3 Language of War: Neologisms in British Media and Their Role in the Ukrainian War Narrative

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The digital dimension of the Russo-Ukrainian war requires in-depth academic analysis, as it exemplifies the role of media in modern digitalized conflicts. Media serve not only as chroniclers of war but also as powerful agents of public discourse, significantly influencing national identity and shaping the interpretive frameworks through which different parties perceive and understand the conflict. This study examines the linguistic changes prompted by the war, with a focus on the emergence of neologisms in the English language as a result of the war in Ukraine. These changes reflect broader socio-political dynamics and provide insight into how language adapts to new realities during periods of crisis.

War has historically been a catalyst for significant linguistic transformation, introducing new terms and reshaping existing vocabulary (Kennedy 2000; Kovář 2022; Lakoff 1992; Lule 2022; Zohar 2012). In the context of the Ukrainian conflict, the global media's coverage of Russian military aggression has led to the incorporation of war-related neologisms into the English language. These lexical innovations often carry strong emotional connotations, reflecting the scale of the atrocities and evoking a wide spectrum of negative emotions.

The aim of this study is to explore how media-generated neologisms influence language during times of war, and how these new terms contribute to shaping national identity, memory, and social cohesion. It investigates the media's role in reflecting and shaping warfare narratives, identity politics, and societal responses to crisis.

The study addresses a few research questions:

RQ1: How does the creation and dissemination of neologisms in British media during the war in Ukraine contribute to shaping perceptions of Ukrainian national identity and cultural resilience?

RQ2: What linguistic challenges arise when translating military and political neologisms from Ukrainian into English, and how do these challenges impact the representation of war-related concepts in global media?

RQ3: In what ways does the emotional and pejorative charge of neologisms, as reflected in British mass media, influence the international narrative surrounding the Russo-Ukrainian war?

From Battlefield to Lexicon: the Linguistic Impact of War

The war in Ukraine has had a significant impact on all aspects of life. To date, there has been little research on the types of linguistic behaviour and the emergence of new words that have appeared as a result of the tragic events that have befallen Ukraine and caused deep grief for many people. In this research, English morphological neologisms are studied from the perspective of lexicological logic, examining them through two main categories: semantics and morphology. The first approach allows to focus on the contextual meaning, while the second helps to determine the rules of their formation.

The emergence of neologisms is marked by a significant media influence and changes in discourse caused by these contemporary processes (Čilić/Plauc 2021; Chouliaraki/Fairclough 2022). Media efforts to promote neologisms are increasingly focused on radical statements rather than ideas (Shkvorchenko 2020: 414). Representatives of the European school of translation argue that if we look at neologization from this perspective, the introduction of new concepts and notions is more common, as they represent novelty in both the literal and abstract sense (Frleta/Frleta 2019; Moten 2020: 391). It is worth noting that there is no single definition of the term neologism (Qizi 2021: 24). In general, there is some agreement that it is a new word, but it does not specify what it exactly means, how long it takes for a word to cease to be new, and what criteria contribute to its lexicalization. Dictionaries provide some guidelines, but lexicalization can only be said to occur when a word has become popular among a significant number of speakers, regardless of its presence in dictionaries (Freixa/Torner 2020: 148).

Creating neologisms poses significant challenges for translators. Firstly, since new language forms either have a limited number of translations or have not been translated at all, the translator cannot rely on existing variants. Secondly, neologisms often describe new phenomena that are unique to the socio-cultural context of the source language (Gal 2019; Awadh/Shafiull 2020). Languages differ primarily in their capabilities, not in what they can directly express. Neologisms are related to pragmatics, which explores the relationship between language and the context of its use (Thompson/Roberts/Lupyan 2020). In other words, pragmatics focuses on how language functions in communication processes as well as in the field of cognition, including the analysis of the purposes of texts and utterances (Hardini/Setia/Mono 2019). This study examines the differences between semantic and communicative

translation, as well as between formal and dynamic equivalence, which in fact raises the question of the typology of translation (Khajavi/Rasti 2020).

The scientific literature distinguishes several strategies for translating slang expressions-neologisms, noting that the choice of the most appropriate method depends on the literary, descriptive and emotional value of the original, the context of the expression and the intentions of the author of the neologism. These include borrowing, calquing, literal translation, transposition, modulation, equivalence and adaptation (Fitzpatrick 2018). In addition, the creation of a neologism provides the speaker with the opportunity to introduce an additional connotative meaning that is not always easily perceived by other native speakers (Esmail et al. 2020: 8). An additional difficulty is that the neologisms in this study have a military and political context. Slang expressions can change the original meaning of words or act as euphemisms.

The lexicalization of neologisms is based on the principle of "semantic Darwinism", where the most effective words and expressions are fixed, displacing less successful ones (Haspelmath 2021: 42). It is important to note that lexicalization also depends on the frequency of use: the more often a clear and useful word is used, the more likely it is to be adopted by a wide audience of speakers (Shahlee/Ahmad 2022: 23). Neologisms can also cross over into other languages and countries (Ivanenko 2024: 384). There are many theories and approaches to translation that can be useful for translators, especially in the specifics of military and political discourse and polemics, which often complicate the process of translation in the media. To study this topic in detail, a corpus of neologisms used in the British media was created and relevant translation studies theories were applied. They are described in more detail in the following subsections.

Methodology

This study employs a mixed-methods approach to analyze the emergence of English neologisms related to the war in Ukraine, specifically those disseminated through British mass media. The primary focus is on neologisms that have arisen due to the socio-political and military events in Ukraine. The research methodology integrates both qualitative and quantitative analysis to provide a comprehensive understanding of the neological process and its broader sociolinguistic implications.

The corpus for this study consists of 50 neologisms selected from reputable British media, including *The Times, The Guardian, The Independent, The Telegraph, The Sun, The Daily Mail, The Daily Mirror, The Observer, and The Sunday Times*. The selected time frame encompasses the early stages of the Russian invasion of Ukraine up to the present (February 2022-July 2024). These neologisms were identified based on their frequent use and their role in reflecting new socio-political realities.

To analyze the collected neologisms, the study applies a combination of morphological and sociolinguistic approaches. The morphological analysis examines the structure of the neologisms, including affixation, compounding, and blending, to understand their formal linguistic features. In parallel, the sociolinguistic analysis contextualizes the neologisms within the broader discourse of war, identity, and propaganda, assessing their emotional and ideological connotations.

The analysis draws on several specific linguistic methods: 1) linguistic description: a detailed description of the neologisms' formal properties, including their morphological structures and semantic components; 2) contextual interpretation: a study of the neologisms within the context of war-related discourse to determine their pragmatic functions and connotative meanings; 3) comparative analysis: cross-linguistic comparisons between Ukrainian and English neologisms, highlighting the challenges of translation and cultural adaptation.

Given the challenges of translating war-related neologisms from Ukrainian to English, the study applies several translation strategies, including borrowing, calquing, and adaptation, to assess how accurately the emotional and ideological nuances are preserved. Particular attention is given to neologisms with strong pejorative or ironic connotations, which present significant difficulties in cross-cultural translation.

The corpus is based on three key principles: first, I choose to translate from Ukrainian into English, focusing on a limited time and space frame; second, I analyze terms that are actively used by a large group of native speakers, including the military; third, these words belong to the category of neologisms that have adapted in Ukrainian and have penetrated into English through the media. It is quite difficult to assess the translation criteria for such innovations, so the study focuses on the frequency of use of these words, in particular, their distribution in the Ukrainian-language media without additional explanations. The absence of explanations indicates that society is well acquainted with the terms without the need for clarification. The selected slang neologisms are particularly interesting because their perception can vary significantly for English speakers.

English in the Time of War: the Emergence of New Words

In analyzing the language of the British mass media, the study focuses on the newest morphological formations in English that have emerged in the context of military and political discourse. These neologisms demonstrate various ways of their creation, for which a set of general and specialized theoretical and empirical methods was applied.

English linguistics studies new words that have appeared in the language in the context of large-scale military aggression, taking into account the general aspects

of linguistic neology (Trudgill 2022). The study of morphological neologisms in the context of military-political communication is highly relevant. This analysis considers new linguistic units of English that have emerged as a result of the war in Ukraine. Since this war has become of global importance for the whole world, military and political discourse goes beyond the boundaries of a specialized field and becomes part of a broad public discussion (Esmail et al. 2020). New lexemes are emerging that reflect contemporary reality and become relevant to the general population.

The emergence of neologisms is a multifaceted phenomenon that warrants examination from various linguistic perspectives, including semantic and motivational factors, pejorative connotations, and humour components. Morphological neologisms in English, which are essentially related to military and political discourse, have become widespread due to the catastrophic and global nature of the war in Ukraine. These linguistic innovations require terminological unification, but the rapid development of events in the country makes it difficult to codify these changes and requires constant work and research (Huang/Xia 2021: 133). In this study, we rely on lexicology as the science of words, with a special focus on neology. Neologisms are not just linguistic constructs, they are elements of identity (Trach et al. 2020). They reflect the period of conflict and remain an integral part of the linguistic heritage.

In times of war, the question of language change becomes one of the most important issues in linguistic research because it actually reflects the dynamics of social and spiritual life of society. Military actions have a ripple effect that extends beyond the battlefield, reshaping not only our world but also our words. The devastation of war is matched by its power to transform language. The lexicon is a living organism that adapts to changing circumstances. Along with the new realities, the lexical stock of the language is transformed, and new terms emerge (Navalna et al. 2022).

English is the most widely spoken language in the world today, so in the context of global coverage of the crimes committed by Russian invaders, new words appear in it to reflect facts, events and social trends. In the context of Russia's war against Ukraine, all spheres of life have undergone serious changes, and the vocabulary of the English language is no exception. The need to study neologic vocabulary, which is rapidly appearing in the English vocabulary against the background of the war in Ukraine, is obvious.

Identification of the motivational component in the lexical meaning of neologisms of military and political discourse emphasizes the significance of this work. The relevance of the study lies in the fact that due to the tragic and dynamic events in Ukraine, there is an impact not only on the social but also on the linguistic level. The question of the emergence of neologisms that have appeared over the past years and their study remains completely open. The spread of neologisms, in particular En-

glish ones, and their penetration into the speech of more and more groups of speakers is undoubtedly one of the key characteristics of the development of living languages. In the context of studying neologisms, the issue of language purity arises, so neologisms should be used with caution.

Neologisms play an important role in the vocabulary of any language. They are words that have recently appeared in the language. The definition popular even in specialized studies does not specify the origin of this lexical class, which is important for any living language (Shahlee/Ahmad 2022). Neologisms arise in response to the needs of communication and cover concepts, objects and phenomena from various spheres of material and spiritual life, especially in the technical and scientific fields, as well as in military and political discussions in the context of significant global events.

Ways of Entering New Lexicon

In the context of studying neology, scholars analyze the processes of their creation. New words enter the lexicon in two main ways: through borrowing and as a result of internal language formation (Scholkmann 2020). If we consider a neologism only as a borrowed word, this is due to the large number of neological borrowings that are diverse in structure and origin, which are significantly more than those that arise within the language itself. Even when using the available linguistic material, at least one of the constituent elements of a new word is a neologism (for example, a combination of two new formative elements, such as a prefix and a neologism, a combination of a neologism with an old, autochthonous prefix, or an old stem with a new suffix).

Neologisms become an integral part of the language only through adaptation to its phonetic and grammatical systems, as well as active use; otherwise, their existence will be short-lived. The adaptation of neologisms in a particular language system concerns both phonetic and morphological aspects, as well as graphic aspects. In these situations, their position in the language is important, as newly borrowed terms often retain their original graphic appearance and even pronunciation from the source language. As they are recognized and used by speakers to fill gaps in the lexicon, neologisms are subject to the spelling and pronunciation rules of the respective language.

The events in Ukraine have attracted the attention of the world community and contribute to the constant emergence of new words, so the restrained and technical military and political discourse against the background of tragic and horrific events is beginning to acquire an emotional colouring. New neologisms convey a wide range of feelings and emotions, which makes this phenomenon relevant for linguistic analysis.

A deep knowledge of a language requires a conscious attitude to language resources, as well as at least a partial understanding of the internal mechanism that causes constant changes in a complex language system. Modern linguistics considers word formation as a system of dynamic and creative processes. Structurally, word formation is the process of creating neologisms from existing linguistic elements according to certain structural and semantic formulas and patterns (Thompson/Roberts/Lupyan 2020). The analysis of morphological neologisms that have arisen as a result of the war in Ukraine is carried out in accordance with the current models of word formation in modern English.

Formation of Morphological Neologisms

There are various methods and means of creating new words in the category of morphological neologisms. The affixal method is one of the key ways of enriching the lexical stock throughout the development of the English language. This method involves attaching an affix to the stem of a particular word part. It is undeniable that there are clearly described models that illustrate patterns in the formation of new words and explain why some formations are more likely to occur than others. Productive derivational processes usually provide the desired semantic effect.

Affixed neologisms are created according to pre-existing linguistic models, so they cannot be classified as strong neologisms, which include phonological neologisms. They are formed by affixation, stemming and the use of complex-affixed models, which are morphological and syntactic types – *macronite, putiniste, shoyguing*.

The analyzed most semantically rich morphological neologisms reflecting the military events in Ukraine in the selected media were mostly negative, dismissive and derogatory. This list is certainly not exhaustive. There are also English neologisms that have undergone semantic shifts, acquired additional meanings deviating from their initial military connotations.

The war in Ukraine has gained worldwide publicity. All these processes determine the permanent formation of neologisms, and in British mass media they are used in three ways:

a) Direct transliteration from Ukrainian: *rushism (rashism), rushist (rashist), orcs, ukry, gauleiter, to be ukrained, chornobaites, macronite, screps, tractor troops, putinversteher, khuilo, khuilostan, shoiguing, putiniste.*

b) Direct translation from Ukrainian to English: *thermals* (the uniform), *kalashnikov* (assault rifle), *cartoons* (delicious food), *disco* (missile attack), *pigdogs* (Russian soldiers), *digit* (the uniform), *pokémon* (assault rifle), *eyes* (night vision device), *nishtyaky* (something delicious), *mirror* (silence before the attack), *vanka* (Russian

solider), *pixel* (the uniform), *shaitan-pipe* (assault rifle), *mamalyha* (strange, weird food), *balabas* (delicious food), *to zero* (to kill), *the two hundred* (the killed), *pixel* (the uniform), *pushkinist* (Russian soldier), *the three hundred* (heavily injured), *tushnyak* (canned food), *smska* (missile arrival), *pedals* (the boots), tiktok troops (Russian soldiers)

c) Mixed way of transliteration or direct translation from Ukrainian to English with explanations:

Zelenskyism: refers to the leadership style and political approach of Ukrainian President Volodymyr Zelenskyi, which has gained widespread admiration during the war;

Ukrainianization: the process of adopting Ukrainian culture, values, and practices, often in solidarity with the Ukrainian people during the war;

Putinomics: a term used to describe the economic policies and practices associated with Russian President Vladimir Putin, particularly in relation to the war in Ukraine;

Kremlinology: the study of Russian politics and the decision-making processes within the Kremlin, which has gained renewed interest due to the war in Ukraine;

Cyberwarfare: the use of digital technologies and the internet to conduct warfare, which has become increasingly relevant in the context of the war in Ukraine;

Sanctions diplomacy: the use of economic sanctions as a tool of diplomacy and foreign policy, which has been employed by Western countries against Russia in response to the war in Ukraine;

Resistance movement: a group or organization that opposes an occupying force or authoritarian regime, such as the Ukrainian resistance movement against Russian forces.

The terms *refugee crisis, disinformation, and humanitarian corridor* have become prominent in the context of the Russo-Ukrainian war. While these words may not be entirely new, their frequency and specific connotations have evolved significantly during this conflict, making them neologisms in this context. While the term *refugee crisis* has been used in the past to describe mass displacement events, its application to the Ukrainian situation has taken on a unique urgency and scale. The rapid influx of millions of Ukrainians seeking refuge in neighboring countries and beyond has created a crisis of unprecedented proportions in recent European history.

The concept of spreading false information has existed for centuries, though the term *disinformation* has gained new prominence in the digital age. The Russo-Ukrainian war has seen a surge in the use of disinformation tactics by Russia, including the spread of fake news, propaganda, and deepfakes. These deliberate attempts to manipulate public opinion and sow confusion have made *disinformation* a key term in understanding the conflict.

The concept of safe passage for civilians during conflict has existed for a long time, but the term *humanitarian corridor* has become more widely used and specific in recent years. In the context of the Russo-Ukrainian war, humanitarian corridors have been established to allow civilians to evacuate besieged areas and reach safety. However, the implementation of these corridors has often been fraught with challenges, including disagreements between the warring parties and accusations of violations.

These terms have evolved to reflect the unique challenges and complexities of the Russo-Ukrainian war, making them neologisms in this specific context. They highlight the impact of the conflict on both the humanitarian and information landscapes.

Thus, linguistic derivation is a complex process. The number of neologisms that have been created in English in response to the events in Ukraine is rather small. The strong influence of military actions on linguistic realities in modern English is undeniable, as military and political discourse, which covers not only military technologies and strategies, but also the spirituality of society, debates and emotional responses, quickly covers all media (Yarchi 2022). The described morphological neologisms in English are now in such a trend that they are actively used not only by politicians and the military, but also by ordinary people. As a result of the war, the English language is being rapidly replenished with new lexical items. They are borrowed from the Ukrainian language, revealing its culture, understanding of the reasons for the military attack and the need to win this war.

The formation of neologisms is most often carried out through the process of suffixation, which involves the addition of an affix immediately after the root of the word – *chornobaiets*. According to the research results, in some cases, an affix corresponds to the norms of the original language, and in others, it violates them. Most often, these are traced to Ukrainian forms. In political discourse, there is a transformation from proper names to the construction of new terms. The anthroponyms of political leaders and military commanders gave rise to the formation of common verbs such as *macronite* (to express strong concern, but no attempt to help). It describes the French president's inaction over the Russian invasion of Ukraine at the beginning of the war. Neologisms can be generated using models borrowed from English linguistics, which uses the suffix *-iste* to denote supporters of certain ideas or political leaders. However, it is important to note that the transition from virtual to real language practice is limited not only by lexical norms, but also by psychological and sociological factors that determine the acceptability of newly created terms such as *putiniste*.

In the context of Russian armed aggression, there is a rapid evolution and consolidation of new lexical items in the English language (Pavlik 2023). An important feature of neologisms emerging during this period is their emotional intensity. This phenomenon can be explained by the means of adequate reflection of events that did

not exist before and which cause a wide range of emotional reactions. I believe that the above sample includes the most expressive morphological neologisms related to the war in Ukraine. These linguistic innovations are specific and can quickly produce a psychological effect. On the one hand, they serve to demonize the enemy, and on the other hand, they become a tool for expressing anger, contempt and hatred, as well as for ridiculing the enemy. It was found out that military neologisms in English can be systematized according to certain logical categories by formulating the so-called 'word families'. They are mostly manifested through semantic relations, which allow to conclude that a pejorative semantic code is formed.

Pragmatics in the study of English neologisms that have emerged as a result of the war in Ukraine focuses on how language functions in communication processes and the sphere of cognition, including the analysis of the purposes of texts and utterances. The study of the differences between semantic and communicative translation, as well as between formal and dynamic equivalence, has revealed the question of the typology of translation. Since it is rather difficult to assess the criteria for translating neologisms from another language, attention should be focused on the frequency of use of these words, in particular, their prevalence in the Ukrainian-language media without further explanation. The analyzed neologisms are particularly interesting because their perception can vary significantly for English speakers. In this sense, the performative power of neologisms is often based on implicit knowledge. That is why implicitness is a real challenge for translators.

Connotative Neologisms in Ukrainian Military and Political Discourse

The study identifies several types of derogatory slang, including dysphemisms and ethnic slang. Ironic forms of language in Ukrainian military and political discourse are presented. The translation of the selected neologisms in the study is based on the implicit meaning. The difficulties associated with the translation of connotative neologisms are also considered, and various translation methods for such cases are proposed. The theoretical and practical aspects of translation, as well as the peculiarities of military and political discourse and polemics, play an important role, as they represent effective approaches to translation from the point of view of the theory of adaptation of realities. From the theoretical point of view, a translator can work with connotative slangisms and neologisms in the context of borrowing, both without and with explanation. Two other aspects are worth emphasizing in this section. First, there are many approaches to translating military and political discourse. Other linguistic and extra-linguistic elements (if relevant) should always be taken into account to choose the translation that best reflects the overall tone of the text and the situation. There are certain time and space constraints in this work, so only

the smallest units of translation are chosen, namely, single words and slang expressions-neologisms.

The analysis of Ukrainian neologisms in the media was carried out with a focus on the concept of connotation. This concept is quite controversial, as it is sometimes difficult to pinpoint the exact boundary between the connotation and denotation of a word. Some terms have two meanings: a primary meaning, called denotation, and an additional meaning, known as connotation (Ferrara 2020). Thus, connotations are a form of meaning extension that varies considerably from speaker to speaker and includes all the subjective interpretations given to terms. In the studied system of models of English neologisms in the British media, the representation and the acoustic image of the word are distinguished, which together form a sign with a denotative meaning.

The resulting neologism acquires an additional connotative meaning, which makes it semantically multilayered and at the same time helps to reveal the relevant connotations. The problems that arise when translating in the context of connotations are due to their instability, which is inherent not only in different cultures but also in individual native speakers. A classification based on the speaker's intentions is also presented, since the selected set of neologisms that appeared during the war is capable of shaping public opinion. This indicates that their connotations are quite clear and stable, which makes them easier to understand by a wide audience. This categorization is essential for our study, as the focus is mainly on translation aspects.
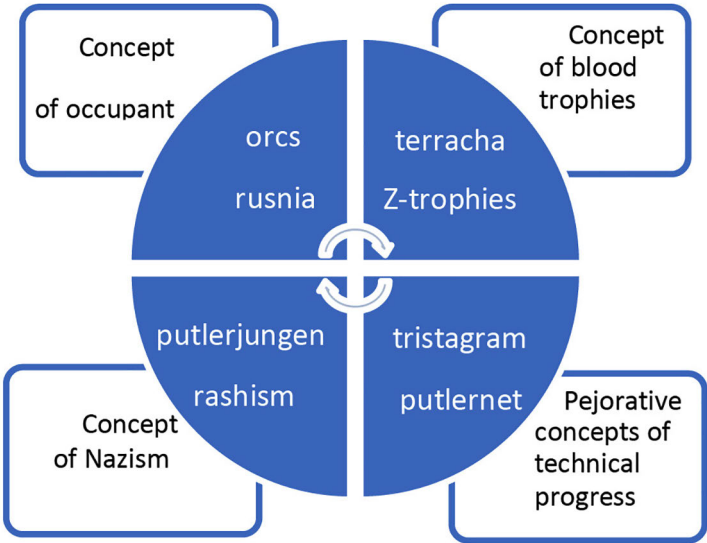
Neologisms are analyzed from the point of view of translation nuances of transferring meaning from pejorative to neutral. Each new word or slang word describes the war process, noting the imaginative thinking, irresistible optimism and bright sense of humor of Ukrainians. In fact, terrible and tragic events give rise to new concepts that can contain irony and contempt for the aggressor (*Figure 1*).

During translation, derogatory elements usually lose their original meaning because neologisms from the Ukrainian author's translation are difficult to determine through binary semantic conversion. Even though these words are morphologically complex and similar, semantically they are simple words, so they should be studied as a complete situation.

Pejorative connotations are usually associated with words or expressions that convey contempt or disgust. Accordingly, several categories of derogatory slang expressions can be distinguished, including dysphemisms and ethnic slurs. Dysphemism is defined as an expression that has an offensive connotation, addressed either to the object of the designation or to the audience, and is used specifically for the purpose of expressing that offence (Davis/Love/Killen 2018). Ethnic slur can be seen as a special form of dysphemism, where the connotation refers to a specific ethnic group. This term acquires a derogatory meaning in two aspects, which can exist separately or in combination within one expression. A neologism may contain

a pejorative connotation; its component may refer to another term with a pejorative meaning due to their semantic relationship. Critically, the translation process is particularly challenging when both the term and its component have pejorative connotations in the present context (Thawabteh 2024: 6). In such situations, the terms to be translated and their semantic indicators may be unknown to the target audience, which makes it difficult to understand and interpret.

Figure 1: Semantic neologisms with a pejorative meaning

Beyond Words: the Challenges of Translating Ironic Neologisms

Irony is a linguistic device often found in military and political discourse, especially in neologisms (Charteris-Black 2018; Bradshaw et al. 2020). It is worth noting that irony is a subjective phenomenon, as it is based on subtext and depends entirely on the context, speaker, purpose and target audience. In practice, this means that in military discourse, words with ironic connotations often lose it at the moment of use, but acquire this connotation when used in the media for criticism. Here are the examples of neologisms with ironic connotations:

Orcs are used to describe Russian soldiers, alluding to characters from fantasy novels known for their cruelty and ruthlessness. This term emphasizes the negative image of the Russian army in the eyes of Ukrainians and the international community.

Putler is a combination of Putin's and Hitler's names, emphasizing the authoritarian and aggressive traits of the Russian president. It is used to criticize his policies and compare him to the Nazi regime.

Z-lovers refer to supporters of Russian aggression, in particular those who support the use of Z as a symbol of Russian military propaganda. The word mocks and criticizes those who support aggression against Ukraine.

Kyiv, not Kiev – the phrase has become a symbol of Ukrainian identity and independence, emphasizing the correct spelling and pronunciation of the name of Ukraine's capital. The use of Kyiv instead of Kiev in English-language media is a sign of respect for Ukraine's sovereignty.

Borshchivka is the name of traditional Ukrainian borscht, which has become a symbol of Ukraine's national culinary heritage and cultural identity in the English-language media. It is used to emphasize the uniqueness of Ukrainian cuisine.

In describing the difficulties associated with the translation of connotative neologisms, various methods that can be used in these situations are presented. The theoretical and practical aspects of translation, as well as the peculiarities of military and political discourse and polemics, are key, as they ensure an optimal approach to translation based on the theory of reality transfer (Saul 2018). At the theoretical level, a translator can consider connotative neologisms in the following relationship:

- Borrowing without explanation (retention), i.e. directly transferring a Ukrainian word into an English text without additional explanation, but with quotation marks or italics. This method is only possible if the audience already has some knowledge of the term's definition.
- Borrowing with an explanation: a) indication of the word in Ukrainian, possibly in brackets; b) explanation of the connotation of the Ukrainian word, also in brackets.
- The level that is possible only in cases where the word requiring translation consists of parts that are also independent units in English. In addition, it is necessary to realize that some components may not have the same denotations and connotations in English as in Ukrainian. As in the case of borrowings, it is possible to add information about the denotation, connotation and/or origin of the neologism.
- Use of an equivalent expression or a close equivalent, if available. At the same time, it should be noted that even when expressions are equivalent, their connotations may differ in both languages.

- It is worth considering ignoring the connotations of a term if they are not relevant to the target audience. However, this decision should be made in the context of the larger text.

In the context of the above examples, it is worth mentioning the pragmatics of translation. Pragmatics is concerned with what is said (locative function), what is done (illocutionary function), and the consequences of what is said and done. Every new utterance is both a locative and an illocutionary act (Sydor/Nanivskyy 2018: 180). I share the idea that every politico-military statement simultaneously performs the functions of locative, illocutionary and perlocutionary acts. It is noteworthy that all three acts can be performed even within the same word. In many cases, a contextually used word can not only realize a certain intention (such as affirmation, negation or threat), but also achieve certain effects (such as belittlement, irony or discredit). The use of neologisms with an ironic colouring, dysphemisms and ethnic slurs is one of the characteristic features of military and political discourse, while at the same time acting as a powerful means of influencing the semantic level of communication (Hauer/Kondrak 2020).

The use of slang expressions-neologisms reflects the speaker's desire to describe reality through the prism of their own perception. These words are considered more 'intrusive' than others because they are highly performative. Their emergence indicates certain trends, which are then reinforced as they are supported by various social groups and disseminated through the media (Tymoshchuk 2022: 114–115). The performative power of neologisms is often based on implicit knowledge: only those recipients who are familiar with the context of the topic can understand them. It is thanks to this knowledge that they can interpret the coded language of the neologism, which they receive from collective memory and modern history (Trach et al. 2020: 39–42). In the end, the creator of a neologism only gives associations, hoping that the audience will form them. That is why implicitness is a real challenge for translators.

Conclusions

The findings of this study underscore the significant role of media in shaping the language of war and, consequently, influencing public perception and discourse on the conflict. Media platforms not only provide real-time information on the war in Ukraine but also affect how events are interpreted, shaping both domestic and international understanding of the war. The emergence of new neologisms within the English language, driven by the media's portrayal of the conflict, reflects both linguistic adaptation and the emotional intensity associated with the war.

The analysis reveals that the war has catalyzed substantial linguistic transformation, with the creation of neologisms that convey not only the factual elements of the conflict but also the emotional and ideological aspects. These new lexical items, especially those with pejorative or ironic connotations, play a crucial role in the construction of Ukrainian national identity and in the global narrative of resistance against aggression. As such, neologisms have become powerful tools for expressing societal resilience, condemnation of the aggressor, and the affirmation of national values.

Analysis of English neologisms that arose against the background of the war in Ukraine showed that we are dealing with linguistic formation and neologisms formed by the hybridization of two different languages. The morphological way of forming neologisms is as widespread as the semantic one. The sample of neologisms from the British mass media is a vivid example of how formal and semantic acceptance of neological vocabulary functions and it demonstrates that neologisms can be mechanically formed based on formal templates or freely semanticized. However, for accurate translation of both categories of neologisms, context and a special neological zone are needed to create a unified semantic matrix. Therefore, neologisms shape a new, original, and unexpected lexicon, the purpose of which is to reflect the historical and socio-political realities of the present. Neologisms are more than a code, they are elements of identity that describe a period of conflict and remain a reflection, if not a testimony, of all the atrocities suffered by the Ukrainian population during the war.

The study also highlights the complexities of translating military and political neologisms from Ukrainian into English. These challenges arise from the connotative and emotional depth of such terms, which often lose nuance when transferred to a different linguistic and cultural context. Consequently, translators must employ a range of strategies, including direct transliteration, adaptation, and the use of explanatory notes, to preserve the intended meaning and emotional impact.

The results of the study show that it is often necessary to use a combination of two or even three translation strategies. In the case of neologisms related to sociocultural phenomena, in many cases it is important to combine calquing or literal translation with explanation or definition. For neologisms derived from a politician's surname, it is important to consider whether the person is known to an English-speaking audience. After that, you can consider the above translation methods. In some cases, Ukrainian neologisms may be completely untranslatable and incomprehensible to an English reader. In this case, there are special methods: explanation, use of phonetic transcription, use of a similar English word, preservation of the original text, and use of annotations. These methods can help ensure better understanding for English readers when dealing with untranslatable Ukrainian neologisms. However, when choosing a method, one should take into account the purpose, style and target audience of the text, and when dealing with untranslatable

Ukrainian neologisms, we should consider different approaches to find the most appropriate one for translation. When it comes to translating neologisms with certain connotations, it is sometimes possible to find an equivalent in English. While translation can be done using this equivalent, it is also possible to create a new neologism in English, use a calque, or leave the Ukrainian term with an explanation of its meaning and/or origin. In this study, we also considered the importance of neologisms entering the language through the language of the media.

The analysis of morphological neologisms arising from the war in Ukraine provides a unique lens through which to understand the interplay between language, culture, and conflict. By employing a structured approach that includes data collection, identification, morphological analysis, sociolinguistic context, comparative analysis, quantitative analysis, documentation, case studies, future trends, and ethical considerations, researchers can gain valuable insights into how language evolves in response to significant global events. This comprehensive methodology highlights the linguistic innovations that emerge during times of crisis as well as reflects the broader societal sentiments and political dynamics at play. As the conflict continues, ongoing research will be essential in documenting and understanding the evolving language landscape, ensuring that the voices and experiences of those affected are accurately represented and respected in the discourse surrounding the war in Ukraine.

Overall, this research demonstrates that language, particularly in times of war, is dynamic and deeply interconnected with socio-political realities. The war in Ukraine has not only introduced new terminology into English but has also redefined the role of language in documenting and responding to global crises. The rapid development of neologisms during the conflict illustrates the power of language to shape collective memory, identity, and international perceptions. Future research should continue to explore the long-term impact of these linguistic innovations and how they influence cross-cultural communication and geopolitical discourse.

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