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LINGUAL MEANS OF UKRAINE'S IMAGE CONSTITUENTS REPRESENTATION IN THE FOREIGN MEDIA

The ongoing war in Ukraine has placed its mark on the ample elements of people's life including the media and that is why researches nowadays pay their attention to this area. Our article aims at examining Ukraine's image and lingual units contributing to its realization on various levels of language. In this regard, foreign magazines, newspapers and speeches of world leaders as material for analysis is undoubtedly relevant. This has allowed the differentiation of lexical and syntactic means influencing the perception of journalistic material, particularly news. The image of Ukraine is of a cumulative nature as every single day the heroism of soldiers, monumental achievements of diplomats and the unity of the nation add new positive characteristics to the overall image of Ukraine in the media. The structural-semantic analysis has enabled revealing the constituents of Ukraine's image. These are as follows: Ukrainian people, Ukrainian army, President of Ukraine, foreign partners, tech experts and volunteers. Each constituent is realized with specific lingual units, both lexical-stylistic and syntactic. Simple sentences and adjectives are the main means of forming Ukraine's positive image as an indomitable and brave defender of the progressive world values. Ukrainian cities stand for the centers of Ukrainian resilience, that is expressed at the phraseological level. Comparison of Ukrainian soldiers' traits of character to the best qualities of the animal kingdom representatives is a foreign media characteristic feature. The image of Ukraine's President is mainly described with the help of nouns showing his courage, while infinitive constructions convey his leading role in countering Russia's aggression against Ukraine. An integral component of the Ukraine's image in the media is international partners, whose activities contribute to strengthening Ukraine's stronghold and its positive appreciation on the world arena. This is expressed with nouns and collocations that mark values important to everyone and support for Ukraine in general.

Key words: media, constituent, image, Ukrainian nation, Ukrainian army, President of Ukraine, international partners.

Statement of the problem. The relevance of our research is determined by the scrutinized attention of the foreign media to Ukraine caused by war. After strenuous months of Russian invasion, our country has cultivated a particular association within international journalists. Apart from the actual war, the informational warfare gains momentum as well. It presupposes to fight against fakes and misinterprets, inform the world about all the atrocities caused by Russia and convey the right message to the international community. In spite of vast investigations in the area of our country's image in different fields of human's activity, especially politics, still some aspects of the study are beyond the scope of investigation. Thus the role of Ukrainian people, the army, President, foreign partners, tech experts and volunteers are among the new perspectives for further analysis that add to the image of Ukraine

in the media. The image of our country abroad remains acute both for us and the international policy. Politicians' speeches and illustrious magazines serve as the most perfect source material.

Analysis of recent research and publications. Numerous aspects of Ukrainian identity are in the scope of linguistic investigation nowadays. Thus, O. L. Kyrlyuk focuses her attention on the elements and ways that make up the positive image of the Ukrainian defender [2, p. 90–96]. T. Piatkovska analyzes the concept *Ukrainian mentality* and states that such images as *воля, свій/нечужий, праця, доля* are the inevitable elements when perceiving Ukrainian mind [5, p. 94–96]. K. Blyzniuk discovers the semantic elements which verbalize the concept *courage* in the Ukrainian language [1, p. 504–509]. In his book “The concept of Ukrainian discourse”

V.I. Kononenko reveals the problem of studying aesthetic values through discourse and makes the analysis of the fictional, notably classical, works of literature as well as the concepts *glory*, *liberty* and *hope* [4]. Y.A. Kozyr deals with the portrayal of the concept *Ukraine – russia* in the media [3, p. 15–19].

Task statement. The purpose of our study is to analyze the image of Ukraine with regard to its constituents through the lens of foreign media and outline the lingual means with which it is realized.

The main tasks of the research are:

- to analyze the approaches to defining the notion *media*;
- to distinguish constituents of Ukraine's image and their verbalization;
- to characterize the image of Ukraine on the political arena.

Outline of the main material of the study. Merriam-Webster dictionary [7] defines *media* as a medium of cultivation, conveyance and expression. Indeed, they are the major source of information and news in the world today. Moreover, it would be unwise to undercover the actual power of media by presenting some ideas under favorable or unfavorable light through linguistic means. Undeniably, globalization trends have only reinforced the media. That's why the media is becoming a great deal popular as it comprises many attention-worthy pieces of information. Firstly, headlines and straplines are the corner stones of any news article as they aim at catching the interest of the audience by sharp vocabulary and intricate stylistic devices. Secondly, manner of narration in English and Ukrainian media stand out in a stark contrast. The choice of vocabulary and grammar, the hierarchy of information and style of writing differ a lot. But one feature is common: the media are used to amplify voices that are ignored. They are like supervisors which observe the status quo of the world and make it sound [6]. It is generally accepted that we distinguish between verbal and non-verbal communication. Furthermore, formal and informal registers of communication exist. Besides verbal and non-verbal groups, the media are classified into the following types: TV, radio, news, newspapers, magazines, social media, online forums and podcasts.

While analyzing the image of Ukraine in the foreign media, it is possible to distinguish its five key constituents: Ukrainian nation, Ukrainian army, Ukraine's President Volodymyr Zelensky, international partners, tech experts and volunteers. Foreign media constantly appeal to the courage and resilience of Ukrainians that is expressed with simple

sentences, for example, *Ukrainian morale remains high, you have written one of the most glorious chapters in military history* [11], *Ukrainians are dying in a conflict all about the right of sovereign countries to decide their own future* [9]. Another means to appeal to courage, honesty, and sacrifice as traits of Ukrainian people is pattern adjective + *noun*, which permanently appears in articles. Adjectives with strong connotations are prevalent in such structures, for instance, *indomitable*, *innocent*, *victorious*, *prosperous*. Moreover, the word *Ukrainian* is a key element of adjectival phrases: *the pain of the Ukrainian people*, *the freedom of the Ukrainian people*, *the innocent people of Ukraine*, *the courage of Ukrainian people*. From the above-mentioned examples it is clear that the pattern *noun + Ukraine/ Ukrainian people* is widely used.

One more peculiarity is focus on the names of Ukrainian cities as a tool to convey the pain of its citizens. *Mykolaiv stands strong against russia*. *Makariv still wears the scars of the early days of russia's invasion of Ukraine*. The latter example incorporates the phraseological unit to wear the scars which is one more technique used in the media abroad. Other examples are: *you're the masters of your fate* [11], *power cuts have not sapped Ukraine's will to fight* [9]. The effect is achieved by applying metonymy. By *Mykolaiv* and *Makariv* the people residing in those cities are implied.

The second image is that of Ukrainian army. Soldiers' bravery is compared with common features of animal kingdom representatives: *they fought with the energy and courage of lions*, *it's not the size of the dog in the fight, it's the size of the fight in the dog* [11]. Like in the case with portraying Ukrainian nation, possessive case is used, namely *the valour of its soldiers* [11]. When stating the traits of Ukrainian soldiers, nouns are prevalent: *Ukrainians proved by their tenacity and sacrifice that tanks and guns cannot suppress a nation fighting for its independence* [11].

The media often try to describe the day-to-day lifestyle of soldiers. Indeed, journalists showcase what sacrifice they have already made. *“Open-ended service, just 10 days' leave a year and a high casualty rate—for Ukrainian soldiers in one unit, life on the front line is far from easy”* [14]. In the example mentioned above the conditions of service are listed. It is obvious that soldiers face risk every single minute they are on the battlefield. Plus, the vacation leave is minuscule, only 10 days. To demonstrate the level of difficulty the journalist has used an adjective of elementary level, however, in a combination with C1 phrases *to be far from something*,... *can't walk away and are*

obliged to serve until the war ends [14]. The style of the sentence is semi-formal because contraction and phrasal verb have been used. Moreover, the analyzed article has been taken from BBC and it features the story of Yurii, the soldier who volunteered to go on the war. Personal story and semi-formal style of the article erase the borders between the journalist and the reader. As a result, audience may feel the effect of witnessing the events with their own eyes like they have befriended the main hero of the article.

Yurii is *a talented incomer* [14] who joined the troops as mobilization happens. The pattern *adjective + noun* is applied, *One of the officers revealed that although Yurii ranks as a simple private soldier, he basically runs this unit. That rethinking of the usual hierarchy is one of the differences between the pre-2022 army set-up and the force that now fights the Russians. Another is their willingness to overlook age and other factors that might have counted against volunteers before 2022* [14]. It is vital to mention that Yurii is twenty-something years old. In spite of his young age, he runs the military unit. It is highlighted that the army has shifted its priorities.

The journalist mentions another character in his article, the soldier with a nickname Hryb. Here he develops the idea of how difficult it is for families to accept the decision of their relatives to enter military unit. For example, *His decision to volunteer does not sit easily with his family* [14]. To render the message on the lexical level the idiomatic phrase is used: *At a rehabilitation centre in Lviv for soldiers with life-changing injuries, I discussed the difficult exchanges when some of the less badly wounded tell their wives they want to return to the front* [14]. Ukrainian soldiers are dedicated to finish what have been started, so despite many of them were heavily wounded, they still express readiness to return to the front and serve their duty.

The third image is that of Ukraine's president Volodymyr Zelensky. Foreign media often mention his personality no matter what the topic is. World leaders call to his name while giving speeches on the war in Ukraine and believe in his will to change the course of war for Ukraine's victory. *The bravery of Volodymyr Zelensky, the courage of Mr. Zelensky, Ukraine must win and it is for President Volodymyr Zelensky to define what the victory means* [8]. To highlight the crucial role of the President the infinitive construction has been used.

International partners are the fourth constituent of Ukraine's image. It may be regarded from two perspectives. The one is how the media outlay the internal help for Ukraine. The other shows what

international representatives mean by this "cross-cultural support". The fact of foreign support is clearly stated in the media. *The war in Ukraine has demonstrated the solidarity of international community and a shared commitment. Ukraine's partners would promise multi-decade investments in the country's defence industry, massive weapons transfers, training, joint exercises and intelligent support* [10]. The last sentence is the perfect example of how the topic of international support is put. All too often, it is enumeration that illustrates the amount of foreign contribution to our victory.

Conversely, foreign leaders make use of various linguistic techniques in the speeches to issue a statement clearly and one of them is opposition. The perfect example is taken from Boris Johnson's speech: *It is about Ukrainian democracy against Putin's tyranny, it is about freedom versus oppression, it is about right versus wrong, it is about good versus evil* [11]. Besides, the popular narration used in the speeches is *we stand with Ukraine* that has become the most recognizable line among all the other ones. Another pattern is to express the presence of outside support through negative images like listing the shattered cities with the help of adjective *terrible* and noun *catastrophe*: *The terrible images from Kyiv, Kharkiv, Odesa and Mariupol. This war is a catastrophe for Ukraine*. Indeed, such mechanisms have strong pragmatic function to induce sympathy.

Joe Biden names the Ukrainian international partners *the protectors of freedom in Ukraine*. The of-structure is used to demonstrate the connection between nations. Plus, the choice of words is intricate in this case as well. The President of the US have deliberately utilized the word *protectors*, out of the synonymic list. As he asks God's blessing, we may deduce that *protectors* are compared to angels who defend and care for Ukraine's freedom. *Our commitment to Ukraine will not weaken. We will stand for liberty and freedom today, tomorrow, and for as long as it takes* [12].

The fifth constituent forms tech experts and volunteers. Opposite to the image of the President and international partners, this group occupies day-to-day field of life. For example, these two elements are always mentioned when speaking about medical and humanitarian aid, transfers from hot spots, personal and moral support, animal rescue and electricity supply. Indeed, blackouts, problems with connection and the Internet are constantly mentioned in many magazines and speeches. It is vital to mention those who resolve such issues. Power cuts and blackouts trapped us suddenly. In one click we should have altered our daily grind and get

accustomed to life with limited or no electricity. In those moments Ukrainians praised electricians and people who worked 24/7 to troubleshoot, *Crew **works around the clock** to repair the damage from the latest barrage* [16]. Here an idiom is used to highlight uninterrupted process of maintenance work: *Survival kits in elevators, alternative menus in cafes, flashlights and generators everywhere: This is life under Russian bombardment, when power can fail at any moment* [16]. In this example the enumeration is applied to mention changes which have been brought to life with power cuts.

As for volunteers, we may talk a lot about them as the spheres of volunteering are versatile. To begin with doctors and medical workers, they are real heroes who save lives of others while risking their own. One of the articles from The Guardian commences with a description of a usual day in Bakhmut: *The unconscious patient was transferred onto an operating table. He looked more dead than alive. Doctors gave emergency transfusions of blood and plasma. A paramedic cut away his uniform. Another bandaged his left leg. A third gave him a shot of fentanyl, a powerful painkiller. A heart monitor beeped* [15]. These are simple sentences which give full picture of the situation. Their shortness and rigidity make it possible for the reader to dive into the content of the article and imagine that wounded soldier in his mind. Surely, such an introduction of the article grabs the focus of audience.

The arrival of the patient was accompanied by the loud blast. This is a reality doctors go through every day when fighting for life of soldiers: ***Not all of the team are professional medics.** Yevhenia Kolesnichenko used to work as a religious studies teacher. She said she became a volunteer and nurse after her husband died last year while fighting inside Bakhmut* [15]. People from various walks of life engage in volunteering, even without medical background. Readers are exposed to the story of Yevhenia Kolesnichenko who joined volunteers for the sake of paying tribute to her late husband. As we have mentioned earlier, everyone in Ukraine has his personal reason to keep going and keep resisting.

A lot of people participated in saving animals: *They have a large and valuable army of volunteers* [13]. It has been the second time the lexical unit "army" was used. Here it refers to volunteers who care for pets. Plus, positive adjectives like *large* and *valuable* were chosen: *...the dogs, cats and wild animals that stop for a few days at the animal shelter in Lviv, where they are cared for by **volunteers who look after them, feed them, walk them and give them affection**, while in their offices the necessary bureaucratic steps are taken for their transfer out the*

country [13]. Again, the enumeration demonstrates the series of actions volunteers do to care for animals. Indeed, not only people need love and warmth but also those who cannot articulate this need: ***It is impossible to determine** how many animals have been moved or made it out of the country since the start of the war. What is certain is that there are **numerous daily departures** to EU countries in **public transport, vans, trucks, and private cars*** [13]. The efforts of volunteers are brightly expressed in this example. Actually, the author says that to count the number of animals transported overseas is an impossible task. Plus, it is specified that such transport operations have place in the lives of volunteers every single day. These people find various ways to move rescued animals out of the country. Thus, transport means were listed.

Conclusions. To sum up, our study demonstrates the importance of the media resources as a way to build up the image of our country. It appears to be extremely vital right now as today Ukrainian culture is reviving. We go back to our ethnic roots in order to get rid of values which were imposed by Russia. Obviously, the media are the right way to state our position and outline the borders of our individuality and cultural heritage. The analysis of foreign media has affirmed the positive image of Ukraine in the world arena. The images of Ukraine's nation, Ukrainian soldiers, Ukraine's President, international partners supporting our country, tech experts and volunteers constitute the image of Ukraine. With the help of lexical analysis certain patterns were traced in its description. Such stylistic devices as metonymy and parallelism are prevalent as well. They are of particular utility when it comes to mentioning the invincibility of hero-cities and the longing for victory. Indeed, the choice of adjectives, verbs have only proved again that foreigners are fascinated by Ukraine's resistance, will, hope and invincibility. The opposition between Ukraine and Russia expresses hope that the good will prevail and justice will be served. The way foreign media mention shattered but still undefeated Ukrainian cities reinforces the courage and unity of Ukrainian nation. Furthermore, the media clearly show the fact of newly formed international community. The assistance and support of other countries' political leaders add to the vivid portrayal of Ukraine.

The perspective of further research lies in the analysis of the media as an effective means of shaping public opinion taking into account events in the world arena. This involves analyzing the verbalization of strategies and tactics to manipulate the consciousness of the people and form their worldview.

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**Семенюк А. А., Сорока Ю. ЛІНГВАЛЬНІ ЗАСОБИ РЕПРЕЗЕНТАЦІЇ
КОНСТИТУЕНТІВ ІМІДЖУ УКРАЇНИ В ІНОЗЕМНИХ МЕДІА**

Війна в Україні залишила свій слід на багатьох аспектах життя, включаючи медіа. Метою нашого дослідження є визначення конститuentів іміджу України та мовних одиниць, що сприяють його реалізації в іноземних медіа. У цьому зв’язку вибір закордонних газет, журналів та промов світових лідерів в якості матеріалу для аналізу є безумовно актуальним. Це уможливило виявлення лексико-стилістичних та синтаксичних засобів, які впливають на сприйняття журналістського матеріалу, зокрема новин. Встановлено, що імідж України має кумулятивний характер, адже кожен прояв героїзму наших солдатів, кожне досягнення на дипломатичному фронті та незламність нації додають нових позитивних характеристик до загального образу України у медійному просторі. Застосування структурно-семантичного аналізу дало змогу встановити його складові. Основними конститuentами досліджуваного концепту постають український народ, українська армія, президент України, іноземні партнери, експерти та волонтери. Кожен із конститuentів реалізується певними мовними засобами як лексико-стилістичними, так і синтаксичними. Чільне місце належить простим реченням та прикметникам, які створюють позитивний образ України як незламного та мужнього борця за цінності, поширені у всьому прогресивному світі. Українські міста уособлюють осередки нескореного українського народу. Характерним є уживання прикметників на порівняння рис українських солдатів з найкращими якостями представників тваринного світу. Образ президента України формують в основному іменники, які описують його сміливість, у той час як інфінітивні конструкції передають його керівну роль у протистоянні агресії росії. Невід’ємною складовою іміджу України в медіа є міжнародні партнери, діяльність яких сприяє зміцненню як обороноздатності України, так і додає до її позитивного образу на світовій арені, що представлено іменниками та виразами, які маркують важливі для кожного цінності та підтримку Україні загалом.

Ключові слова: медіа, конститuent, образ, українська нація, українська армія, президент України, міжнародні партнери.