

## PHRASEOLOGICAL INNOVATIONS IN MODERN UKRAINIAN LANGUAGE: MEDIALINGUISTIC CONTEXT

*The article is focused on interpretations of the term «phraseological innovation / phraseological innovations». The author presents the main conceptions of research targeting new phraseological units in modern Ukrainian language, reviews the main sources of origin of new phraseological constructs, particularly those which are related to mass media.*

**Key words:** phraseological innovation, mediallynguistic analysis, Ukrainian language, mass media phraseological unit, mass media language, mediallynguistics.

**Сизонов Д. Ю. Фразеологічні інновації в сучасній українській мові: медіалінгвістичний контекст. – Стаття.**

*У статті розглядаються наукові тлумачення лінгвістичного поняття «фразеологічна інновація» / «фразеологічні інновації» в контексті основних концепцій дослідження фразеологічних одиниць в сучасній українській мові. Автором проаналізовані джерела появи фразеологізмів, зокрема в засобах масової комунікації, детально описані умови функціонування нових медійних фразеологізмів як певних суспільних маркерів, що репрезентують динаміку й еволюцію сучасної мови.*

**Ключові слова:** фразеологічна інновація, медіалінгвістичний аналіз, медійний фразеологізм, мова ЗМІ, сучасна українська мова, медіалінгвістика.

**Сизонов Д. Ю. Фразеологические инновации в современном украинском языке: медиалингвистический контекст. – Статья.**

*В статье рассматриваются научные толкования лингвистического понятия «фразеологическая инновация» / «фразеологические инновации» в контексте основных концепций исследования фразеологических единиц в современном украинском языке. Автором проанализированы источники появления фразеологизмов, в частности, в средствах массовой коммуникации, подробно описаны условия функционирования новых медийных фразеологизмов как определенных социальных маркеров, представляющих динамику и эволюцию современного украинского языка.*

**Ключевые слова:** фразеологическая инновация, медиалингвистический анализ, медийный фразеологизм, язык СМИ, современный украинский язык, медиалингвистика.

Innovations in the lexical systems of Slavonic languages have started receiving more attention in the XXI century due to unprecedented speed of language updating, especially when it comes to vocabulary. Ukrainian, as many other languages in the world, is living through a neological boom caused by speeding up the life rhythm, rise of mass political activism, fast development of media space (boosted by the Internet), development of technology and science requiring new words and definitions, which then get into active vocabulary of Ukrainians.

It is known that the mass media are the most vibrant to react to all nominative innovations in various areas of human activities, which are verbally represented in the language (this was noted by I. Bilodid, V. Rusanivsky, D. Barannyk and others). At the modern stage phraseological innovations in different areas of social communication, in particular in mass media, are considered by O. Styshov, O. Taranenko, L. Pashynska and others.

Throughout two previous decades the polyparadigmatic approach to studies of linguistic phenomena, including the lexical and phraseological innovations, has been developed. Thus, structural semantic approach co-exists with functional stylistic approach and communicative-pragmatic approach (see works by L. Shevchenko, S. Yermolenko, M. Kozhyna, H. Solhanyk, L. Duskaeva [2; 3; 8] and others). Polyparadigmatics gives a possibility for a comprehensive, multi-aspect analysis of new phenomena in formal languages.

New aspects focused on studies of a “language in action” and language in the process of its develop-

ment have been shaped in neology of the first decade of the 21st century. This explains significant interest of stylists and lexicologists to various linguistic innovations, with particular focus on functional stylistic and pragmatic characteristics of new nominative phenomena. Thus, V. Rusanivsky in the middle of previous century pointed on the process of updating of lexical and phraseological systems of formal Ukrainian language, connected with language of mass media as a source providing new elements to the active content of referred systems [5, p. 48]. In early 2000s in a multi-author work edited by Prof. L. Shevchenko evolution of language processes (particularly those aiming at renewal/change of words and their meanings) was also emphasized by L. Lysychenko, F. Batsevych, O. Cherednychenko and others [8]. Talking about the perspectives of stylistic analysis of phraseological units in mass media language, a Polish researcher S. Hayda pointed on an emerging trend of using neological units (words to collocations) in various mass media genres in a modern mass media space. This trend is primarily connected with extralinguistic factors of mass media development: the mass media give assessments, urge to action and have influence on collective consciousness [1, p. 12]. The researcher underlined the potential connotational polysemantics of the word / collocation / expression which, if being used in the text describing a specific idea, could obtain new meaning, go through structural changes and also could obtain new figurative power [9]. We illustrate this phenomenon on an example of media phraseology: «потрапити в яблучко» («поцілити в

ціль») and «*потрапити в яблучко*» («about iPhone Apple®»); «*Язык до Києва доведе*» («необхідність розпитувати щось») and «*Язык*» до Києва доведе» (about the law on the language in the Verkhovna Rada) etc.

In the international practice, particularly in German media linguistics [10], phraseological innovations («*idiomatische innovationen*») are seen as fixed linguistic units of idiomatic nature; Polish researchers [9; 11 and other] consider phraseological innovations as lexical markers pointing out processes connected with life of a person and are elements of his/her intellect and social development. We support the idea that phraseological innovations emerge as a verbal response to the social processes, and most actively phraseological innovations are created and spread in the mass media (thus, the term is **media phraseological unit**): «*Маємо те, що маємо*» (L. Kravchuk); «*Якщо куля в лоб, то куля в лоб*» (A. Yatsenyuk), «*Вона – працює*» (Y. Tymoshenko), «*Бандитам – тюрми*» (V. Yushchenko) etc.

Lexical and phraseological innovations, according to our observations, emerge in the areas with high potential for generation of new elements, particularly in politics, law, financial and banking sectors, diplomacy, science and technology, computer technologies, manufacturing, culture, art, education and related fields under the influence of certain factors, where among the most important are linguistic economy principle, principle of linguistic analogy, interlingual and intercultural differentiation, and also the trend to expressivity of linguistic meanings. The mass media, especially advertising and PR, are the most favorable for creation of new phraseological units, and the extralingual factors also have their impact here (communication on the Internet is the biggest source of phraseological innovations due to its informational and social magnitude and common use of the Web by the recipients): «*Зроблено мейк-ап в українській освіті*» [«ТСН»]; «*Пінг-понгова дипломатія по-українськи*» [«ТСН»]; «*Тимошенко взяла політичний тайм-аут*» [«24 канал»]; «*Саакашвілі: підняття на новий левел в реаліях України*» [«Газета по-українськи»]; «*Альфа і Омега нашої Ради: хто є хто під куполом*» [«5 канал»]; «*Чорний піар О. Ляшка*» [«24 канал»]; «*Віра горами рухає*»: *Як Брежнєва знімала новий відеокліп*» [«Гламурчик»] (from the titles of the media).

Research of lexical and phraseological innovations in their stylistic and pragmatic aspects (works by O. Styshov, O. Taranenko, N. Klushyna and others) provide that there are two pragmatic goals which are accomplished through the media context: the depth of information capacity and assessment is reached, together with emotional and expressive emphasis. In order to reach this effect, the addresser uses the most typical instruments like stylistic disharmony, fills the

text with terminology, clusters up emotion and assessment tools, uses periphrases (transformed reproductions of fixed linguistic complexes), comparisons, antitheses and so forth. Role of phraseology here is quite important – author can precisely describe the social situation through the citation, eloquent expression or a transformed construct with little effort.

O. Styshov, L. Pashynska considers a set of important criteria for calling fixed linguistic units **phraseological innovations (фразеологічна (ін)новація)**, in particular functional (new unit refers to a new concept or phenomenon), chronological (corresponds to the time of first use of the new phraseological unit), lexicographical (absence of the new linguistic unit in the dictionaries), statistical (originality depends on dissemination of a new concept in the sources for wider audience), expressive-stylistic (phraseological innovation comes with a new meaning and evaluative potential) and other criteria. During preparation of the dictionary of new words and phraseological units in the mass media, Prof. L. Shevchenko [3; 4; 8] as a science editor of the volume identified the primary requirements to description of new words / phraseological unit in the mass media: a new linguistic unit must be recorded in the media space (a new semantic version of a lexical unit; new collocation; new phraseological unit; new eloquent expression); the context where the new unit can be found should be as broad as possible; “novelty” and connection to up to date challenges (references to authoritative lexicographic publications where a new word, semantic variant of a word, collocation or phraseological unit is not recorded are absolutely necessary); wide context where a **new lexical / phraseological (неолексема/неофразема)** unit is used (economy, politics, culture, education etc.) (Shevchenko 2014, 8): *Майдан – Євромайдан – Майдан Гідності – вийти на Майдан – майданить націю – історична майданність* etc.

Thus, under the concept of **phraseological unit (in the media)/фразеологізм у медіа** we mean certain expressive media universal (new unit of media discourse) which gives additional emotionality and figurativeness to a mass media text, also additional expressiveness. Even in case when “traditional”, folk-poetic phraseological unit is used in its direct meaning, it goes through certain semantic transformations and is understood in the new context by the recipient. While researching the material collected by us, it was revealed that both traditional and transformed phraseological units have strong connection to background knowledge which the recipients have acquired by the time when a new media phraseological unit emerges (if the meaning of a new unit is not clear and thus no reaction on the side of the recipient follows, this would mean that the impact goal – one of the key functions of mass media – is not reached).

A joint aspect (including both stylistics and pragmatics) of research of lexical and phraseological in-

novations, which is used for analysis of new phraseological units, is based on a dual principle. On the one hand, it is focused on the studies of linguistic tools in their development, on the other hand, it aims at identification of the rules and ways of using phraseological innovations in the texts written in certain style and serving certain purposes (media communication is the most powerful tool of filling formal language with new lexical and phraseological elements).

Combination of two research aspects – stylistic and pragmatic – in researches dedicated to phraseological innovations in the mass media language (the approaches originate in the stylistic works by V. Vynohradov, D. Baranyk, V. Rusanivsky and later continue in the researches published by I. Cherednychenko, L. Shevchenko, S. Yermolenko and others [3]) is conditioned, from our position, by two factors: 1) media linguistic contexts have a clear pragmatic basis: they aim to be informative, give analysis, assessments, also be emotional and expressive; 2) pragmatic characteristics of communication are reached with the help of certain stylistic devices and neo-lexical instruments (in particular, with the help of phraseological innovations) which form the dimensions of information and assessment, emotion and expressiveness in the mass media space.

In our works we have already researched phraseological innovations / new media phraseological units on the basis of four information platforms:

**1) in the political communication** new media phraseology serves as an instrument of influence on a prospective voter. In the theory of mass communication new phraseological units which emerged in political contexts partly perform conceptual function, which attracts modern linguists (in particular, the temporary spheres of concepts and role of phraseological units in their creation). As linguistic units, they are the elements of media technology, can be a basis for linguistic game, a linguistic eggcorn (see works by S. Kvit, H. Pocheptsov, A. Chudinov, which consider these questions): *«Зустріч без краваток у резиденції Президента відбудеться сьогодні ввечері»* [«Газета по-українськи», 08.12.2015 p.]; *«Зустріч Байдена та Порошенка відбудеться за зачиненими дверима»* [«Новинар», 08.11.2015 p.]; *«Далеко куцому до Зайця»: як РПЛ виключила зі списку бувалою депутата Івана Зайця»* [Express, 20.10.2014 p.] etc.

**2) in advertising and PR** new phraseological units can be used with the purpose of so-called «advertising hypnosis», in the political discourse they make up the basis for mottos and speeches (see works by L. Kudriavtseva, N. Slukhai, I. Hrabovenko and others). Label lexeme, which is structurally close to phraseological unit, is also a challenging research object for modern stylistics. In particular, for the analysis of «ethnic tolerance and proneness to conflict» in the media (V. Malikova) label lexemes and phraseo-

logical units, which have special functions and impact in the mass media texts, are important to analyze and describe: *«Справа на мільйон»* [«Лото-Забава»], *«Легка на підйом»* [«WindRose»], *«Надає крила»* [«Redbull»] etc.

**3) in the Internet communication**, where phraseological innovations emerge the most actively and are used not only in the framework of traditional texts, but also in multimedia texts (which serve the purpose of creolization). The definition of a new phraseological unit (phraseological innovation) in the Internet space comes down to saying that it is a new expression and also a new meaning of an old nomination, or a unique nonce word which emerges in the national language (-s). New mass media genres are the most receptive to various innovations (the questions regarding new phraseological units in the Internet space are partly covered by S. Chemerkyn, T. Kolokoltseva and others): *«Незважаючи на те, що «білі коміці» продовжують триматися за свої робочі місця й рідко звільняються за власною ініціативою, страх бути звільненими в більшості відступив»* [«Gazeta.ua», 01.12.2015 p.]; *«Ми розуміємо, що в нас є козирний туз – і це народ України»* [«О. Тягнибок. YouTube official»] etc.

**4) in the language of new social mass media**, in particular in the structure of Twitter reports, blogs, LJ blog pages (blogging platform LiveJournal), where new phraseological units are essential for expressing author's thoughts (*лови момент, будь на контакті, знати понти, в'їжджати в питання, бути онлайн / оф-лайн, не гальмує, прикольнутися над кимось, ловити драйф / кайф* etc.), since they are able to make the expression (post on the Internet) unique. Further functioning of a new phraseological unit depends on other participants of social communication who spread the best innovations (this is especially relevant for popular topics among young audience: music, cinema, sports, education etc.).

Thus, phraseological innovations play a special role: they act as verbal reflections of current social situation and point on speed of formal language development. In the world practice, phraseological innovation/lexical idiom is seen in the context of a dual stylistic and pragmatic approach and requires a detailed functional analysis and description in a broad media context (since the theory of mass communication considers media phraseological units not only as a basic linguistic unit, but in a wider sense – as a concept, expressive universal, which brings more emotions into mass media text). Interpretations of phraseological innovations in the mass media language research area have multiple dimensions, proving powerful stylistic potential of these linguistic units in mass communication (which can be explained by «linguistic trends», principle of linguistic economy, creativeness of people working in the media and their willingness to express active po-

sition through the text and make emotional impact on the recipient). We consider researches of other media areas like radio, television, social networks prospective, since there new phraseological units are not only created, but also promoted and widely

spread, as the audience of social mass media (unlike the audience of printed media) is growing fast. Due to popularity of new mass media among young people, creation of new phraseological units may be considered inevitable.

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### Resources

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