки та логістики. Досі Quantum-Systems постачала в Україну безпілотники-розвідники Vector від уряду Німеччини* (<https://espresso.tv>, February 1, 2024). The beginning of language adaptation is connected with the approach of transcription.

Several-word grapho-barbarisms can be complicated by an alphanumeric unit, such as the name of the Korean all-wheel drive SUV SsangYong Rexton RX 270 XDI, for example: *Прикордонники отримали позапляховик SsangYong Rexton RX 270 XDI та засоби радіоелектронної боротьби «Поліський РЕБ» (Border guards received the SUV SsangYong Rexton RX 270 XDI and means of radio-electronic combat “Polisky REC” (headline))* (<https://day.kyiv.ua>, July 5, 2024).

The nominations, written in Latin, include the name of the Sea Baby unmanned surface vehicle, developed by Ukrainian specialists. Despite the direct relationship of the product to Ukraine, its name is structured by two words from the English language, which, presumably, can be associated with the active process of European integration of Ukraine and the strengthening of its cooperation with various states, for example: *Sea Baby вразили мінами 4 кораблі РФ поблизу Криму – WSJ (Sea Baby hit 4 ships of the Russian Federation near the Crimea with mines - WSJ (headline))* (<https://umoloda.kyiv.ua>, June 24, 2024). In the same sentence, the source of information is indicated - the abbreviation barbarism *WSJ*, which is the name of a daily American newspaper, that we will analyze in more detail later.

A group of analytical grapho-barbarisms is structured by the combination *Storm Shadow* to denote a Franco-British air-to-ground cruise missile, e.g.: *Британія не дозволила Україні*

биту *Storm Shadow* під час наступу на Куриціні (Britain did not allow Ukraine to shoot by Storm Shadow during the Kurschchna offensive (headline)) (<https://www.pravda.com.ua>, August 13, 2024).

Two-component one is the name of the AASM Hammer air-to-ground guided air bomb, the production of which, although not related to Ukraine, currently serves as a means of deterring the Russian offensive and destroying the enemy on the occupied territory of Ukraine, for example: *Повітряні сили оприлюднили рідкісні кадри застосування авіабомб AASM Hammer* (The Air Force has released rare footage of the use of AASM Hammer aerial bombs (headline)) (<https://www.pravda.com.ua>, August 14, 2024); *Нові французькі авіабомби AASM Hammer вже на фронті: де ЗСУ їх застосовують (відео)* (The new French AASM Hammer aerial bombs are already at the front: where the Armed Forces of Ukraine use them (video) (headline)) (<https://www.unian.ua>, March 3, 2024). The first component of the nomination is an abbreviation formed on the basis of the English compound *armement air-sol modulaire*, the second is a lexeme that, translated into Ukrainian, sounds like a hammer (*молот*) and serves as a means of implicit (hidden) indication of the power of the bomb and its performance in destroying the specified target. We hope that this name will be written in Cyrillic in the future. In this case, we recommend writing it in accordance with the current *Гаммер* spelling standards.

In the language of mass media, we trace a number of other English names containing complex abbreviated words. In particular, it is a token for the ATACMS tactical ballistic missile, which was transferred to Ukraine during the active phase of the Russian-Ukrainian war. The specified external factor influenced the activation of this name mainly in media news content, e.g.: *Не хочемо, щоб війна вийшла за межі України: речник Пентагону про заборону бити ATACMS по території РФ* (We do not want the war to go beyond the borders of Ukraine: the Pentagon spokesman on the ban on ATACMS strikes on the territory of the Russian Federation (headline)) (<https://day.kyiv.ua>, July 6, 2024). Since this designation is a combined abbreviation of *Army Tactical Missile System*, it is written only in capital letters. After entering the Ukrainian-speaking space and graphically adapting to the recipient language, the analyzed name underwent neutralization of the internal form of the word. The presence of only the first capital letter in the studied nomination indicates the loss of the derivational connection with the creative phrase. In addition, the coincidence of three consonants is not inherent in the Ukrainian language, which became a prerequisite for the penetration of the letter a between the letters k and m; it greatly simplified the pronunciation of the word, e.g.: *Україна отримала найновіші Атакамси* (headline)) (<https://nv.ua>, may 20, 2024).

The abbreviated word-form type is inherent in the barbarism *IRIS-T*, formed from the compound *InfraRed Imaging System Tail*. IRIS-T is an air-to-air missile equipped with an infrared homing head. Six countries, led by Germany, are involved in its creation, e.g.: *Оборонне відомство Німеччини має намір до кінця року поставити Україні ще два ЗПК IRIS-T, а також іншу зброю* (The German Ministry of Defense intends to deliver two more IRIS-T air defense systems to Ukraine by the end of the year, as well as other weapons (headline)) (<https://day.kyiv.ua>, August 16, 2024).

The group of sound abbreviations includes the name of the American reactive artillery system HIMARS, the formative basis of which is the compound *High Mobility Artillery Rocket System*, e.g.: *ЗСУ вперше вразили HIMARSами по курській області – зруйнована будівля ФСБ* (The Armed Forces of Ukraine hit by HIMARS for the first time in the Kursk region - the destroyed FSB building (headline)) (<https://umoloda.kyiv.ua>, June 24, 2024). The highlighted word in the given sentence is interesting because it combines a part written in Latin with a Cyrillic ending. The analyzed nomination belongs to the group of those ones that show signs of not only graphic mastery, implemented by means of transcription, but also grammatical, which is evidenced by the fact that the analyzed word belongs to

the group of variable nouns of the second declension and masculine gender: *Хаймарси знищили російські ЗПК у Білгородській області* (headline)) (<https://thepage.ua>, June 3, 2024). Sometimes the Cyrillic version is taken in quotation marks, which indicates the instability of writing and the continuation of the process of adaptation to the norms of the Ukrainian language, e.g.: *«Хаймарси» успішно викосили колону техніки РФ на території РФ збоку Харківщини, – Z-оглядач* (headline)) (<https://focus.ua>, June 2, 2024). A special colloquial and humorous flavor is given to the given media title by the figuratively used verb *викосити*, which serves as a means of expressing interstylistic transposition. Incidentally, we will add that in the means of mass communication, the adapted version *хаймарси* mainly functions in the plural.

In the media space, the alphanumeric designation of the single-engine fighter F-16 (Fighting Falcon F-16) is frequently used, understandable to the consumer of information even without adding a general concept. Such aircraft are very often mentioned in news content, interviews with military analysts, etc.: *Кулеба обговорив з главою МЗС Норвегії розширення ініціативи щодо F-16 та «формулу миру»* (Kuleba discussed with the head of the Foreign Ministry of Norway the expansion of the F-16 initiative and the “peace formula” (headline)) (<https://www.pravda.com.ua>, August 6, 2024); *Зеленський під час урочистостей до Дня Повітряних сил ЗСУ презентував винищувачі F-16 в українському небі* (Zelensky presented F-16 fighter jets in Ukrainian skies during the Air Force Day celebrations) (<https://day.kyiv.ua>, August 4, 2024); *Міністри закордонних справ України і Норвегії обговорили розширення коаліції F-16* (The foreign ministers of Ukraine and Norway discussed the expansion of the F-16 coalition (headline)) (<https://day.kyiv.ua>, August 9, 2024). Constant use in oral communication, frequent repetition in the language of the mass media of certain complex abbreviated words eventually makes them familiar to both journalists and native speakers; such language units become “long-lived abbreviations” [12, p. 33]. Among them, we note *F-16* and a number of other previously analyzed nominations, which are marked units of the corresponding time, as defined by O. A. Styshov, “nominations-marks of a certain era” [17, p. 161]. Over time, they go out of active use and replenish the passive fund of vocabulary, if the realities they denote are not relevant in society. In view of this, after the end of active military operations in Ukraine, most language units of military topics will become less used.

Under the influence of non-linguistic factors - the Russian-Ukrainian war - combined formations of the applied variety, which include abbreviations reproduced in Latin and Ukrainian full-meaning words, became active. Such a model is inherent in the name of one of the types of unmanned aerial vehicles – FPV drones, for example: *Бійці 53-ї ОМБр ударом FPV-дрона знищили прапор РФ у Нью-Йорку на Донеччині* (Fighters of the 53rd OMBR destroyed the flag of the Russian Federation in New York in Donetsk region with an FPV-drone strike (headline)) (<https://www.pravda.com.ua>, August 8, 2024); *Вперше Україна оголосила тендер на закупівлю вітчизняних FPV-дронів* (For the first time, Ukraine announced a tender for the purchase of domestic FPV drones (headline)) (<https://umoloda.kyiv.ua>, August 1, 2024); *Днями бійці 7 прикордонного Карпатського загону отримали від благодійників 50 FPV-дронів* (During these days, fighters of the 7th border Carpathian detachment received 50 FPV drones from benefactors (headline)) (<https://day.kyiv.ua>, August 9, 2024); *На Харківщині за останні місяці зафіксували понад 500 ударів FPV-дронами по цивільних* (More than 500 strikes by FPV drones on civilians were recorded in Kharkiv region in recent months (headline)) (<https://day.kyiv.ua>, July 31, 2024); *Мешканці Бучі передали «Сталевому Кордону» 90 FPV-дронів* (Residents of Bucha handed over 90 FPV drones to “Steel Border: (headline)) (<https://day.kyiv.ua>, July 10, 2024).

In the topic of the Russian-Ukrainian war, we single out barbarisms that denote various support tools, foundations, charitable institutions, volunteer organizations, e.g.:

1. **Ukraine Facility** – the name of the program, the purpose of which is to finance the state budget of Ukraine by the European Union, to stimulate investments, etc., e.g.: *Рада ЄС схвалила надання Україні €4,2 млрд в рамках Ukraine Facility (The Council of the EU approved the provision of €4.2 billion to Ukraine under the Ukraine Facility (headline))* (<https://www.pravda.com.ua>, August 6, 2024).

2. **MK Foundation** – nomination of a fund of competent targeted assistance in the field of logistical support and humanitarian demining, cf.: *Держприкордонслужба отримала 100 вантажних бусів від благодійної організації «MK Foundation» (The State Border Service received 100 freight beads from the charitable organization “MK Foundation” (headline))* (<https://day.kyiv.ua>, August 9, 2024).

3. **United24** is the name of the fundraising platform created at the initiative of the President of Ukraine Volodymyr Zelenskyi, the purpose of which is to raise funds to support Ukraine. Since it is foreseen that the donations will come from citizens of other countries, the nomination is submitted in English, and in media headlines it is formatted with all capital letters or only the first one, cf.: *Зеленський зустрівся з американським актором Метью Макконахі: говорили і про UNITED24 (Zelensky met with American actor Matthew McConaughey: they also talked about UNITED24 (headline))* (<https://day.kyiv.ua>, July 13, 2024) and *Підтримка «Охматдиту» після ворожої атаки: United24 та monobank вже зібрали чверть мільярда (Support for “Okhmatdyt” after the enemy attack: United24 and monobank have already collected a quarter of a billion (headline))* (<https://day.kyiv.ua>, July 10, 2024). The first option corresponds to the name given on the website (<https://u24.gov.ua/uk>) and probably it influenced the spelling in some mass media. In our opinion, the graphic form with only the first capital letter is more in line with orthographic norms, because the analyzed lexeme does not belong to abbreviations.

4. **Q-tochok** – nomination of a project according to which an international organization will finance the construction of a modular town for internally displaced persons, e.g.: *Пілотний проєкт Q-tochok: на Сумщині збудують модульне містечко для переселенців (Q-tochok pilot project: a modular town for displaced persons will be built in Sumy Oblast (headline))* (<https://day.kyiv.ua>, August 4, 2024). The first letter Q, which is combined with the rest of the word by a hyphen, serves as a symbol of quality and the functional-semantic equivalent of the token *Quality*.

5. **Best Friends** is the name of the animal shelter, cf.: *Зруйнований російськими обстрілами притулок «Best Friends» відновлюється та приймає тварин з усієї України (The “Best Friends” shelter, destroyed by Russian shelling, is being restored and accepts animals from all over Ukraine (headline))* (<https://day.kyiv.ua>, July 19, 2024). The nomination, drawn up in English, draws the attention of not only Ukrainians, but also foreign citizens to problems related to animals, which have worsened due to hostilities.

6. **Grain from Ukraine** – the name of a humanitarian food program related to the supply of grain to the poorest countries, e.g.: *До Палестини в межах ініціативи Grain from Ukraine прямує перша поставка харчової допомоги для понад 100 000 сімей (The first delivery of food aid for more than 100,000 families is headed to Palestine within the framework of the Grain from Ukraine initiative (headline))* (<https://day.kyiv.ua>, July 18, 2024). The writing of the analytical nomination in English can be explained by several factors: firstly, the Ukrainian state seeks to draw the world's attention to the problems that Russia poses not only to Ukraine, but also to other countries, secondly, the negotiations with Russia regarding the grain transportation agreement took place with the participation of other countries. Much less often we find the Ukrainian name of the program in the headlines, for example: *«Зерно з України»: до Палестини прибула тисяча тонн пшеничного борошна – МЗС (headline)* (<https://suspinle.media>, July 18, 2024).

7. **Blue/Yellow** – the name of a public organization, in the structure of which two adjectives are used to indicate the colors of the flag of Ukraine, e.g.: *Волонтерська організація Blue/Yellow разом з литовською експрезиденткою Далєю Грїбаускаїте запустили збір на закупівлю дронів для України (The Blue/Yellow volunteer organization, together with Lithuanian ex-president Dalia Grybauskaitė, launched a collection for the purchase of drones for Ukraine (headline))* (<https://day.kyiv.ua>, July 3, 2024). The organization's activities are aimed at providing the Ukrainian military and volunteers with the necessary supplies through the donations of citizens from various countries.

Among the collected material, we single out grapho-barbarisms for the designation of objects and concepts in the field of information technologies. In Ukrainian linguistics, information technology terms were the subject of research by Yu. Molotkina, N. Kostusiak, and M. Navalna [15]. The researchers note that “technologicalization of society has affected the language - the share of borrowed terminological terms is one of the largest in terms of volume. The leader among foreign language terminological lexicon in journalism is a thematic group of lexemes to denote types of illegal activity on the Internet. Slightly inferior to it is the group of names of network programs and technologies, which is followed by thematic groups of English-language designations of calculation units on the Internet, tokens of social networks and names of devices. The composition of foreign language vocabulary is constantly updated due to the continuity of the lexical borrowing process, accordingly, the number of thematic groups of foreign language lexemes can change” [15, p. 200-201]. We agree that the problem of using lexemes of foreign language origin requires constant attention of researchers. Under the influence of non-linguistic factors, we record both known formations and new grapho-barbarisms in modern media sources. The collected corpus of graphic barbarisms presents:

1. **Gemini Live** is the name of the program that provides voice chat with an AI bot on a smartphone: **Gemini Live** – *новий голосовий асистент для смартфонів від Google (Gemini Live is a new voice assistant for smartphones from Google (headline))* (<https://www.pravda.com.ua>, August 14, 2024). In addition, the submitted title sentence uses barbarism *Google*, which, as is known, has acquired graphic and morphological adaptation in the Ukrainian language. In “Ukrainian spelling”, it is recommended to write this lexeme with a lowercase letter (гугл) if it is used without a generic word, and if it is present - with a capital letter (*пошукова система «Гугл»*) [13, p. 86]. Having undergone a morphological assimilation to the Ukrainian language, the noun *гугл* is usually applied as a variable word, which is declined according to the pattern of nouns of the second declension of the hard group. The presented arguments are in favor of the fact that journalists should give preference to the Ukrainian version.

2. **Signal** is the name of a client messenger developed by American organizations, e.g.: *У росіян проблеми з роботою месенджера Signal: росЗМІ пишуть про блокування (Russians have problems with the work of the Signal messenger: Russian mass media write about blocking (headline))* (<https://www.pravda.com.ua>, August 9, 2024). The English lexeme - the general name *signal* in Ukrainian – is corresponded by the word *сигнал* al, close in sound, which in the future may become the basis for calling the specified messenger its Cyrillic counterpart.

3. **OpenAI** – nomination of the artificial intelligence research laboratory, which developed the ChatGPT chatbot and the prototype of the SearchGPT search engine. All selected tokens are presented in the Ukrainian media space, e.g.: *OpenAI попереджає, що користувачі можуть занадто прив'язатися до голосового режиму ChatGPT (OpenAI warns that users may become too attached to the ChatGPT voice mode (headline))* (<https://www.pravda.com.ua>, August 9, 2024); *14 американських топових онлайн-видань заблокували доступ пошуковику SearchGPT (14 top American online*

publications have blocked access to the search engine SearchGPT (headline)) (<https://detector.media>, August 5, 2024).

4. **Grammarly** is the name of an online platform based in Ukraine, which on the basis of artificial intelligence helps in communicating in English, e.g.: *Компанія Grammarly запускає новий інструмент для виявлення тексту, згенерованого штучним інтелектом (The Grammarly company launches a new tool for detecting text generated by artificial intelligence (headline))* (<https://detector.media>, August 20, 2024).

Achievements related to information technologies are often used in various industries. In particular, in the headings of texts about banking, finance, and settlement methods, we come across the combined name *p2p-перекази* (*p2p transfers*), the second component of which is the Cyrillic version. The first part *p2p-* is semantically related to the language unit *peer-to-peer*, which indicates the transfer of funds from one person's bank card to another's card, e.g.: *Нацбанк планує встановити обмеження p2p-переказів для фізичних осіб на рівні 100 тис грн на місяць (The National Bank plans to set a limit of p2p transfers for individuals at the level of 100,000 UAH per month (headline))* (<https://www.pravda.com.ua>, August 13, 2024). In the studied media space, barbarisms of this group usually do not have Cyrillic equivalents.

The corpus of the collected material contains a number of grapho-barbarisms to indicate sources of information. A significant part consists of the names of well-known newspapers that are published in print and digital form, including the British *The Telegraph*, *The Sunday Times*, *Financial Times*, the American *The Hill*, *Wall Street Journal*, etc., for example: **The Telegraph**: *Україна не отримала дозволу від Британії щодо застосування ракет Storm Shadow для ударів по Курській області (The Telegraph: Ukraine did not receive permission from Britain regarding the use of Storm Shadow missiles for strikes on the Kursk region (headline))* (<https://day.kyiv.ua>, August 13, 2024); **Журналіст The Sunday Times** *поспілкувався із захопленими в Курській області російськими полоненими (The Sunday Times journalist spoke with Russian prisoners captured in the Kursk region (headline))* (<https://detector.media>, August 19, 2024); **Азійські ринки відновлюються вслід за сплеском на Уолл-стріт – Financial Times** (*Asian markets recover after surge on Wall Street - Financial Times (headline)*) (<https://www.pravda.com.ua>, August 7, 2024); **The Hill**: *Україні треба вирішувати, що робити з територією, яку вона утримує в Росії (The Hill: Ukraine must decide what to do with the territory it holds in Russia (headline))* (<https://www.pravda.com.ua>, August 12, 2024); *У РФ за «шпиунство» засудили репортера Wall Street Journal на 16 років (In the Russian Federation, a Wall Street Journal reporter was sentenced to 16 years for "espionage" (headline))* (<https://day.kyiv.ua>, July 20, 2024).

World-famous foreign companies, news agencies, and media organizations are often mentioned in the headlines. The information provided in them, in particular, related to military operations, weapons, etc., is sometimes transmitted in Ukrainian media sources with a reference to the source. Among such barbarisms, the tokens *Bloomberg*, *Reuter*, *Politico*, etc. are observed, for example: **Bloomberg** *назвав бої в Курській області першим вторгненням в Росію з часів Другої світової (Bloomberg called the battles in the Kursk region the first invasion to Russia since the Second World War (headline))* (<https://www.pravda.com.ua>, August 7, 2024); *Росія може оголосити нову мобілізацію через нестачу солдатів під Курськом та високі втрати на фронті, – Bloomberg* (*Russia may announce a new mobilization due to the lack of soldiers near Kursk and high losses at the front, Bloomberg (headline))* (<https://day.kyiv.ua>, August 14, 2024); **Bloomberg**: *Росія може оголосити нову хвилю мобілізації через високі втрати на фронті (Bloomberg: Russia may announce a new wave of mobilization due to high losses at the front (headline))* (<https://www.pravda.com.ua>, August 14, 2024); *Іран незабаром може передати РФ сотні балістичних ракет, – Reuters* (*Iran may soon hand over hundreds of ballistic missiles to the*

*Russian Federation, Reuters (headline)*) (<https://day.kyiv.ua>, August 10, 2024); *Іран може передувати здійснювати масовану атаку на Ізраїль – Politico* (*Iran may change its mind about carrying out a massive attack on Israel - Politico (headline)*) (<https://www.pravda.com.ua>, August 8, 2024).

Close in terms of functional potential are grapho-barbarisms for marking the names of English-language magazines (*The Economist*, *Forbes*, *The Ukrainian review*, etc.), e.g.: *Величезні російські запаси бронетехніки радянських часів вичерпуються – The Economist* (*Huge Russian reserves of Soviet-era armored vehicles are running out - The Economist (headline)*) (<https://umoloda.kyiv.ua>, July 17, 2024); **The Economist**: *постійні відключення електроенергії будуть звичайним явищем для України (The Economist: permanent power outages will be a common phenomenon for Ukraine (headline))* (<https://day.kyiv.ua>, July 17, 2024); **Forbes**: *щонайменше \$200 млн росія витратила на масованій удар по Україні 8 липня (Forbes: Russia spent at least \$200 million on a massive attack on Ukraine on July 8 (headline))* (<https://day.kyiv.ua>, July 8, 2024); *У Києві презентували багатомовний журнал «The Ukrainian review» (The multilingual magazine "The Ukrainian review" was presented in Kyiv (headline))* (<https://detector.media>, August 2, 2024).

Online platforms, in particular those based in Ukraine, contain a significant part of the information resource. They include the DeepState platform created during the Russian-Ukrainian war, which, by showing changes on the map, informs about the course of hostilities, e.g.: *Створили ударний кулак: війська РФ наступатимуть на борзову – DeepState* (*They created a shock fist: Russian troops will advance on Borova - DeepState (headline)*) (<https://umoloda.kyiv.ua>, June 18, 2024); *Окупанти просуваються на північному фланзі Часового Яру, у Калинівці, – DeepState* (*The occupiers advanced on the northern flank of Chasovoy Yar, in Kalinivka, - DeepState (headline)*) (<https://day.kyiv.ua>, July 18, 2024); *На Донеччині росіяни за добу провели 17 атак біля Прозресу: DeepState повідомляє про захоплення села (In Donetsk region, the Russians carried out 17 attacks in one day near Prozres: DeepState reports on the capture of the village (headline))* (<https://day.kyiv.ua>, July 21, 2024).

No less well-known in Ukraine is the online platform (portal) Dozorro, the name of which, according to the example of most nominations of this group, is designed in Latin, although it reflects information about orders and purchases in Ukraine, for example: *254,5 млн грн бюджетних коштів з початку року витратили на рекламу в областях, – Dozorro* (*UAH 254.5 million of budget funds have been spent on advertising since the beginning of the year in the regions, - Dozorro (headline)*) (<https://detector.media>, August 15, 2024).

To the group of lexemes with the generalized meaning of the source of information, we include the names of social networks, among which the most famous are Facebook and Instagram, that have a large number of followers. The specificity of the first one is reflected by the presence of mostly short messages, accompanied by photos at the request of the contributor. Instead, the second social network is distinguished by the dominance of photos. Despite the presence of clear recommendations on how to write them correctly in the "Ukrainian spelling", we still find the barbarisms *Facebook* and *Instagram* in the mass media, for example: **Meta** *зняла обмеження з акаунтів експрезидента США Трамп у Facebook та Instagram* (*Meta removed restrictions from the accounts of former US president Trump on Facebook and Instagram (headline)*) (<https://day.kyiv.ua>, July 14, 2024) – the grapho-barbarism *Meta* is also used in the submitted headline sentence, which denotes the corporation that owns both selected names of social networks. Let us remind that, according to the current orthographic requirements, lexemes for networks, which do not have a generic word next to them, must be written with a lowercase letter and without quotation marks, and the ones with a generic name - in quotation marks and with a capital letter, cf.: *фейсбук* and the *мережа «Фейсбук»* [13, p. 86]. The presence of regulated orthographic norms related to the

graphic design of foreign language lexemes, without a doubt, indicates their undisputed observance, in particular, in the media sphere.

Less known is the social network, which in the journalistic space is marked by the barbarism *Threads*. To register in it, users must first of all have an Instagram account, e.g.: *Соцмережа Threads тестує кілька нових функцій (The Threads social network is testing several new functions (headline))* (<https://detector.media>, August 16, 2024).

Abbreviations-acronyms, or initial abbreviations, are a special group among the names used to designate sources of information. "Acronym (from the Greek - *extreme* and *name*) is an abbreviation consisting of the initial letters or sounds of the words in a formative phrase. When creating acronyms, they consciously try to make them euphonic regarding the usual unabbreviated words of the language, sometimes even ignoring full ononymy" [19, p. 13]. Acronyms represent a large group of lexical abbreviations, which is actively replenished and used in journalism, e.g.:

1. *ISW* – *Institute for the Study of War*, see: *Влада кремля узаконює переслідування незгідних із його політикою та війною в Україні – ISW (Kremlin authorities legalize persecution of those who disagree with its policy and war in Ukraine – ISW (headline))* (<https://day.kyiv.ua>, July 23, 2024); *Росіяни не хочуть передислокувати війська на Курськ, щоб не зрвати наступ на сході України, – ISW (The Russians do not want to redeploy troops to Kursk in order not to disrupt the offensive in eastern Ukraine, - ISW (headline))* (<https://day.kyiv.ua>, August 9, 2024); *Українські війська діями в Курській області змогли досягти оперативної несподіванки, – ISW (Ukrainian troops were able to achieve operational surprise by their actions in the Kursk region, - ISW (headline))* (<https://day.kyiv.ua>, August 9, 2024); *Аналітики ISW кажуть, що українські війська просунулися до 10 км углиб Курської області РФ (ISW analysts say that Ukrainian troops advanced up to 10 km deep into the Kursk region of the Russian Federation (headline))* (<https://www.pravda.com.ua>, August 8, 2024).

2. *CNN* – the American television and radio company *Cable News Network*, one of the most famous and most authoritative in the world, e.g.: *Для протидії українському наступу росія перекинула у Курську область тисячі військових з окупованих територій, – CNN (To counter the Ukrainian offensive, Russia transferred thousands of troops from the occupied territories to the Kursk region, – CNN (headline))* (<https://day.kyiv.ua>, August 16, 2024).

3. *FT* – the British daily newspaper *Financial Times*, which contains news content in the field of business and economics, for example: *FT: Росія готувала свій флот для ракетних ударів по Західній Європі (FT: Russia was preparing its fleet for missile strikes on Western Europe (headline))* (<https://www.pravda.com.ua>, August 13, 2024).

4. *NYT* is a popular American daily newspaper, *The New York Times*, whose media policy is related to the coverage of internal and external news, reviews, etc., e.g.: *Українська мобілізація досягає рівня російської: щомісячний набір становить до 30 тисяч новобранців, – NYT (Ukrainian mobilization reaches the Russian level: monthly recruitment is up to 30 thousand new recruits, - NYT (general))* (<https://day.kyiv.ua>, July 31, 2024).

As evidenced by the previously presented illustrative material, abbreviations-barbarisms of the analyzed variety specialize in conveying the source of information from which the message was reprinted in the Ukrainian-language media publication. In headline complexes, they are characterized by specific punctuation. If such acronyms are in a preposition to the main message, they are followed by a colon. If abbreviations written in English are placed in a postposition, they are separated by a dash.

#### 4 Conclusion

Thus, in the language of the Ukrainian mass media, a significant part of graphic barbarism functions, the activation of which is facilitated by extra-linguistic factors, in particular, the Russian-Ukrainian war, the active cooperation of Ukrainian institutions with other countries, the development of information technologies, etc.

According to the results of the study, it was established that grapho-barbarisms form the largest thematic groups, which denote various types of weapons and military equipment; support tools, foundations, charitable institutions, volunteer organizations, subjects and concepts in the field of information technologies; names of sources of information, including newspapers, magazines, websites, etc.

Grapho-barbarisms dominate the headlines of news genres. Borrowings reproduced in the Latin alphabet complicate the perception of messages by information consumers and litter the Ukrainian literary language. The barbarism that characterizes foreign realities is especially difficult to perceive. In informational genres, grapho-barbarisms do not serve as an expressive stylistic means and sometimes contrast with Ukrainian words. Sometimes Cyrillic variants formed by transcription or transliteration function in parallel with some borrowings. Usually, such nominations simultaneously underwent morphological development, which is evidenced by their acquisition of different case-number forms.

We consider the analysis of transliterated borrowings of other thematic groups of words that function in the language of Ukrainian mass media to be the perspectives of the research.

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**Primary Paper Section: A**

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