

CONTENTS

THE PHILOSOPHY OF LANGUAGE IN THE PARADIGM OF SOCIAL SCIENCES AND HUMANITIES

Chapter 1

Structural characteristics of of phraseological units – catchphrases of biblical origin (Zyniakova A. A., Zhvava O. A.)	2
1. The place of winged expressions of biblical origin in the phraseology and classification of phraseological material	3
2. The structure of winged expressions of biblical origin.....	8

Chapter 2

Philosophy of Language in the Modern Media Space (Melnychuk O. S.)	18
1. Philosophical Approaches to the Study of Language	19
2. Language of the Modern Media Space: Philosophical, Psychological, and Political-Legal Aspects.....	29
3. Integration of the Philosophy of Language and Digital Media Practices.....	39

Chapter 3

Transformation of lingual and mental profiles of the Ukrainian language picture of the world during the war (Siuta G. M.)	55
1. Lingual and mental profiling of the image of war in language practice 2022–2025.....	56
2. Lingual and mental profiling of the image of responsibility in language practice 2022–2025.....	67

THE LANGUAGE OF MASS MEDIA, ADVERTISING, PR TEXTS, AND NETWORK COMMUNICATIONS

Chapter 4

Manipulative Potential of Military Vocabulary in Contemporary Media Discourse (Translation Aspect) (Brovkina O. V., Rakitina O. V.)	75
1. Features of media discourse in the modern information space. Military vocabulary as a component of modern media discourse	76
2. Manifestation of Ukrainian laughter culture in thematic groups of military vocabulary.....	78
3. Linguistic and translation aspects of manipulation in texts	79
4. Specificity of translation of military vocabulary: analysis and examples (based on the telegram channel “Suspilne Sumy“).....	81

Chapter 5

The Humorous Potential of Military and Military-Political Vocabulary in the Speech of Media Experts (Halaur S. P., Halaur S. P.).....88

1. Analysis of the discourse of military experts 88
2. Manifestation of Ukrainian laughter culture in thematic groups of military vocabulary..... 91
3. The place of military-political vocabulary in the speech of a military expert..... 93

Chapter 6

Linguistic and stylistic reception of a film portrait of a Ukrainian scientist (interaction of media and scientific discourses in documentary films about V. I. Vernadskyi and A. Yu. Krymskyi) (Hanzha A. Yu.) 101

1. Biographical installation in documentary film (polymorphism of media, scientific and artistic discourses in film texts about V. I. Vernadskyi)..... 103
2. Linguistic and imagological construction of the protagonist's image in documentary film portraits (based on film texts about A. Yu. Krymskyi) 109

Chapter 7

Modern Ukrainian advertising text: creative searches of linguistic material (Hrushevskya Yu. A.) 119

1. Implicativeness and democratization of speech norms as signs of modern advertising text 120
2. The role of the context for the interpretation of the content of the advertising text as a verbal construct 126

Chapter 8

Three-component anthroponymic model in scientific and educational network discourse: retrospective and current state (Kononenko O. V.)..... 138

1. Prerequisites and formation of the three-component anthroponymic model in Ukraine..... 140
2. Functioning of the three-component anthroponymic model in accordance with the current legislation in the scientific and educational network discourse 146

Chapter 9

Ukrainian precedent phenomena in Russian

mass media texts (Koshman I. M.)..... 155

1. Political advertising as a precedent text in mass media
broadcasting in Russian 158
2. Precedent statements in mass media broadcasting in Russian 164

Chapter 10

The Functioning of Coloronyms in English-Language

Advertising: a Translational Aspect

(Kushnirova T. V., Romenska N. V., Kutsenko A. V.)..... 173

1. The symbolism of colouronyms in advertising discourse
and the peculiarities of their translation 174
2. The role of colouronyms in advertising, semantics
and structure of lexemes for colour 178
3. Peculiarities of using colouronyms in advertising texts..... 186

Chapter 11

Media language in the system of journalism education

in Ukraine (Levchenko T. M., Chuban T. V.)..... 194

1. Innovative practices in training future journalists 195
2. Functioning of spoken language in the media 200

Chapter 12

The language of inclusion in the modern media space:

challenges and prospects (Mialkovska L. M., Sadova L. O.) 206

1. Researchers of inclusion in the media space:
main approaches and theories 207
2. The role of the media in shaping inclusive discourse: key aspects 209
3. Problems of representation: common mistakes
and incorrect vocabulary in the media 221

Chapter 13

Disinformation in the Media: Challenges and Countermeasure

Technologies in Wartime (Nehrebetskyi V. V.) 229

1. Disinformation in the media as a tool of hybrid warfare 232
2. Modern technologies for detecting and countering disinformation 236
3. Prospects and strategies of information security in Ukraine 240

Chapter 14

The Image of the Ukrainian Migrant in the Greek-Speaking Media Field: The War of Narratives in Contemporary Discourse

(Snigovska O. V., Malakhiti A. V.).....253

1. Emergence of the prerequisites of the problem and formulation of the problem.....254
2. The war of narratives in the aspect of representing the image of a refugee / migrant / forcibly displaced person.....255
3. Representation of the concept of “Ukrainian refugee” in Greek-language socio-political and media discourse256
4. Analysis of existing methods of solving the problem and formulation of the task for analyzing the image of a migrant in Greek-language media discourse258
5. Delimitation of the definitions of “migrant”, “refugee”, “asylum seeker”, “displaced person”260
6. Attitudes of Greeks and Cypriots towards Ukrainian refugees265

Chapter 15

Posts in the media discourse: the manipulative effects of PsyOps

(Telpis D. M.)274

1. Manipulative influence in the focus of PsyOps implementation in media discourse275
2. Extra-linguistic means of manipulation in stimulus posts278
3. Linguistic means of manipulation in stimulus posts.....281

Chapter 16

Women Warriors: Representation of Women’s Images

in the Ukrainian Media (Khraban T. Ye., Samoilenko K. O.).....292

1. A review of contemporary research and publications296
2. Methods and Materials299

Chapter 17

The derivative from the feminitives as an active modern trend development of the Ukrainian language in derivation in the broadcast of the First Channel of Ukrainian Radio

(Khrustyk N. M.)316

1. The factors of activation of the nouns with the meaning of the person of the feminine gender.....318
2. The derivation of the feminitives: traditional and new323