

Nominative Models of Ending The Russo-Ukrainian War: Linguistic-Cognitive and Modal-Pragmatic Interpretation

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Abstract

The article describes language models that explicate the end of war. The analysis of the key lexemes 'victory', 'negotiations' in the linguistic-cognitive and modal-pragmatic plan, as well as with the involvement of psycho- and sociolinguistic aspects, made it possible to outline their functional potential, which consists in constructing statements of moral and ethical content, expressing emotional and evaluative shades, and exerting a manipulative influence on readers. In the context of social factors, the compound Victory plan is characterized as the name of a document that accumulates the strategic principles of ending the war and achieving peace on fair terms. The functional parameters of the concept of victory, which is considered in the context of propaganda historical narratives, are investigated. The specifics of secondary nominations that arose because of the action of social factors are clarified. Focusing on the syntactic features of statements with the nominations victory, negotiations became a prerequisite for distinguishing the constructions of the narrative and interrogative modality. The sphere of the former includes heading sentences with the separating conjunction *or*, which combines nominations that are unexpected in terms of content parameters, but are endowed with a deep cognitive essence, which often express the message. The effect of intrigue and semantic uncertainty is inherent in statements of the interrogative modality, which play an important role in the implementation of the author's communicative and pragmatic tasks, prompting the reader to reflect and evaluate the described situation. Attention is focused on stylistically reduced vocabulary and words that have undergone an expansion of the semantic structure and represent interthematic transitions. It is noted that they violate the canons of newspaper journalism, but give the statements shockingness, expressiveness, and a sarcastic flavor.

Keywords: Historical Narrative; Lexeme; Linguistic-Cognitive and Modal-Pragmatic Interpretation; Nominative Model; Psycholinguistics; Sociolinguistic Aspect; Russo-Ukrainian War

1. Introduction

The military operations in Ukraine, starting from 2014 and up to the present day, when the active phase of the military confrontation continues, have influenced the content of modern media journalism. It is necessary to state the increase in the number of reports and interviews on military topics, the authors of which, on the one hand, continue to inform about current events on the front, military operations, participants in the hostilities, the reaction of Ukrainian society, and the world community to the criminal actions of the Russians, and on the other hand, to describe the military situation, use a lexical arsenal, which allows not only to demonstrate linguocreativity, but also to implement communicative and pragmatic tasks. The involvement of phraseological innovations, neologisms, taboo units, pejoratives, etc., in language use is noticeable.

The linguistic interpretation of today's realities, united by the top component of the Russian-Ukrainian war, is to some extent characterized in modern linguistic Ukrainian studies. Works devoted to the linguistic study of the discourse of hostile Russian propaganda as a means of waging hybrid war in the media space deserve attention. The issues raised became the object of scientific research by O. Kyryliuk, who, involving the achievements of linguistic and cognitive science and psycholinguistics in the analysis, described in detail the main hostile narratives and the concepts actualized in them, outlined the mechanisms of cognitive influence and psychological attack aimed at total social zombification, manipulation of public opinion, and revealed the axiological dynamics of linguistic signs of discourse [10]. The monograph by M. Stepanenko, dedicated to a detailed description of language codes created and updated during the full-scale invasion of

the Russian Federation, is of interest. The scientist's research focus included iconic words of 2022–2023, modified phraseological units, secondary nominations (periphrases) to denote military events in Ukraine, belonging to heads of various states, and politicians. The scientist analyzed the linguistic units attested in the Ukrainian information field in the plane of sociolinguistics and lexicography [18]. Linguists have repeatedly drawn attention to lexical innovations and described them in terms of dynamism, emotional and evaluative coloring, expressiveness, structural and semantic modification, graphic and stylistic anomalousness [8]; [10]; [14]; [17]. In this context, it is appropriate to mention the collective monograph edited by S. Romaniuk, "War Experience. Media and Discursive Space of Modern Ukraine", the authors of which are Ukrainian and Polish scientists [16].

Recently, the Ukrainian media in publications on military and political topics have been actively discussing the issue of ending the war. Such narratives are heard both from Ukrainian politicians, state and public figures, journalists, and are present at the international level, which is fixed in mass media texts of various genres. Of course, the active phase of war negatively affected Ukrainian society: many military and civilian people died, buildings were destroyed, and many settlements were wiped off the face of the earth. The Russians, in addition to material damage, caused moral damage to Ukrainians. Given this, media articles that even fragmentarily talk about peacemaking not only attract the attention of readers but also influence the formation of public opinion [2]. According to Stepanenko, "exceptionally important changes in society activate all areas of life. It would not be superfluous to emphasize that the linguistic sphere is also dynamized in this regard, since it, through its inherent multifunctional resource, objectifies everything that is happening in the most detailed format" [18]. The scientist's reasonable considerations encourage a thorough study of the means of linguistic expression of narratives, including historical ones, the semantic range of which concerns the end of military actions. Galai [7] investigated narratives of victory in the context of other war conflicts. Meanwhile, the outlined issues have not yet been reflected in Ukrainian linguistics and require a multidimensional linguocognitive and modal-pragmatic interpretation with the involvement of historical, psycho-, and sociolinguistic aspects, which determines the relevance of the problem raised.

The objective of the article is to systematize and characterize the linguistic models selected from military and political media discourses that explicate the end of the war, in the historical, linguocognitive and modal-pragmatic aspect, involving elements of psycho- and sociolinguistics, as well as in the plane of dynamics, to analyze the central means of expression and interpret secondary linguistic markers that reveal signs of semantic modification and stylistic originality. Among the vertex vectors of the study of the lexemes *перемора*, *переговори*, *перемовини*, the dominant one is the linguocognitive direction, which makes it possible to describe the indicated linguistic units as cognitive entities, that is, peculiar signifiers involved in the processes of perception, thinking, speech, conceptualization, and representation of certain facts in the minds of recipients.

William Martel [12] addresses the seemingly straightforward but frequently disregarded topic of what is qualified as a "victory" in a military fight in his work "Victory in War". Although such a query would appear ridiculous at first, Martel notes that the word can be used to describe any result that is in line with one's wishes. Therefore, a rout or a bare win might be referred to as a triumph. Furthermore, we usually define the term in military terms, ignoring the post-conflict costs of a war or the economic and social costs of mobilization. According to Buffton [4], this results in a serious issue: we lack a theory or language of triumph that enables the public, military leaders, and politicians to agree on what success is and when it has been attained. In this vein, analysis of linguistic 'framing' of victory narratives can become a starting point for understanding public perceptions of victory.

Political speeches use emotionally charged language in the form of linguistic techniques in the context of conflict, as Abbadi et al. [1] correctly note, to influence the audience and appeal to their emotions. Their research aims to pinpoint the language traits and rhetorical tools specifically used during the Russo-Ukrainian War. According to the study's findings, rhetorical techniques, grammatical constructions, and word choice were used to represent authority, arouse public emotions, and shape attitudes, beliefs, and ideologies. The study found that language manipulation is visible in the employment of rhetorical methods, which include emotive and logical appeals, as well as linguistic strategies like pronouns, modals, tenses, and forceful word choices.

Language is the primary determinant of the media's ability to shape information, ideas, values, social relationships, and social identities [5]; [21]. Therefore, media discourse is less likely to accurately portray and describe reality, as it is a social activity that reflects the opinions and beliefs of speakers [15]. In this regard, the study of language that reveals hidden meanings in speech is known as critical discourse analysis, or CDA. In our research, we attempt to employ the elements of such analysis.

2. Method

The research material included the headlines and texts of publications on military and political topics, in which the linguistic units victory, negotiations, and their semantic equivalents are observed. The corpus of factual material was compiled based on well-known all-Ukrainian and some regional publications, as well as the websites of TV channels. The total number of analyzed sentence structures containing the mentioned nominations is over 100.

For the formation of discourse samples to analyze, we used the elements of PRISMA methodology (see Figure 1 below):

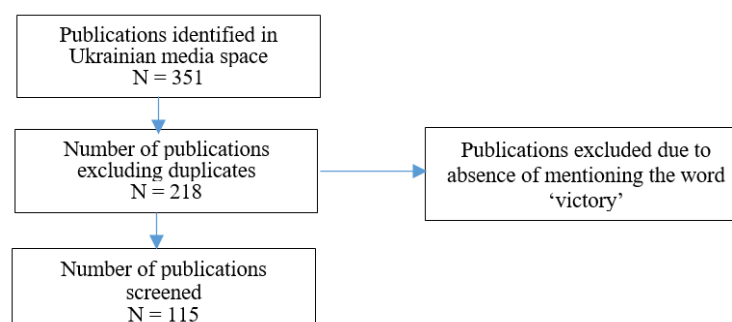


Fig. 1: The Scheme of the PRISMA Approach Applied.

The objectivity of the theoretical propositions, generalizations, and conclusions put forward in the article was facilitated by several general scientific and special linguistic methods, in particular: descriptive, the use of which made it possible to inventory the linguistic material and characterize it given its manifestation in fixed and modified contextual conditions; conceptual analysis, which provided a detailed

interpretation of nominative models, united by the nodal concept of 'end of war', and their study in the context of social significance; comprehensive analysis aimed at studying the corpus of factual material at the lexical, syntactic, and stylistic language levels, as well as in the linguistic-cognitive and modal-pragmatic plane, psycho- and sociolinguistic aspects.

The common feature of all the methods used in the research process is that they are all aimed at describing the conceptual content underlying the meaning of linguistic units. At the same time, each of the methods reveals its specificity and has a certain area of application. All these methods can be united under the general name of "prototypical semantics" - that is, first, a method for studying the semantics of linguistic units from a cognitive standpoint.

In the analysis of lexicographic meaning, mainly traditional linguistic methods were used; the structure of the meaning was described and formulated as a coherent set of archisemes and a minimum of differential semes; the selected meanings were ordered into a semanteme from the main meaning to derivatives, mainly according to the diachronic principle.

3. Results and discussion

In media publications of the period of the Russo-Ukrainian war, we trace the dynamics of the use of linguistic units that mark the end of the active military phase. Among the nominations of this thematic range, attested in the statements of the President of Ukraine, state, political, and public figures, as well as in the statements of journalists, the word victory, partly written with a capital letter, quantitatively dominates. Such design has a deep cognitive meaning, since it not only accumulates the desire of Ukrainians to stop the arbitrariness of the Russian Federation and push the enemy troops beyond the borders of 1991, but also marks the justice, sovereignty, independence, and territorial integrity of Ukraine: "Для нас головне – це єдність зі Збройними Силами, і ми не тільки говоримо про це, а й допомагаємо вже не тримати, а втримувати фронт. Я закликаю всіх вірити у ЗСУ та не давати зникнути зі своїх вуст слову Перемога", – зазначає Петро Порошенко" ("For us, the main thing is unity with the Armed Forces, and we not only talk about it, but also help not to hold, but to maintain the front. I urge everyone to believe in the Armed Forces of Ukraine and not let the word Victory disappear from their lips," says Petro Poroshenko) (<https://gazeta.ua>, January 5, 2025); "Понад 80% українців вважатимуть перемогою України у війні повернення всіх захоплених РФ територій, включно з Кримом – опитування" ("Over 80% of Ukrainians will consider Ukraine's victory in the war to be the return of all territories captured by the Russian Federation, including Crimea – poll (headline)") (<https://nv.ua>, August 29, 2023).

The function of the lexeme victory together with linguistic units for denoting moral and ethical principles is widespread. The appeal to universal human values is aimed at exerting a psychological and cognitive influence on the audience and implementing the author's communicative strategies: "Перемога України у війні означатиме перемогу людської моралі – Зеленський (headline)" ("Ukraine's victory in the war will mean the victory of human morality – Zelensky (headline)") (<https://interfax.com.ua>, September 8, 2023); "Перемога України стане перемогою кожного народу, який цінує свободу – Президент України (headline)" ("Ukraine's victory will be the victory of every nation that values freedom - President of Ukraine (headline)") (<https://armyinform.com.ua>, January 26, 2023). The media presents constructions in which victory is correlated with other axiologically and emotionally marked concepts. In addition to the pairs "Перемога України – перемога людської моралі, Перемога України – перемога народу, який цінує свободу" ("Ukraine's victory - the victory of human morality, Ukraine's victory - the victory of the people who value freedom"), such a rhetorical device is realized by correlations "перемога України – перемога всього демократичного світу, перемога України – сигнал для диктатур у світі" ("Ukraine's victory - the victory of the entire democratic world, Ukraine's victory - a signal for dictatorships in the world"), etc., which play an important motivational role for the reading audience. The President of Ukraine Volodymyr Zelensky often uses these parallels in his speeches: "Перемога України у війні з Росією буде спільною перемогою всього демократичного світу – Президент в інтерв'ю NBC" ("Ukraine's victory in the war with Russia will be a joint victory of the entire democratic world - President in an interview with NBC (headline)") (<https://www.president.gov.ua>, June 29, 2022); "Перемога України стане сигналом для диктатур по всьому світу" ("Ukraine's victory will be a signal to dictatorships around the world (headline)") (<https://lb.ua>, November 26, 2023). Emphasizing the need for defense support that the Armed Forces of Ukraine hope to receive from abroad, Ukrainian government officials use the term victory in statements addressed to representatives of other European states and the United States: "Перемога України у війні залежить від співпраці з Євросоюзом – Зеленський" ("Ukraine's victory in the war depends on cooperation with the European Union - Zelensky (headline)") (<https://susilne.media>, October 2, 2023).

In the context of military assistance, the development of security and defense structures, the lexeme victory is actively used by the heads of international organizations, the leaders of Ukraine's allied states, etc.: "Перемога України у війні проти російської агресії є ключовим завданням для НАТО – Столтенберг (headline)" ("Ukraine's victory in the war against Russian aggression is a key task for NATO - Stoltenberg (headline)") (<https://www.ukrinform.ua>, March 13, 2024). An analysis of the presented construction in cognitive and sociolinguistic aspects allows focusing attention on the hidden content embedded in it, which consists of an implicit message about the importance of the alliance to effectively counteract Russia as a potential threat to the whole world.

In 2024, the use of the word victory was intensified within the compound Victory plan as the name of a document that accumulates the main strategic principles of ending the war and achieving peace on fair terms. Given this, it can be stated that the emergence of the analyzed two-word nomination was influenced by social factors. In the Ukrainian media space, it has not yet received a standard graphic design: it is written in and without quotation marks, with a lowercase or uppercase letter in the first word, for example: "Як повідомляли в Офісі президента України, під час зустрічі з президентом США Джо Байденом Зеленський представив йому «план перемоги» України у війні з Росією" ("As reported in the Office of the President of Ukraine, during a meeting with US President Joe Biden, Zelensky presented him with a "victory plan" for Ukraine in the war with Russia") (<https://www.radiosvoboda.org>, September 29, 2024); "Загалом, за словами Зеленського, партнери України, який був представлений план перемоги, поставилися до нього «дуже практично»" (In general, according to Zelensky, Ukraine's partners, who were presented with the victory plan, reacted to it "very practically") (<https://www.holosameryky.com>, October 16, 2024); "16 жовтня президент України Володимир Зеленський представив у Верховній Раді План перемоги України" ("On October 16, President of Ukraine Volodymyr Zelensky presented the Victory plan for Ukraine in the Verkhovna Rada") (<https://www.radiosvoboda.org>, October 16, 2024); "«План перемоги» України у війні складається з п'яти публічних пунктів і кількох засекречених додатків, заявив президент Володимир Зеленський на засіданні Верховної Ради 16 жовтня" ("Ukraine's "Victory plan" in the war consists of five public points and several classified annexes, President Volodymyr Zelensky said at a meeting of the Verkhovna Rada on October 16") (<https://www.holosameryky.com>, October 16, 2024). Since, by current spelling requirements, it is recommended to capitalize the first word in the names of documents, regulatory legal acts, and laws [19], we are inclined to think about writing the word Plan with a capital letter, Victory - with a lowercase letter: Victory plan.

Sometimes, in publications of Ukrainian media outlets, the token victory is used with the subordinate noun Росія (Russia), but with a hint of the defeat of the aggressor in the Russian-Ukrainian confrontation, for example: “АЕІ стверджує, що перемога Росії призведе до значної дестабілізації в Європі, надаючи Москві сміливість загрожувати країнам-членам НАТО” (“AEI claims that Russia’s victory will lead to significant destabilization in Europe, giving Moscow the courage to threaten NATO member states”) (<https://kontrakty.ua>, January 11, 2025); “Перемога Росії над Україною змусить Пентагон різко збільшити видатки на понад 800 млрд доларів до 2029 року” (“Russia’s victory over Ukraine will force the Pentagon to sharply increase spending by over \$800 billion by 2029”) (<https://zaxid.net>, January 9, 2025); “У США порахували, що перемога Росії обійдеться набагато дорожче, ніж допомога Україні (headline)” (“The US has calculated that Russia’s victory will cost much more than aid to Ukraine (headline)”) (<https://www.unian.ua>, January 9, 2025). The information built on contrast about destabilization and large financial costs of partner countries in the event of Ukraine’s defeat enhances the emotional and evaluative load of the statement and serves as a means of justified manipulative influence on foreign politicians.

A significantly different semantic shade is implemented by the notion of victory in the interpretation of the Russian authorities, the dominant feature of whose policy is the adherence to strategies of negative manipulative influence on the population. N. Vashchenko rightly notes in this regard: “The Great Patriotic War and the Great Victory have no competitors in this regard, because they contain symbolic images that act not on the mind, but on the subconscious of people, activating their archetypal structure” [20]. The key features of the victory interpreted by the Russians should be analyzed in the sociolinguistic and psycholinguistic aspects, with an emphasis on the defense of the official ideology and mental processes of perception of symbolism formed by linguistic means. In addition, it seems appropriate to characterize historical narratives. Outlining this concept, Ertanowska notes: “Historical narrative – this is the explanation of the subject matter by presenting the history of the problem. But not into the context of historical science as a representation of facts, but the events that took place in the past and were told to us from a perspective with data processed. Depending on the intentions of the speaker emphasized, omitted, or distorted. It is a way of providing information so that the listener will accept our version of thinking” [6].

The problem of historical narrativeness with a projection on the Russian-Ukrainian confrontation is analyzed in detail by N. Vashchenko, whose article, although written before the full-scale invasion of the Russian Federation, nevertheless, given the list of outlined theses, imposed on the broad masses for a long time, does not lose its relevance to this day. The researcher quite reasonably claims that “historical narratives play an important role in the current Russian propaganda, because history also found itself at the center of Russia’s modern aggression against Ukraine... For each act of aggression, the Russian Federation “fitted” one or another historical narrative, which was supposed to prove its “rights” and justify the actions of aggression [20]. Among the manipulative theses, N. Vashchenko singles out the idea planted by Russian propaganda that “Ukraine has forgotten about the victory over Nazism”. This narrative “aims to devalue Ukraine’s role in the victory over Nazism, namely, to “annex” this victory, and to assign Russia the status of the only “real” victor who “truly” values this victory” [20]. The message about Ukrainians’ neglect of the victory in 1945 is embedded in the media’s spread of the message about the probable completion of the so-called “special military operation”, the defeat of Ukraine, its “denazification” and “demilitarization” as the main goal that justified the attack of the aggressor state on Ukraine. Vladimir Putin allegedly plans to make such an official statement public on May 9, 2025, during the celebration of the 80th anniversary of the victory over fascism and Nazism. The message of the Russian president is intended to make this event spectacular and emotional. Ukrainian journalists in publications of this content mainly refer to foreign publications, deliberately not taking responsibility for unconfirmed information. The means of expressing nominative models of the end of the war are the nominations *переговори*, *перемовини* (negotiations): “За даними Sky News, Кремль сподіватиметься завершити переговори до 9 травня, коли відзначається 80-річчя перемоги Радянського Союзу над нацистською Німеччиною. „Метою буде подвійне свято”, – пише аналітик видання” (“According to Sky News, the Kremlin will hope to complete the negotiations by May 9, when the 80th anniversary of the Soviet Union’s victory over Nazi Germany is celebrated. “The goal will be a double celebration”, writes the publication’s analyst”) (<https://4studio.com.ua>, January 1, 2025); “У Кремлі сподіваються завершити перемовини щодо війни в Україні до 9 травня 2025 року” (“The Kremlin hopes to complete the negotiations on the war in Ukraine by May 9, 2025”) (<https://varta1.com.ua>, January 1, 2025).

The historical narrative of victory in the military confrontation, according to which Russian and ideologically close Hungarian, Slovak, and other propagandists have fixed and are currently spreading the name Great Patriotic War in the post-Soviet space, serves as a reminder of the alleged sacrifice of the Russians and the affirmation of their basic values associated with the past. Such manipulative theses, serving as a means of psycho-emotional influence on modern society, are heard from the lips of leaders and politicians of other states who support a full-scale invasion of Ukraine: “Прем’єр-міністр Словаччини Роберт Фіцо планує відвідати Москву 9 травня 2025 року, коли в Росії святкуватимуть 80-ту річницю перемоги в Другій світовій війні. Про це він заявив в інтерв’ю російській пропагандистці Ользі Скабєєвій. Фіцо, зокрема, сказав, що буде дуже радий подякувати „воїнам Червоної Армії”” (“Prime Minister of Slovakia Robert Fico plans to visit Moscow on May 9, 2025, when Russia will celebrate the 80th anniversary of the victory in World War II. He stated this in an interview with Russian propagandist Olga Skabeeva. Fico said that he would be very happy to thank the “soldiers of the Red Army” (<https://tsn.ua>, October 30, 2024). The analyzed statements are intended to activate the myth of the greatness of the 1945 victory in the mass consciousness, project it onto the Russian media consumer, and influence their perception of information about the outcome of military operations in Ukraine, which, of course, is an illusion. Thus, in the statements of propagandists, the accusatory narrative of Ukraine in professing the so-called Nazi ideology gradually turned into a narrative of praising Russia’s achievements in the fight against “Ukrainian fascists of the 21st century”. In this way, Vladimir Putin seeks to exalt himself, regain trust, and impose the idea of “significant achievements” of the military conflict, which indicates the undeniable influence of virtual information on Russian reality.

The verbal space that explicates the end of hostilities in Ukraine is formed by secondary means, the functioning of which is conditioned by the action of social factors. As evidenced by the compiled file of factual material, they should be considered in two aspects: with a projection on the coverage of events that is beneficial to the head of the Kremlin and on the Ukrainian audience. Modeling information about the end of the Russian-Ukrainian war in the context of the Russian perception of events reflects the substantive-attributive model of a big holiday, for example: “Путін готує собі велике свято на 2025 рік” (“Putin is preparing a big holiday for himself in 2025”) (<https://glavcom.ua>, September 6, 2023). The highlighted compound condenses information about the end of the war in Ukraine and the Russian dictator’s attempts to present this as his achievement, thereby increasing his rating and strengthening the trust of Russian society. The Russian President’s intentions to emphasize the effectiveness of a full-scale invasion are implicitly embedded in the phrase „яскраві” плани (“bright” plans): “Диктатор має „яскраві” плани на травень 2025 року” (“The dictator has “bright” plans for May 2025”) (<https://glavcom.ua>, September 6, 2023). The attribute bright, framed in quotes, implements the pragmatic role programmed by the author of the publication to convey hidden irony, and refers to the event announced by Vladimir Putin, planned as a festive and pathos-filled event. Such intentions are revealed and highlighted in the following fragment by the adverbs: “Під час засідання організаційного комітету «Перемога», який займається підготовкою до 80-річчя Перемоги у Вітчизняній війні 9 травня 2025 року, російський диктатор Володимир Путін закликав своїх підлеглих відзначити дату яскраво та урочисто. Про це повідомили російські ЗМІ” (“During a

meeting of the organizing committee “Victory”, which is preparing for the 80th anniversary of the Victory in the Patriotic War on May 9, 2025, Russian dictator Vladimir Putin called on his subordinates to celebrate the date brightly and solemnly. This was reported by the Russian media (<https://glavcom.ua>, September 6, 2023). It is important to emphasize that in the specified context, the compound Russian dictator was used, which not only condenses the president and conveys the author of the publication's attitude towards him, but also serves as a means of influencing the psycho-emotional sphere of the Ukrainian reader. Sometimes, metonymic and periphrastic means of marking the participants in the negotiations function in the media space. In particular, the evaluative semantic equivalent of the nomination for designating representatives of Russia is the linguistic unit of the applied variety aggressor country, which performs an additional identification role: “Країна-агресор Росія сподівається завершити переговори до 9 травня – Sky News” (“Aggressor country Russia hopes to complete the negotiations by May 9 – , Sky News”) (<https://www.volyn.com.ua>, January 1, 2025).

The previously considered nominations *переговори* and *перемовини* (negotiations), used in contexts about the intentions of the Russian Federation, should be appropriately characterized about the intentions of Ukrainians, the projected plans of foreign leaders, and their reflection in the mass media. As evidenced by the compiled file of factual material, the analyzed tokens are especially often found in the headlines of media publications in 2024 - early 2025, which we consider to be quite motivated, because the headline of the article is one of its difficult components, allowing to accurately and concisely inform about the problem raised and at the same time interest the reader. Some headlines containing the words *переговори* and *перемовини* (negotiations) implement intrigue, which is facilitated by the structure of sentences. The function of specific motivation is performed by constructions with a separating conjunction *чи* (or), which combines two information cores, and only one of them, according to the author's plan, is possible. The headline complex “Погана угода чи затяжна війна. Як у Києві готуються до ймовірних переговорів з Росією (headline)” (“Bad agreement or protracted war. How Kyiv is preparing for possible negotiations with Russia (headline)”) (<https://www.unian.ua>, December 27, 2024) is structured by two constructions. The first sentence proposes two options for implementing a consequence of what is said in the following statement. The alternative expressed with the help of the conjunction *чи* (or) subconsciously prompts the reader to find out which option should be implemented. A significant influence on the psycho-emotional state of the recipient is made by the evaluative epithets *погана* and *затяжна* (bad and protracted), which participate in the verbalization of the opposition, both components of which are devoid of optimism in terms of semantics and axiological characteristics.

The media title “Зеленський з Путіним чи «Паляниці» з «Калібрами»: якими будуть «переговори» про війну і мир (headline)” (“Zelenskyi with Putin or “Palanytsia” with “Calibers”: what will the “negotiations” about war and peace be like (headline)”) (<https://tsn.ua>, August 29, 2024) is built on the same model. Unexpected juxtapositions and symbols concisely convey a deep cognitive meaning and implement a psycho-emotional impact on the reader. The lexical pairs *Зеленський – Паляниці* *Паляниці*», *Путін – «Калібри»*, *війна – мир* (Zelenskyi – “Palanytsia”, Putin – “Calibers”, war – peace) form three polar axiological paradigms, among which the first one has a positive evaluative connotation for the Ukrainian reader, and the second - a negative one. The designation of the fast long-range weapon invented by Ukrainians, which successfully attacks Russian positions, evokes associations with the common name *паляниця* (palanytsia), which at the beginning of the war became a means of strengthening the feeling of national solidarity in Ukrainian society and at the same time a linguistic identifier for Russians, who find it difficult to pronounce this word due to the absence of a soft sound [ʏ] in their phonetic system. While the analyzed token denoting a loaf of bread mainly made of wheat flour [3] functioned in contexts about enemies and gave the narrative a mocking character, “Palanytsia” as a long-range weapon conceptualizes the idea of the heroic struggle of Ukrainians for independence and statehood, and raises the expressiveness of the statement. In the pair *Путін – «Калібри»*, both designations correlate with violence, death, and destruction, because on the orders of the main ideologist of the war, Putin, Russian missiles destroy Ukraine. The non-standard symbolically marked correlations *Зеленський – «Паляниці»*, *Путін – «Калібри»* (Zelenskyi – “Palanytsia”, Putin – “Calibers”) and the traditionally compared concepts of war–peace are endowed with a deep cognitive essence. In this context, we will cite the correct reasoning of T. Kots: “In conditions of war, as our history and present day testify, language maximally uses its entire vocabulary, each unit of which acquires symbolic meaning, activates all its internal resources (rational and especially expressive) to preserve national identity, to fight for statehood” [9].

The problems of the negotiation process are emphasized in the media heading “Як змусити Росію сісти за стіл переговорів. Перспективи перемовин про мир в Україні аналізують експерти (заголовок)” (“How to force Russia to sit at the negotiating table. Experts analyze the prospects of peace negotiations in Ukraine” (headline)) (<https://www.holosameryky.com>, December 17, 2024). The first part of the title, which emphasizes the debatability of the topic raised in the article, is represented by a monosyllabic infinitive sentence with metaphorized linguistic units, as well as the stable expression *сідати за стіл переговорів* (sit at the negotiating table). The second construction is two-syllable with an inverted word order. The importance of the issue that has recently united Ukrainians prompted the author of the publication to bring to the forefront the thesis about the prospects of peace negotiations, and then to inform that experts will express their opinions on this issue. Operating with the concepts of theme and rheme, supporters of the theory of actual segmentation of utterances emphasize the established location of the theme in the position before the rheme. However, in the headline sentence *Перспективи перемовин про мир в Україні / аналізують експерти* (Prospects for peace negotiations in Ukraine / experts analyze), the first part is communicatively significant due to its informational importance, so we associate it with the rheme.

Several headlines with the word negotiations are formed by statements by famous people, for example: “Очевидно, що в Росії планують переговори без припинення вогню, – Фейгін (headline)” (“Obviously, negotiations are planned in Russia without a ceasefire, - Feihin (headline)”) (<https://espresso.tv>, December 21, 2024); “Переговори про мир в Україні можуть розпочатися взимку – прем'єр Польщі (заголовок)” (“Peace negotiations in Ukraine may begin in winter - Polish Prime Minister (headline)”) (<https://informator.ua>, December 10, 2024). Both constructions of the narrative modal plan contain the accompanying semantics of probability: in the first media heading, it is implemented by the modal adverb *очевидно* (obviously), and in the second - by the auxiliary word *може* (can), which structures the compound verbal predicate. The headline complex sentence “Єрмак розповів, коли почнуться «реальні переговори» про мир із Росією (headline)” (“Yermak told when “real negotiations” on peace with Russia will begin (headline)”) (<https://www.radiosvoboda.org>, December 17, 2024), which includes a fragment of the statement of the head of the Office of the President of Ukraine, framed in quotation marks, is noteworthy. The adjective *реальні* (real) used in this media title serves as an important linguistic tool that radically affects the modal plan of the statement. Compared to the previous constructions, which have a pronounced shade of assumption, the analyzed syntactic unit hints at the reliability of the information. This headline contains intrigue; hoping to learn about the day or at least the month when the announced and expected event will take place, the reader will undoubtedly be interested in the text of the publication. We would like to add that the article does not provide clear information about the date of the negotiations. Temporal semantics are presented in a generalized manner combined with a touch of condition: “Переговори про мир з Росією стануть можливими лише тоді, «коли у Москви не стане ресурсів продовжувати війну», – зазначив керівник Офісу президента Андрій Єрмак під час засідання Конгресу місцевих та регіональних влад у Львові” (“Peace negotiations with Russia will become possible only “when Moscow no longer has the resources to

continue the war”, said Andriy Yermak, head of the Presidential Office, during a meeting of the Congress of Local and Regional Authorities in Lviv”) (<https://www.radiosvoboda.org>, December 17, 2024).

The headlines that include expressions of interrogative modality are aimed at the implementation of the incentive function to get acquainted with the content of the article. Such syntactic units should be considered in the dichotomy of interrogative modality and pragmatics. As is known, interrogative statements, unlike narrative ones, contain a request about what the consumer of information does not yet possess. This form of constructing sentence structures exerts an influence on the reader, prompting him to read the article and get an answer to the question, especially if it is a hint at the end of hostilities.

The Ukrainian recipient, being in the conditions of war for a long time, hopes to find encouraging information for himself. Therefore, the title constructions of the interrogative modality simultaneously serve as a means of influencing the psycho-emotional state of the reader. Let us recall that rhetorical questions witnessed in the Ukrainian media space as a means of expressing negative psycho-emotional responses have already been the subject of scientific interest [13, p. 122]. However, the headline sentences we have chosen, acting as the psycho-emotional center of the entire publication, do not carry purely negative feelings. They realize the intention is not obligatory of absolute positivity, but at least they do not express despair, disbelief, and fear. The headlines, constructed in the form of statements of the interrogative modality, reflect social guidelines and at the same time influence the formation of the ability of readers to adequately respond to the realities of the present, to objectively evaluate them. Of course, the interrogative intention in such constructions is weakened compared to those that are in the usual oral communicative sphere for them, but one should not underestimate the role of syntactic units of this modal plan in the construction of headline complexes. Among such media headlines, general interrogative sentences are attested, which traditionally, during interpersonal communication, imply an affirmative or negative answer, and in the mass media the answer is the text of the publication, for example: “Переговори про мир. Чи це можливо?” (“Peace negotiations. Is it possible? (headline)”) (<https://glavcom.ua>, May 24, 2024). As it is known, any war is concluded by negotiations; therefore, after prolonged military operations, the topic raised has become especially relevant for Ukrainians. The simple nominative sentence *Переговори про мир* (Peace negotiations) conceptualizes the expected end of the war, and the interrogative construction *Чи це можливо?* (Is it possible?) represents a certain doubt, which, in combination, motivates the reader to read the article. In addition, let us pay attention to the word *peace*, which in contexts about the future of Ukraine is noticeably inferior to the word *war*. As T. Kots rightly emphasizes, “the core concepts of our present, around which evaluative linguistic paradigms are formed, are the eternal phenomena of human existence – war and peace. War in the consciousness of society is always associated with aggressiveness: destruction, disaster, death, and peace—with tranquility, construction, life” [9]. Thus, it is quite clear that the psychological mood of Ukrainian society is directly affected by the expectation of negotiations, the result of which will be peace. The effect of intrigue and content uncertainty is represented by headlines-questions that hint at the time frame of the negotiation process, for example: “Ворог проводить спецоперацію «мир»: таємні переговори з Україною розпочалися? (заголовок)” (“The enemy is conducting a special operation “peace”: have secret negotiations with Ukraine begun? (headline)”) (<https://vechirniy.kyiv.ua>, July 7, 2024); “Обіцянки Трампа і його посланець до Києва. Переговори щодо завершення війни будуть вже у січні?” (“Trump’s promises and his envoy to Kyiv. Will negotiations to end the war be held in January? (headline)”) (<https://www.radiosvoboda.org>, December 26, 2024). Negotiations involve mutual decision-making, so the Ukrainian people are faced with the question of what they must give up to achieve peace. Given this, the headline “Заяви Путіна про перемовини щодо війни в Україні: що буде з окупованими територіями? (headline)” (“Putin’s statements on negotiations on the war in Ukraine: what will happen to the occupied territories? (headline)”) (<https://www.radiosvoboda.org>, May 22, 2024) with the key concept of negotiation and the second interrogative part raises doubts in the recipient as to whether the resistance was in vain, whether Russia will return the conquered settlements, even if they are destroyed. Such titles of publications, as a reflection of today’s socially acute issues, encourage the reader to think and assess the situation even after reading the publication.

Events on the front, constant shelling of cities, the realization that Vladimir Putin has never adhered to the agreements concluded, and Donald Trump’s promises to quickly stop the war have no basis, instill disbelief and disappointment. All this negatively affected the emotional state of Ukrainians and was reflected in media sources: “Шизофренічна ілюзія переговорів (headline)” (“Schizophrenic illusion of negotiations (headline)”) (<https://prm.ua>, August 7, 2024). Using an attributive unit, which is common in medical texts, the author expressively emphasizes the deceptive perception of the reality and unreality of negotiations. Belief in their effectiveness is presented as a mental disorder. Let us add that such use of the analyzed adjective not only serves to illustrate interthematic transitions, but also confirms the expansion of its semantic structure, because in Ukrainian lexicography the word *шизофренічний* (schizophrenic) is recorded with only one meaning – “relating to schizophrenia; characteristic of a schizophrenic; // A person suffering from schizophrenia” [3].

The expansion of the semantic structure is evidenced by the lexeme theater, functioning in the headline “Ідея про перемовини від Путіна – це „театр”, а російська армія значно небезпечніша, ніж у 2022-му – аналітики (заголовок). Готовність Росії до мирних перемовин, озвучена агенцією Reuters з посиланням на російські джерела – не що інше, як „театр”, вважає військовий експерт Джордж Баррос з Інституту вивчення війни (ISW).” (Putin’s idea of negotiations is “theater”, and the Russian army is much more dangerous than in 2022 – analysts (headline). Russia’s readiness for peace negotiations, voiced by Reuters with reference to Russian sources, is nothing more than “theater”, believes military expert George Barros from the Institute for the Study of War (ISW)) (<https://www.holosameryky.com>, June 6, 2024). Comparing peace negotiations with theater causes a negative figurative-emotional reaction in the reader and emphasizes the Kremlin leader’s usual manipulation of the issue of negotiations, as well as, ultimately, all other agreements. It is important to clarify that “A Large Explanatory Dictionary of the Modern Ukrainian Language” [3] presents six semantic shades of the lexeme theater, but there is no figurative meaning with which it is used in the sentence given above – ‘something pretended to be spectacular, unreal, made for show’.

Continuing the previously raised issue of historical narratives and their analysis in the context of the interpretation of victory in Russian society, let us focus on the sociolinguistic aspect of the study of the lexeme of negotiation. The sphere of manipulative narratives includes the thesis imposed on Russians about the illegitimacy of the Ukrainian government, its adherence to fascist principles, the Ukrainian people being held hostage by Nazi leaders, the unreliability of Ukraine as a partner, its cooperation with the EU and NATO, which poses a threat to Russia. O. Kyryliuk focused in detail on the linguistic units that expound such theses of Russian propaganda, focusing on the period of 2003–2023 [11]. The continuity of the trend outlined by the researcher can still be traced. In his speeches, Vladimir Putin announces his false intentions to participate in peace talks, but allegedly, the illegal Ukrainian government, which does not value its people, is standing in the way, which is why it was called *інопланетяни* (aliens) by the dictator. Shifting the blame to the leaders of Ukraine, the Russian president developed an anti-Ukrainian thesis about the lack of understanding of the leadership of the Ukrainian state, its detachment from reality, and at the same time scaled up his so-called peaceful intentions: “путін каже, що Україною керують інопланетяни, але він готовий до мирних перемовин (headline). Щодо того, хто може стати посередником у перемовинах, путін зазначив, що Китай, Бразилія та Індія потенційно «можуть допомогти розібратися в цьому складному питанні, яке почалося з держперевороту в Україні». путін також сказав, що іноді складається враження, що «ті, хто керує Україною, або інопланетяни, або іноземці», а

влада у Києві, за його словами, не думає про свій народ, ухвалюючи рішення «воювати до останнього українця»” (“Putin says that Ukraine is ruled by aliens, but he is ready for peace negotiations (headline). Regarding who could become a mediator in the negotiations, Putin noted that China, Brazil, and India could potentially “help to understand this complex issue, which began with the coup in Ukraine.” Putin also said that sometimes it seems that “those who rule Ukraine are either aliens or foreigners,” and the authorities in Kyiv, according to him, do not think about their people, deciding to “fight to the last Ukrainian””) (<https://hromadske.ua>, September 5, 2024) – the provided illustrative material preserves the spelling of the original: this refers to the writing of the surname of the head of the Russian Federation with a lowercase letter, which emphasizes contempt for him.

Analyzing the justification theses of the Russian president, the media outlets use tokens whose scope is oral unofficial communication: “Путін побредив про перемовини і назвав „умову” Росії (заголовок). „Ми готові розглядати будь-які варіанти мирних домовленостей, виходячи з реалій, які складаються на землі. І не готовий ні на що інше”, – розмірився Путін. Також він побредив про якісь „запити на перемовини від Зеленського” нібито через Туреччину, а потім, мовляв, відмову від цього української сторони” (“Putin raved about negotiations and named Russia’s “condition” (headline). “We are ready to consider any options for peace agreements, based on the realities that are developing on the ground. And I am not ready for anything else”, Putin was carried away by daydreams. He also raved about some “requests for negotiations from Zelenskyi” allegedly through Turkey, and then, allegedly, the refusal of the Ukrainian side”) (<https://glavred.net>, October 24, 2024). The verb розмірився (was carried away by daydreams), presented in the dictionary with the colloquial mark, and the word побредив (raved), which is not recorded in Ukrainian lexicography, serve as means of conveying irony and mockery. The nomination побредити (to rave) used by the media outlet is derivationally related to the derivative word бредня (raving) – “nonsense thoughts; chimeras” [3].

The lexeme переговори (negotiations) is attested in headlines that create the illusion of agreements without Ukraine’s participation: “Переговори без України. Новий скандал із Орбаном (headline)” (“Negotiations without Ukraine. New scandal with Orban (headline)”) (<https://ua.korrespondent.net>, December 18, 2024). Of course, such information has a negative evaluative impact on the Ukrainian readership; therefore, it predictably encourages the recipient to familiarize themselves with the content of the publication. We consider the title of the article, expressed by a simple sentence of narrative modality with language units that violate the canons of newspaper journalism and the tradition of nominating officials, to be emotionally vivid: “МЗС спростувало заяви ‘патологічного брехуна’ Лаврова про переговори за спиною України (headline)” (“The Ministry of Foreign Affairs refuted the statements of the ‘pathological liar’ Lavrov about negotiations behind Ukraine’s back (headline)”) (<https://www.eurointegration.com.ua>, December 27, 2024). The given headline not only debunks the false narrative that Ukrainian representatives will not be invited to the negotiations and their interests will not be considered, but also contains a satirically marked characterization of the representative of the Russian authorities, Sergei Lavrov. The offensive secondary nomination pathological liar, which is used in the headline of the Ukrainian publication, is quoted as a literal statement by the spokesman for the Ministry of Foreign Affairs, Georgy Tykhyi. The sphere of use of the analyzed compound is fixed – colloquial and everyday style, however, the journalist involved it not only in the text of the article, but also in the headline to give it shockingness, expressiveness, emphasize the contemptuous and condescending attitude towards the Russian politician and at the same time attract the attention of readers. In the analyzed title of the publication, the established prepositional-case form behind back functions, which has the meaning “without the knowledge, consent, participation of anyone; secretly” [3].

The frequency of use of the studied lexemes перемога, переговори, перемовини, and semantically close periphrases in Ukrainian media varies. The word перемога is used the most (55.4%). Less often in mass media texts, the linguistic units переговори are used (26.8%), перемовини (14.2%), and periphrases (3.6%) (see Figure 2).

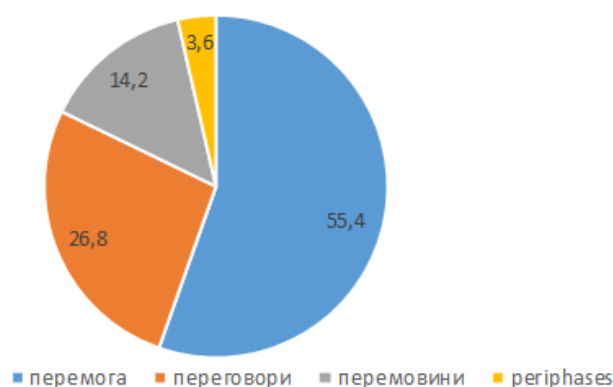


Fig. 2: The Frequency of Use of the Studied Lexemes Перемога, Переговори, Перемовини and Semantically Close Periphrases.

4. Conclusion

Thus, in the Ukrainian media, language models that expound the end of the war are implemented by constructions with key lexemes перемога, переговори, перемовини (victory, negotiations). The analysis of the above nominations in the linguocognitive and modal-pragmatic plan, as well as with the involvement of psycho- and sociolinguistic aspects, made it possible to outline their functional potential, which consists in constructing statements of moral and ethical content, expressing emotional and evaluative shades, and exerting a manipulative influence on readers. The actualization of the compound План перемоги (Victory plan) - the name of the document that accumulates the strategic principles of ending the war and achieving peace on fair terms - is associated with social factors. The concept of victory in the interpretation of the Russian authorities implements the opposite semantic shade. Getting into contexts whose purpose is to uphold the official ideology, actualize propaganda historical narratives, the lexemes victory, negotiations serve as a means of psycho-emotional influence on modern Russian society, activate various myths in the mass consciousness, and form an illusory idea in the consumer about Russia’s achievements in the war it unleashed. As a result of the action of social factors, secondary nominations have entered the sphere of markers of the end of hostilities, forming false narratives about a significant achievement and the effectiveness of the full-scale invasion by the Russians.

Focusing on the syntactic features of statements with the nominations victory, negotiations have become a prerequisite for distinguishing the constructions of narrative and interrogative modality. The sphere of the first includes headline sentences with a separating conjunction or, which combines nominations that are unexpected in terms of content parameters, but are endowed with a deep cognitive essence, which

often raises the expressiveness of the message. The effect of intrigue and semantic uncertainty is inherent in statements of the interrogative modality, which play an important role in the implementation of the author's communicative and pragmatic tasks, prompting the reader to reflect and evaluate the described situation. In the media discourse dedicated to the end of the war, stylistically reduced vocabulary and words that have undergone an expansion of the semantic structure and interthematic transitions are observed. Although they violate the canons of newspaper journalism, they give the statement an outrageousness, expressiveness, and a sarcastic flavor.

The research perspective consists of a detailed description of the lexemes перемога, переговори, домовини, and their periphrases from the aspect of psycholinguistics. In this case, it will be productive to involve political speeches in the analysis, as well as experimental data collected based on surveys of different age groups of the population.

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