
МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
УНІВЕРСИТЕТ ГРИГОРІЯ СКОВОРОДИ В ПЕРЕЯСЛАВІ

**ТЕОРЕТИЧНА І ДИДАКТИЧНА
ФІЛОЛОГІЯ**

ЗБІРНИК НАУКОВИХ ПРАЦЬ

**Серія «Педагогіка»
Серія «Філологія»**

ВИПУСК 38

Переяслав – 2024

ББК 80я43
УДК 80(082)
Т33

ЗАСНОВНИК

Університет Григорія Сковороди в Переяславі
Свідоцтво про державну реєстрацію: КВ № 25485 – 15425 ПР від 24.03.2023 р.

Наказами Міністерства освіти і науки України № 1543 від 20.12.2023 р. та № 220 від 21.02.2024 р. відповідно до рішення Атестаційної колегії Міністерства освіти і науки України збірник наукових праць «Теоретична і дидактична філологія» внесений до **Переліку фахових видань України, категорія «Б»**.

РЕДАКЦІЙНА КОЛЕГІЯ ЗБІРНИКА

ФІЛОЛОГІЯ

Левченко Тетяна Миколаївна, головний редактор, доктор філологічних наук, доцент, професор кафедри української лінгвістики та методики навчання Університету Григорія Сковороди в Переяславі, Україна

Тютюнник Оксана Михайлівна, відповідальний секретар, доктор філологічних наук, професор, професор кафедри української і зарубіжної літератури та методики навчання Університету Григорія Сковороди в Переяславі, Україна

Калько Валентина Володимирівна, доктор філологічних наук, професор, професор кафедри українського мовознавства і прикладної лінгвістики Черкаського національного університету імені Богдана Хмельницького, Україна

Новікова Ольга Олександрівна, доктор філологічних наук, доцент, професор кафедри соціально-гуманітарних дисциплін Донецького державного університету внутрішніх справ, Україна

Семашко Тетяна Федорівна, доктор філологічних наук, доцент, професор кафедри журналістики та мовної комунікації Національного університету біоресурсів та природокористування України, Україна

Бродюк Юлія Миколаївна, кандидат філологічних наук, доцент, доцент кафедри української і зарубіжної літератури та методики навчання Університету Григорія Сковороди в Переяславі, Україна

Летюча Любов Петрівна, кандидат філологічних наук, доцент, доцент кафедри іноземної філології, перекладу та методики навчання Університету Григорія Сковороди в Переяславі, Україна

Склярєнко Олеся Богданівна, кандидат філологічних наук, доцент, доцент кафедри іноземної філології, перекладу та методики навчання Університету Григорія Сковороди в Переяславі, Україна

Блахак Борис, магістр гуманітарних наук, доктор філології, Інститут німецьких студій, факультет лінгвістики, літератури та культурології, Університет Регенсбурга, Німеччина

УДК 81'373.47:070

DOI: <https://doi.org/10.31470/2309-1517-2024-38-207-221>**Tetiana LEVCHEKO**

Doctor of Philology, Professor,
Professor of the Department of
Ukrainian Linguistics and Teaching
Methods Hryhoriy Skovoroda
University in Pereiaslav

Тетяна ЛЕВЧЕНКО

доктор філологічних наук,
професор, професор кафедри
української лінгвістики і методики
навчання Університету
Григорія Сковороди в Переяславі

ORCID:

<https://orcid.org/0000-0002-4275-7701>**Maria LYCHUK**

Doctor of Philology, Professor, Professor
of the Department of International
Journalism Borys Hrinchenko Kyiv
Metropolitan University

Марія ЛИЧУК

доктор філологічних наук, професор,
професор кафедри міжнародної
журналістики Київського столичного
університету імені Бориса Грінченка

ORCID:

<https://orcid.org/0000-0002-8046-7414>

Bibliographic description of the article: Levchenko, T., Lychuk, M. (2024). Occasionalisms in the language of modern media. *Theoretical and didactic philology*, doi: <https://doi.org/10.31470/2309-1517-2024-38-207-221>

OCCASIONALISMS IN THE LANGUAGE OF MODERN MEDIA

The article is devoted to the language of mass media, in which one can quite often come across occasionalisms formed by various usual word-forming methods. In particular, it is said that, on the one hand, individually-authored new works express a subjective creative beginning, which is manifested in their uniqueness and «disposability», on the other hand, they enter into systemic connections with usual words and single-structure new works, realizing meanings that are significant for the linguistic picture of the world in a particular period and are usually transmitted in standard ways. It is noted that one of the striking signs of word-formation processes of the first third of the 21st century is the growth of nominal prefixation, suffixation, and stemming, and the increase in the activity of word-formation models that use prefixation or suffixation to create new words may be associated with certain intralinguistic and extralinguistic factors: an increase in the expressiveness of potential neologisms with prefixes is revealed, which probably reflects the desire of authors to draw attention to the word, the desire to be heard. One of the important problems associated with

occasionalisms is raised – the question of the prospects for their further existence, because researchers suggest two possibilities for them, as, however, for neologisms in general: entering into active use and losing expressive coloring and novelty or preserving their status as a random phenomenon that has not entered into common usage. Since language is a living organism that functions according to its own laws, only time can answer this question. Attention is focused on the fact that this also explains the choice of the word-forming formant of occasionalism. Occasionalisms are most actively formed by interword overlap, contamination, and graphization, and the capabilities of graphic systems of different languages are actively involved, resulting in the formation of so-called «centaur words». It was found that the main part of occasionalisms in the collected linguistic material is represented by nouns, adjectives, verbs, less often – adverbs, pronouns and numerators are not fixed.

Key words: *occasionalisms, mass media language, prefixation, suffixation, stemming, expression.*

ОКАЗИОНАЛІЗМИ В МОВІ СУЧАСНИХ ЗАСОБІВ МАСОВОЇ КОМУНІКАЦІЇ

Статтю присвячено мові засобів масової комунікації, в яких досить часто можна натрапити на оказіоналізми, утворені різними узуальними словотворчими способами, зокрема йдеться про те, що з одного боку, індивідуально-авторські новотвори виражають суб'єктивний творчий початок, що виявляється в їх неповторності та «одноразовості», з іншого боку, вони вступають у системні зв'язки з узуальними словами та одноструктурними новотворами, реалізуючи значення, значущі для мовної картини світу в той чи той період і зазвичай передаються стандартними способами. Зазначено, що однією з яскравих ознак словотворчих процесів першої третини ХХІ століття варто визнати зростання іменної префіксації, суфіксації, основоскладання, а підвищення активності словотвірних моделей, які використовують для створення нових слів префіксацію чи суфіксацію, може бути пов'язаним із певними внутрішньомовними, а також екстралінгвальними чинниками: виявляється посилення експресивності потенційних новоутворень із префіксами, що, ймовірно, відображає бажання авторів привернути увагу до слова, бажання бути почутим. Порушено одну з важливих проблем, пов'язаних з оказіоналізмами – питання про перспективи їхнього

подальшого існування, адже дослідники припускають для них дві можливості, як, втім, і взагалі для неологізмів: входження в активне вживання та втрату експресивного забарвлення і новизни або збереження ними статусу випадкового явища, що не увійшов до узусу. Оскільки мова – це живий організм, який функціює за своїми законами, то лише час здатний відповісти на це питання. Зосереджено увагу на тому, що цим пояснюється і вибір словотвірного форманта okazіonalіzma. Найактивніше okazіonalіzmi утворюються міжслівним накладенням, контамінацією, графікацією, активно залучаються можливості графічних систем різних мов, внаслідок чого утворюються так звані «слова-кентаври». З'ясовано, що основна частина okazіonalіzміv у зібраному мовному матеріалі представлена іменниками, прикметниками, дієсловами, рідше – прислівниками, не зафіксовані займенники та чисельники.

Ключові слова: okazіonalіzmi, мова засобів масової комунікації, префіксація, суфіксація, основокладання, експресія.

Problem setting. Occasionalisms are not a new phenomenon in the Ukrainian language, but the process of their formation in the first third of the 21st century has significantly intensified, the range of methods of their formation, spheres of functioning has expanded. This is due to various reasons: the desire for individual realization of the author and the desire to express an assessment of the event, stylistic marking, emotionality, expressiveness of occasionalisms, the desire to draw attention to the meaning of the word due to its unusual appearance, the desire to enhance emotion and overcome the automatism of perception. Thus, the main function of occasionalisms is not nominative, not designating a new phenomenon or a new reality of objective reality, but expressive – the desire to express a personal, emotional attitude to reality. An important motive for the creation of occasionalism is also the authors' desire for a language game, which gives the text a more unusual, creative character.

Analysis of recent research and publications. The phenomenon of occasionalism is of particular interest to linguists. This linguistic phenomenon has been studied at different times by many Ukrainian and foreign researchers. In Ukrainian linguistics, occasionalisms in different languages and styles have been studied by Yu. Kasim, H. Kolesnyk, I. Muromtsev, H. Vokalchuk, Zh. Koloiz, A. Zagnitko, Ye. Karpilovska, M. Navalna, H. Syuta, O. Styshov, A. Neliuba, O. Turchak, O. Rebriy, O. Zhyzhoma, K. Britikova, V. Maksymchuk, M. Boychuk, A. Yankov, etc. Also in foreign linguistics, this problem has been studied by A. Lehrer, L. Bauer, J. Algeo, V. Lee, J. Simpson, E. Mattiello, L. Sarroub, V. Hardin, etc. However, in modern linguistics there is no single interpretation of occasionalism and its features that would be adhered to by absolutely all researchers.

The purpose of the article is a structural and functional analysis of occasionalisms as a means of expressiveness of the language of mass communication.

Presentation of the main research material. E. Mattiello identifies two features of occasional units: the presence of an individual-authorial character and a close connection with the context in which the occasionalism was created. The researcher notes that occasionalism is a phenomenon of speech, not of the language itself [9, p. 79]. J. Simpson names nine features of occasionalisms: belonging to speech, word-formation derivation, formation, non-normativity, functional uniqueness, individual belonging, expressiveness, nominative facultativeness and synchronic-diachronic diffuseness.

In foreign linguistics, a broad understanding of occasionalisms is widespread. L. Bauer and D. Crystal and P. Hohenhaus refer to occasional vocabulary all neologisms that depend on the context and do not belong to the language

norm. P. Hohenhaus claims that occasional vocabulary occupies an intermediate position between potential and canonical words, and also calls occasionalism the first stage of the «life» of new words [8, p. 64-67]. At the same time, their existence is short-lived, since occasionalisms are often used only once to fill gaps in the vocabulary, after which they disappear [3, p. 22]. In relation to the analyzed linguistic phenomenon, various terminological designations are also used: «individual words», «author's (individual) neologisms», «stylistic (individual-stylistic) neologisms», «neologisms of the context», «one-time neologisms», «literary neologisms», «impromptu words», «poet's neologisms» («poetic neologisms»), «homemade words» and «meteor words» [5, p. 64]. In modern linguistics, there are several classifications of occasionalisms. V. Dressler developed a structural classification in which he distinguishes phonetic, lexical, grammatical, semantic occasionalisms and occasional word combinations [5, p. 10-14]. J. Kristal based his typology on the word-formation principle and identified three types of occasionalisms: occasionalisms formed in violation of the laws of systemic productivity, occasionalisms formed by analogy with unproductive models, and occasionalisms created according to a specific model [4, c. 40].

The functional diversity of occasional vocabulary is the least studied issue in linguistics. V. Dressler argues that it is precisely in the functions that the key difference between occasionalisms and neologisms lies: the latter enrich the vocabulary, that is, have a permanent function, while the scientist attributes the stylistic function of occasionalisms to temporary functions [4, p. 57]. The author also identifies 12 functions of occasional units: figurative-expressive, characterizing, nominative, expressive, generalizing, pragmatic, style-forming, language-forming, masking,

aesthetic, the function of creating a comic effect, as well as saving time and language resources [8, p. 19-21]. According to the concept of P. Hohenhaus, occasional vocabulary has two functions: hypostatization (i.e. attributing reality to abstract concepts or non-existent things) and the function of attracting attention [8, p. 56-39].

Occasionalisms are most often used in literary and journalistic texts. Foreign linguists have identified the following reasons for the use of occasional units in artistic literature: the desire of authors to accurately express their opinion, the desire to briefly express their opinion, the need to emphasize their attitude to the subject of speech and give it an assessment, the author's desire to de-automate the perception of words, the need to avoid tautology, as well as to preserve the rhythm of the poem or create the desired rhyme [6, p. 5]. R. Fisher argues that occasional vocabulary can be used to create the stylistic effect necessary for the author, as well as to fill in gaps in the language [6, p. 5-6].

In journalistic texts, occasionalisms are used to establish a closer connection with the audience, since their novelty helps to reduce the formality of the text, which simplifies understanding of the content. An important reason for the use of occasionalisms in the language of mass communication is the need to economize words, while occasionalisms contribute to the development of the semantic capacity of language.

Researchers of the language of modern media note in it, along with the desire for brightness, the activation of the appealing and emotive functions, which is increasing. Making the most of the possibilities of the language system, journalists implement one of the functions of the printed word – the function of influence (along with the informational and aesthetic functions), striving for sharpness of language, shocking, winning the reader's attention.

Deautomatizing our perception through the unique appearance of occasional innovations, inadvertently focusing the reader's attention on the printed text.

When creating occasionalisms in the expression of social assessment, both native and borrowed prefixes take an active part. Prefixes can be conditionally divided into two groups depending on the quality of the assessment: pejorative – with a negative assessment and ameliorative – with a positive assessment.

The first group of pejorative prefixes includes common evaluative affixes *pseudo-*, *quasi-* with the meaning of falsehood and imagination of what is called a motivating word. In media texts, we come across occasionalisms with prefixes denoting persons: «It has become fashionable to shoot pseudo-historical blockbusters with the participation of famous *pseudo-actors*» («The Day», November 8, 2022); «The variant of telephone fraud involving *pseudo-relatives* has been successfully circulating for several years!» («Prospekt», 19.01.2023); «A widespread telephone scam – a call from a *pseudo-law enforcement officer*» («High Castle», 11.23.2023); «Tetyana Symonenko, whose family became another victim of a *pseudo-lawyer*, is also saddened» («Detector Media», January 11, 2021).

Using the prefix *pseudo-*, journalists also give a negative assessment of modern realities: «The mayor of the city has created a special regime here, which combines the worst features of the Soviet past... and the worst features of today's *pseudo-democracy* (administration, corruption, destruction of the competitive environment, devaluation of the concept of «competition»)). («Informator», 04.09.2022).

In the texts of today's mass media, there are also adjectival neologisms with the indicated prefix: «Personally, in the summer, all this *pseudo-patriotic* fuss surprised me»

(«Detector Media», 02.10.2023); «*Pseudo-thief* romance» («Informator», 25.02.2022).

Using the prefix *quasi-*, they form mainly adjectival occasionalisms: «It was previously reported that this exchange took place according to a two-stage scheme, which was of a «*quasi-criminal*» nature («Detector Media», 10.25.2021); «*The quasi-philosophical* drama, staged in Hollywood by Brazilian director Fernando Meirelles» («City of God», «The Devoted Gardener»), is better watched with blind eyes («Detector Media», 06.03.2023); «Only a *quasi-live* broadcast with pre-prepared questions and answers...» («High Castle», 07.30.2022).

Adjectives with the prefix *anti-* with the meaning of opposite, negation form lexemes that mean a direction against what is named by the word, which in turn motivates the suffixed motivating adjective: «...an anti-drug strategy is being implemented in the region, which includes the law on the prevention of drug addiction and substance abuse» («Vysoky Zamok», 01.12.2021); «During the financial crisis, the company began construction of *anti-crisis* houses [with record low housing prices], which created a real sensation in the real estate market» («High Castle», 12.21.2023). Using the prefix *anti-*, nouns are formed with the meaning of something opposite or counteracting what is called a motivating noun: «Fashionable anti-fashion. «Freak» translated from slang English means «crazy», «ridiculously dressed». Freak style makes people free («Detector Media», 03.10.2021).

A group of occasionalisms formed using the prefix *super-* with the evaluative semantics of indicating a high degree of quality has inherent ameliorative expressiveness: Yevhen Nozhenko: «KPU should become a *superuniversity!* <...> we belong to the universities that constitute the elite of education» («Novynarnia», 12.30.2023); «A person with a

super memory has been found in the USA. <...> Scientists have established that the man has a phenomenally developed autobiographical memory» («The Day», 11.16.2023); «*Superlaser* against cancer... *Superlaser* promises to make oncological surgeries fast and inexpensive» («High Castle», 02.22.2023). With the help of the specified prefix, adjectival occasionalisms are also formed, which denote an extremely high degree of manifestation of the feature named by the motivating word: «Sarah has become *super old*. Jessica Parker gave way in «The Big City» to a young actress» («Prospekt», 02.22.2021); «World experience teaches: to maintain the proper level of education, it must be revised every 20 years. Instead, we adopted *the super-liberal* Law on Education and released it into free circulation» («The Day», March 18, 2023).

The expressiveness of the above prefixal neologisms is created due to the marking of prefixes. However, in most cases, non-systemic violations of restrictions in the combination of morphemes are observed, which increase the degree of expressiveness of occasionalism. Thus, borrowed prefixes are attached to the original bases: *pseudo-relatives*, *pseudo-worker*, *pseudo-fun*, *anti-city*, *super-round*, *super-old*, etc.

The suffixal method of creating occasionalisms, as before, is one of the most popular usual methods of word formation. The expressiveness of suffixal neologisms is determined in the same way as in prefixal neologisms, by their structural and semantic specificity..

The expressiveness of typical suffixal neologisms can be created with the help of inherent expression, affix evaluation. Thus, the diminutive suffixes *-ik*, *-chik*, *-ok* actively participate in the creation of expressiveness: «... in short, I looked like an *idiotik*», Sasha justified himself many years later in one of his rare interviews» («High Castle»,

29.10. 2023); «Put on a little *orchestrik*... The other day we talked about an unusual invention by British scientists – a sensitive jacket that will help a gamer experience all the delights of a computer game on his own skin» («Detector Media», 04.15.2023).

The expressiveness of occasionalism can be facilitated by the colloquial, spatial or slang character of the stem and/or affix. The obvious evaluative value of the neologism *езданы* with the suffix *-un*, which names a living object that acts, is called a motivating word, which is formed from the stem of the usual verb to ride: «*They are so riders!*» («High Castle», 27.03.2022). The evaluative ironic character of occasionalism is created due to the productivity of the word-forming type of colloquial speech.

The inherent expressiveness of the occasional lexeme *alkashnia* is created by attaching the colloquial collective affix *-n(ia)* to the base of a stylistically reduced motivating word with a negative assessment: «Our battalion is *alkashnia!*» – what the Russian occupiers are talking about» («Bukvy», 13.08.2024). In the modern Ukrainian language, nouns with the suffix *-n(ia)* have a collective meaning, a group of identical objects (usually persons) named by a motivating word and words derived from it are characterized by a predominantly derogatory expressive coloring.

Among expressive suffixal occasionalisms, univerbates occupy a special place. Scientists largely associate derivational processes in the modern Ukrainian language with the activation of integration and globalization processes. In addition, the growth of expressiveness of communication is to some extent due to the growing influence of mass media on the collective consciousness of native speakers, on the existing verbal usage, which contributed to the manifestation of linguistic economy in derivational processes, according to which preference is

given to the use of compact semantically capacious nominations. In this aspect, new formations-univerbates are relevant, allowing to replace cumbersome descriptive constructions with more compact designations of persons and certain social phenomena: «Ukrainian regional media during the war: crime and *social* media regain their positions» («Detector Media», 01.07.2022); «Spasm of the «*single-channel*»... The pilot project of single-channel financing, which covered almost all medical institutions last year, has been suspended since January 1» («High Castle», 20.01.2021).

An intermediate position between prefixal, suffixal, and complex occasional neologisms is occupied by occasionalisms formed by the addition of affixoids (prefixoids and suffixoids).

The concept of an affixoid in modern word formation is one of the most controversial issues. Affixoids are considered as morphemes of a transitional nature, which partially retain the original features of roots and at the same time acquire some features of morphemes. From the semantic side, an affixoid exists only when it is used as a root or base morpheme, in the latter case, although it has a generalized word-forming semantics, identical to the semantics of affixes, but no less correlated with the lexical meaning of the root or base. Affixoids are close to affixal morphemes and can be replaced by typical affixes on the basis of their identity or semantic correlation. The rapprochement of affixoids and affixes is also observed in their word-forming function, i.e. the ability to form new words with the same component.

There is a tendency towards word-formation activity, which has developed numerous affixoids of a borrowed nature.

Current problems of ecology and the state of the environment are reflected in the activation of the borrowed prefix *eco-*: «One of the main ideas is to create a public organization «*Ecocapital*» («Detector Media», 20.02.2022); «The second model of the functioning of the *ecopolice* is its subordination to the Ministry of Ecology» («Ukrainska Pravda», 27.04.2021).

Social preferences and antipathies are reflected in new works with postpositive foreign language components of suffixoid character *mania*, *-philia*, *-phobia*: «*Gambling*: how to help a loved one who plays?» («High Castle», 10.31.2023); «*Guitarophile or contrabassophobes?*.. Some musicians admit that they have become so attached to the instrument they play that, for example, the guitar becomes a friend, a co-author in their work...» («Detector Media», 02.15.2023). The repetition of such prepositive and postpositive elements allows them to be classified as keywords of the era.

In the mass media, the formation of words with the prepositional parts *auto-* and *euro-* has become commonplace.

Active motorization of the population, achievements of scientific and technological progress, current problems of ecology, the state of the environment are reflected in the activation of the prepositive borrowed element of affixoid character (prefixoid) *auto-*: «The standard of *auto-calm*... How to make car restoration take as little time as possible and not bring inconvenience?» («Newspaper», 06.16.2023); «And as we drive not very modern, not particularly economical and not very ecological «cars» on bad roads and on bad gasoline, so in the near future we will continue to do so... *Autoprovince*...» («Bukvi», 01.27.2023); «When the neighbors saw the new *auto masterpiece*, they were happy.

This is the only connection with civilization» («Newsroom», 29.07.2021).

Linguists note that under the influence of English in the modern Ukrainian language, word-formation models are strengthened, represented by agglutinative structures with a prepositional statement of an inconsistent definition. New formations with the first root part *internet-* have become common: «In general, *internet culture* can be quite offensive for offline communication» («Bukvi», 04.15.2021); «Since the beginning of the year, buses equipped with a Wi-Fi wireless *Internet system* have started operating in the capital» («Prospekt», 11.01.2021).

The high activity and participation of citizens in the political life of the country gives rise to a whole series of complexly abbreviated words with the root element *polit-* (*political*): «A new *political figure* has appeared in a criminal case» («Detector Media», 03.19.2022).

Most of the complexly abbreviated words that are formed with the root *polit-* have a high degree of expressiveness due to their involvement in elaborate authorial metaphors. In addition to the acquired adherent imagery, the occasional word has an inherent metaphoricity, which is generated not by transferring the name, but by using the base, which forms, as a designation of the object of comparison, a simile: «This text can be considered epochal: the existence of opposition newspapers is finally officially recognized, officially branded with shame and officially called the "tribe of *political dogs*» («Bukvi», 22.05.2022); «*Politkovcheg*, or the capital on the way to a coalition» («Newspaper», 09.04.2023); «This chef of informational occasions moved to the *political restaurant* opposite the White House» («Detector Media», 10.06.2023); «*Political battles* of urban significance» («Vysoky Zamok», 23.10.2023).

The expressiveness of occasionalisms of a standard word-formation structure, created by usual methods, can be created due to the semantic-stylistic properties of the motivating lexeme, and the nature of the denotation nominated by the occasionalism, the evaluative value of affixes, and the expressiveness of the word-formation model itself. More expressive, compared to standard occasionalisms, should be recognized as occasionalisms created with non-systemic deviations from the conditions of the word-formation type. The expressiveness of new formations is enhanced by violating non-systemic, stylistic restrictions in the combination of morphemes. Occasionalisms that function in the speech of journalists are subjective, they express the author's vision of the world and represent individual knowledge in unusual language forms.

Conclusions. Thus, the active formation of occasionalisms in the modern Ukrainian language is one of the manifestations of the tendency towards expressiveness, since these words are characterized by bright expression, evaluativeness, creativity, and formability in the process of speech activity. The part-speech statistics of occasionalisms do not differ from the ratio of ordinary, usual words, among which the words of the main parts of speech form the foundation of the nominative fund of the Ukrainian language. The main sphere of formation and functioning of occasionalisms is fiction, the media, and the Internet. Factors contributing to the consolidation of occasionalism in the language system include the features of the newest word that contribute to this, certain advantages over existing conventional units and ease of perception, social demand for a new name, and the ability of the word to fill an existing communicative gap. All occasionalisms are characterized by bright evaluative coloring and expressiveness, most often characterize a person and his or her activities, and occur in

various areas. It is obvious that the media and the Internet respond more quickly and vividly to socio-economic, social and other processes taking place in the world, therefore occasionalisms are characterized by novelty, evaluation, accuracy, irony, as a result of which they expand the spheres of their functioning and lose individual authorship.

Artistic occasionalisms, as a rule, do not lose their belonging to a particular author, and even become widespread in the works of other authors. People with certain characteristics react most actively to occasionalisms: representatives of young and middle-aged people, educated people who have access to the media and take an active part in social communication. No matter how scientists and ordinary people treat occasionalisms, one thing is certain – they make language more expressive, bright, which attracts attention.

LITERATURE

1. Turchak O. M. Occasionalisms in the Language of the Ukrainian Press of the 1990s: thesis ... candidate of philological sciences: 10.02.01. Dnipropetrovsk, 2005. 19 p.
2. Chabanenko V. Norms of Word Formation and Speech Expression. Linguistics. 1980. No. 2. P. 13–20.
3. Bauer L. English Word-formation. Cambridge: Cambridge University Press, 2004. 112 p.
4. Crystal D. Investigating Nonceness: Lexical Innovation and Lexicographic Coverage. Lewisburg: Bucknell University Press, 2010. 68 p.
5. Dressler W. U. New corpus-linguistic approaches to the investigation of poetic occasionalisms. Poznan: Poznan University Press, 2017. 94 p.
6. Fischer R. Lexical change in present-day English. Tübingen: Gunter Narr Verlag, 1998. 110 p.
7. Guz W. Are nonce words really deviant, context-dependent, and unlexicalizable. Poznan: Poznan University Press, 2012. 56 p.
8. Hohenhaus P. Lexicalization and Institutionalization. Nottingham: University of Nottingham, 2005. 120 p.
9. Mattiello E. Analogy in Word-formation: A study of English neologisms and occasionalisms. Berlin: Berlin&Boston, 2017. 70 p.
10. Poix C. Neology in children's literature: Typology of occasionalisms. Nottingham: University of Nottingham, 2007. 99 p.

ФІЛОЛОГІЯ

Бродюк Юлія, Тютюнник Оксана, Черниш Наталія. Жанрово-стильові особливості повісті «Захід сонця в Урожі»	193
Levchenko Tetiana, Lychuk Mariia. Occasionalisms in the language of modern media	207
Любінецька Марія. Екзистенційні ризики та фундаментальні цінності у романі «Забуття» Тані Мальярчук	222
Овдійчук Лілія. Латиномовна поезія в контексті європейського Відродження	237
Panhelova Mariia. The figure of John Donne in the interior of the époque	250
Черниш Наталія, Бродюк Юлія. Світ фентезі: аналіз образів і мотивів у повісті Ніла Геймана «Кораліна»	263
Шарагіна Ольга. Теоретичні засади дослідження дисоціативного розладу ідентичності та особистості Миколи Хвильового	276