

## Functioning of Political Neologisms in International and Regional Mass Media Resources of Languages with Different Structures

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**Abstract:** The purpose of this study based on the material of multi-structural acceptor languages is to identify new lexical units within political discourse in the print media focusing on regional conflicts as well as its linguistic characteristics. The study discusses the functioning of lexical units and expressions that reflect the nomenclature of regional political conflict and political realities in international and areal languages. The French, Tatar and Mari languages have been analyzed. Linguistically the nomenclature of conflict is expressed by nominal groups. Political realities nomenclature is accomplished on the basis of thematic classification of lexical units included in the core of the political lexis. The most widely represented lexical-semantic groups expressing concepts of power and politician are: state/country; state system; government institutions, services, agencies; parties/political movements, security agencies; heads of states and government structures, members of political movements.

**Key words:** Political neologism, conflict nomenclature, mass media, political realitie, linguistically

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### INTRODUCTION

At the turn of 20-21th centuries in almost all languages of the world the process of linguistic interaction and vocabulary interchange was thoroughly intensified due to globalization, development of information and communication systems, integration of cultures. The period from 1990s up to the present point occupies quite a significant place in the process of linguistic revision.

This process which is typical for the most languages, leads to a certain extent to unification and internationalization of both common and specialized lexicon. Not only mega languages but also languages of regional autonomies are involved in the process of standardization. Political lexicon is particularly sensitive to the changes taking place in the modern world. The foreground tendency of its development at the present stage is mobility and cross-cultural dynamics.

Comparative analysis from both historical and contemporary aspects of the functioning of the political lexicon in international and areal languages namely in the French, Tatar and Mari mass media has been carried out in a number of studies (Khabibullina and Ivanova, 2015a).

According to the results of these studies, it can be asserted that political vocabulary of the contacting languages Tatar and Mari-dates back to four historical and genetic strata: Altai, Turkic, Tatar and language

borrowings. It should be noted that the prevailing tendency was to form Mari political lexicon on the basis of the existing Tatar counterparts. Basic lexical units related to socio-political system in the Tatar and Mari languages have Turkic origin. They are concentrated around two basic concepts: power and politics.

Comparative synchronous analysis of the political lexis of the Tatar and Mari languages allowed to establish the matic groups in accordance with the basic concepts of political discourse. Basic concept of power is expressed by such lexical-semantic groups as: state/country; state system; national symbols; parties/political movements; elections; internal/external policy; management bodies, government agencies, institutions; political and administrative documents. The following words belong to the concept of “politician”: head of state, head of government structures (Khabibullina and Ivanova, 2014).

Modern political vocabulary in Tatar and Russian print media is focused on the following Lexical-Semantic Groups (LSG): state/country, government agencies, parties/political movements, elections, heads of power structures. LSG state/country is reflected in the nomenclature names of territories, territorial associations. Names of political and ideological trends and their members should be referred to LSG parties/political movements. High intensity of use of the names of parties, movements and their participants leads to occasional lexical innovations. Political vocabulary of the studied

languages is updated with new exonyms associated with the names of electoral and related technologies of post-Soviet space, nomenclature names of political and administrative departments and heads of state, heads of government structures.

In peripheral genres the function of the power struggle is intertwined with the functions of other types of discourse: economic, legal, scientific, educational, domestic, medical, religious, etc. Relatively neutral social vocabulary can move into the political category depending on the historical and political situation (situationally determined political lexis).

Learning new vocabulary in the modern media space is implemented on the basis of political discourse of the world (French) and areal (Tatar, Mari) media on international military and political crisis of 2014.

## **MATERIALS AND METHODS**

Descriptive and classification methods were applied; the latter one incorporating semantic and structural classification of lexical units in the sphere of politics in the Tatar and the Mari languages. Comparative approach was applied that allowed to deduce both general principles and specific national features of various types of political discourse.

The study of political lexemes was based on samples from print media of France, Tatarstan and Mari El Republic. In the modern age, mass media, especially periodicals, embody the very sector of social development that ensures functioning of political vocabulary. The data were drawn from leading, Tatar and Mari-medium newspapers: Vatanyň Tatarstan (My Homeland Tatarstan)-socio-political newspaper in the Tatar language published in Tatarstan and Mari El socio-political newspaper in the Mari language published in the Republic of Mari El, Kugarnya (Friday) (Mari). French examples were based on the French periodicals «Le Point», «Le Nouvel observateur», «Paris-Match».

## **RESULTS AND DISCUSSION**

The object of study in the article is the corpus of the regional conflict-related political vocabulary of typologically unrelated languages. The choice of units adopted by acceptor languages reflects the current political and cultural-historical situation experienced by native speakers of the source language. The nature of the borrowed political vocabulary allows us to imagine the emerging and transforming image of Ukraine. Regional political vocabulary describes Ukraine as a country suffering certain changes in the political system;

government institutions, services, agencies; parties and political movements; nominations of heads of state and government structures, political figures (Khabibullina and Ivanova, 2015b). The aforementioned lexical units mainly fulfil nominative and figurative-narrative functions. Words characterizing the Ukrainian crisis and realities are mainly used to describe Ukraine political instability and create the national flavor. The object of the study were lexical units reflecting:

- Nomenclature of a political conflict
- Nomenclature of political realities

**Nomenclature of conflict:** Linguistically, it is mainly expressed by nominal groups. Maidan has been an identification symbol word for the Ukrainian events since 2004.

Borrowed Arabic word majdan, maidan means any open space, park or area. As it is pointed out by Russian dictionary, “Maidan in Ukraine and in southern regions of Russia: The market, marketplace” (Dictionary of Russian Language. Electronic dictionary). Etymological dictionary of Vasmer specifies that Maidan is not only area but also “place of assembly” (Etymological Dictionary of Vasmer. Electronic dictionary). Historical Dictionary defines Maidan as follows: “The wide area in the center of the settlement where a temple, market and local governance are located; in ancient times the Cossacks used to use the Maidan as a place for people assembly the circles for solving public problems” (Etymological Dictionary of Vasmer. Electronic dictionary). Probably, this definition was the basis for the current understanding of the LU Maidan as the place of folk gatherings, meetings, spontaneous political will expression.

The word Maidan has the same meaning among the Cossacks, Iranians and Turks. In the modern Tatar language it has kept its etymological meaning the square. For example, one of the stations of Central Kazan metro line is called “Tukaj Mejdany” (tat.)/Tukaj Square. In Tatarstan, Bashkortostan and Chuvashia Maidan is also a flat and trampled area for a national holiday-Sabantui.

In the modern Ukrainian context, the word as a result of semantic evolution has come to mean the former square of the October Revolution in Kiev due to the great majority of rallies for independence in 1990. However, for the first time the word Maidan was used in his figurative meaning, describing an attempt to demonstrate the unity of the Ukraine people in the implementation of the people’s will against the falsification of presidential election in 2004. Maidan of 2004 is a historical phenomenon, symbolizing “the place to which politicians appealed when the political balance of the country was

infringed.” Currently, the LU Maidan as a place for protests in Kiev has got a collective meaning “the deployment of Ukrainian conflict” called Euromaidan (Ukr. Euromaidan) that grew into a political crisis and armed conflict (Datsyuk, S. What is Maidan? Electronic analytical journal “Ukrainian Truth”). In this figurative meaning, it is borrowed by both international and areal languages. In Tatar, it coexists along with the word in the literal meaning. In the French and the Mari languages Maidan is exoticism. Moreover, the word “square” with a meaning of “open space or area” was absent in the Mari language perhaps because of the nature landscape (forested) and was borrowed from the Russian language to denote: the area, large vacant space within the city, village; math, area of the plane and area, field occupied by anything (Abramova and Bartceva, 2000). Therefore, in the political discourse of these languages LU Maidan operates with its secondary figurative meaning and in some cases requires further explanation.

**French:** On Maidan the independence square, the epicentre of the protests we see that the determination of the Ukrainians to get rid of the regime (here and elsewhere, the translation done by us, F.H., I.I.) Putin must remove the virus of Maidan.

**Tatar:** The events following the refusal of the unification are well-known: Maidan, revolution, victims, financial and economic difficulties and separatism (...).

**Mari:** Kiev’s Maidan “is sneaking” to the eastern part of the neighboring state. Associative field of the LU Maidan, in the light of the Ukrainian events, includes such nouns as crisis, (local, armed) conflict, (political) confusion, (armed) encounter, disturbance, standoff/confrontation, chaos, fratricidal war, riot, mess.

**Tatar:** Even before the fire of war was ignited all the participants of the armed conflict that continued throughout the summer and external collaborators actually had had their goals, desires, aspirations.

Indeed, it would be wrong to accuse only Russia of disturbance/mess in Ukraine (2014). There are conflicts again in the capital of Ukraine.

**Mari:** Mr. V. Putin spoke about the confusion: the events in Ukraine are not a revolution but the destruction and the battle. In Ukraine, the mess is getting more obvious.

**French:** (...) Maidan (...): all these volunteers have come here on their own, without fear of frost or attacks by the police or political turmoil and it seems that nothing can break them.

**Mari:** Confrontation escalated on the Victory Day. On May 9th, 9 supporters of federalization died in the battle against the National Guards of Ukraine.

**French:** Nation once united standing at the door of the European Union is sinking deeper into chaos today.

**Tatar:** Ukrainian events certainly were noticed by the world’s politicians (...). After World War II chaos in Ukraine can become the greatest threat/danger (...) to Europe.

**French:** That is why we urgently need to win before the closing of the Olympic Games in February, otherwise we are to wait for “carnage”.

**Mari:** UN Secretary-General demanded to end the bloodshed (...).

**French:** Charismatic and courageous beauty Yulia Tymoshenko gave a hope for the Orange Revolution which however, failed, being bogged down in a fratricidal struggle, financial intrigues, unfair (shady) games of Kremlin.

Ukrainian events, taking place on the scale of an entire country-state are extrapolated to all parts of the political process including the parties, movements associations. Thus, the use of idiomatic expression «Seh lya berezina» is significant in relation to the party of regions and nominates regional political conflict as a catastrophic event.

**French:** It is a disaster (word for word, true Berezina) for the party of regions: the resignations of deputies, suspicions of trying to escape from the country, the dissolution of the local branches of the party (...).

In French, the expression «Seh lya berezina»/“This is Berezina” means a complete collapse, failure, disaster. Its origin is connected with the Russian history. At the end of November 1812 the debris of Napoleon’s Grand Army retreated under artillery fire crossing the Berezina River. French managed to break through thanks to heroic efforts but the losses were enormous. For France this event was a hard lesson, the tragedy, the memory of which will remain forever in the form of proverbs. An allusion to the historical event which was two centuries ago underlines the catastrophic situation of political parties in modern Ukraine.

**Nomenclature of political realities:** Comparative analysis of the political lexis has allowed to establish thematic groups in accordance with the basic concepts of political discourse. Basic concept of “power” is expressed by

such lexical-semantic groups as: state/the country; state system; state symbols; parties/political movements; elections; internal/external policy; governing bodies; government institution; services; facilities; political and administrative documents. The concept of “politician” includes: head of state, heads of government structures. The following lexical-semantic groups are current to the concept of “power”.

**State/the country:** It includes toponyms-geographical names with military-political connotations:

**Tatar:** Peter Poroshenko informed that he is not against the dialogue with Moscow and the rebels but he expressed his opposition to the continuation of the military operation in Donetsk and Lugansk, besides, he would never agree with the loss of the Crimea (...).

**Mari:** The mayor of Donetsk Alexander Lukyanenko resigned voluntarily leaving the keys to the supporters of federalization.

**French:** In recent days, about a hundred of these “heroes” were killed, allowing the weakened, yet not surrendering oppositionist to get out of the prison hospital in Kharkov, where she had been confined for 3 months.

**Political system:** Administrative and territorial division of some areas was changed in the course of events. For instance, there appeared new People’s Republics the Lugansk People’s Republic (LPR), the Donetsk People’s Republic (DNR).

**French:** Today, on April 15, 2014, the young Donetsk People’s Republic has undergone a military attack by Ukraine (Declaration du gouvernement de la Republique populaire de Donetsk. Electronic magazine).

**Tatar:** The Secretary of Defence of the self-proclaimed Donetsk People’s Republic Igor Strelkov was wounded. (...) DNR’s Deputy Prime Minister Andrei Purgin neither confirmed nor denied the reports of Strelkov’s injuries.

**Mari:** It (the resignation A. Lukyanenko) was announced by the press service of the Donetsk People’s Republic.

(...) At a rally in Ukrainian Lugansk, the creation of the independent Lugansk People’s Republic was announced. State structures, services, institutions: the names of existing government bodies.

**French:** This Tuesday, February 18, the start of the crucial week, during which a successive session of Rada will open in the Ukrainian parliament, was announced.

**Tatar:** Elections to the Ukrainian Supreme Rada have finished.

**Mari:** Crimean government refused to negotiate with the deputies of the Supreme Rada. The names of state and public institutions, resulting from historical facts and events, for example:

**French:** On a square, the decision to elect a candidate as a head of a movement was determined by the volume of applause. He believes that his appointment was following the example of “Sich” (...).

The Zaporozhian Sich (Ukrainian: Zaporoz’ka Sich) is the name of a number of successive military and administrative centers of the Dnieper Cossacks’ polity in the 16th-18th centuries, called “Sich” by the name of the main fortification (military camp) and “Zaporozhian” by the name of the region spanning across the lower Dnieper river (Zaporizhian Sich. Electronic encyclopedia). Elections to the governing bodies of the city were held by popular vote in the form of applause. The winner was determined by the volume of applause of the audience. The use of historicism la «sitch» in the text is motivated by political events in Ukraine.

#### **Parties/political movements, law enforcement departments**

**French:** Then he created a non-governmental organization “Spilna Sprava” (lat., “republic”) which he described as “a club of experts” (...).

“Spilna Sprava” (Ukrainian: Spil’na sprava-“Common Cause”) is a Ukrainian social movement, one of the initiators of the “Euromaidan”. The group’s leader is Alexander Danyluk (Spilna Sprava. Electronic Encyclopedia).

“Right Hand” of Yulia Tymoshenko led the Batkivshchyna Party during the imprisonment of the “Iron Lady”.

Former world boxing champion leader of the centrist party UDAR is the second member of the political leadership trio of the revolution (...).

The leader of the extremist right-wing Svoboda Party the third member of the political leadership trio of the Maidan (...).

**Tatar:** Candidates of twenty nine political associations and parties are trying for Parliament. Among the ones

accepted to the Verkhovna Rada are: “Batkiivshchyna” with the former Prime Minister Yulia Tymoshenko, “Radical Party”, “Civil Position” with the former Defense Minister Anatoly Gritsenko, “People’s Front” with the Prime Minister Arseniy Yatsenyuk. The highest number of votes belongs to the “Popular Front” followed by “Petro Poroshenko Bloc”.

**Mari:** The 7 parties were included in Parliament: “People’s Front” (22.2% of the votes), “Petro Poroshenko Bloc” (21.8%), “Self Reliance” (11%), Opposition Bloc (9.4%), “Radical Party” (7.4%), “Batkiivshchyna” (5.6%), “Svoboda” (4.7%).

**French:** At the age of 42, he is one of the leaders of the Right Sector a confederation of ultranationalists of various extremist right-wing organizations.

**Tatar:** Representatives of the “Right sector” notified “These are not our people” (...).

The Kharkov government, along with other areas ones (Crimea and the city of Lugansk), that has long been considered supportive of the local parties came under the control of the “Right sector”.

**Mari:** Members of the “Right sector” track down the Russian correspondents.

The heads of state and government structures, members of political movements anthroponyms are the names of political personalities, public figures and politicians, bearers of power, the leaders of states, parties and movements, for example, V. Yanukovych, V. Klitschko, A. Yatsenyuk, P. Poroshenko, Y. Tymoshenko and others.

It is in the presentation of Yulia Tymoshenko that the French press used a wide variety of linguistic means: metaphor, metonymy, comparison. Paying homage to the implementation of the French concepts of «amour chevaleresque» (chivalrous love) and «valeurs republicaines» (republican values), she chose it as her object of favor.

**French:** Before obtaining a flattering nickname “muse of the Orange Revolution” (...), the beautiful Yulia Tymoshenko was named the “Gas Princess”.

Under the pressure from Russia that didn’t delay the gas pipes shut-down despite the midst of winter, “the lady with the braid” also began to maintain a balance in relations with the East in order to keep the power.

This condition without doubt was unacceptable to her arch-enemy, President Viktor Yanukovych, who declared a Shakespearean vendetta against the Kiev.

- A two-faced Madam of Kiev
- Glamorous peasant turned into «Iron Lady»

Regional Russian press is characterized by a more restrained description and a moderate official style:

**Tatar:** In addition, we remind about the release of former prime minister Yulia Tymoshenko from the punishment for the crime. Among those who entered the Verkhovna Rada there’s “Fatherland” with former Prime Minister Yulia Tymoshenko.

**Mari:** The leader of the Ukrainian party “Fatherland” Yulia Tymoshenko intends to come to Russia at the hearing of the case of pilot Nadezhda Savchenko. Former Ukrainian Prime Minister Yulia Tymoshenko has returned home from the German clinic Charite.

As seen from comparison of the French, Tatar, Mari usages of anthroponyms characterizing political figures, linguistic arsenal (metaphor, simile, metonymy and others) of international languages is richer in comparison with areal languages: Princesse du gaz, dame a la tresse, tsarine, dame de Kiev, paysanne glamour.

#### **Participants of political movements**

**French:** (...) Militias special division Berkut broke into the hospital building, beating him and the patients. In response, Berkutovtsy throw percussion grenades and shoot from the Kalashnikov gun before advancing in the southern direction to the Palace of October.

**Tatar:** Berkutovtsy began to leave Kiev. According to RIA-News, reported with reference to the printing press of militias, the news is contrary to the truth.

**Mari:** Deputy Chairman of the People’s militias of Donbass S. Zyplakov announced the intention to capture (literally: snatch control of smth.) all administrative buildings of Donetsk.

**French:** Yanukovych, relying on patronage of his supporters and the armed group “Titushky” sees that the support he’s getting is weakening with each passing day.

“Titushky” (Ukr.-“Titushky”) is a collective term which recently in Ukraine, denotes athletic youths in sports clothes, provoking or “instigating” civil actions (by the name of the athlete V.Titushko) (Titushky. The electronic version of the newspaper “Arguments and Facts”).

In the eyes of protesters of the Heavenly Hundred some heavenly power continues to defend her like

Maidan (...). Thousands of flowers and candles can be seen on Maidan as a tribute to fallen soldiers of the Heavenly Hundred.

“The Heavenly Hundred” is more than 100 people who died during the confrontation on the Maidan in February 2014. The defenders of the Maidan are traditionally divided into “hundreds” by analogy with the Cossacks (The Heavenly Hundred. Electronic directory).

### **CONCLUSION**

Both international and areal languages with different structures experience the emergence of words characterising political and socio-political changes in the life of the Ukrainian society due to the new geopolitical situation in the country.

The analysis showed that the most actively used lexical units are those with the component “political” describing the regional conflict and political realities. The data supports the conclusion that the emergence of lexical units is mainly determined by the influence of the regional crisis. In this case, non-equivalent lexical units (Maidan, Euromaidan, Fatherland, Rada, Spilna Sprava, Oudar, Berkut, Sech, Titushky, militias, Heavenly Hundred, etc.) perform nominative and expressive function to convey the national color. Acquisition of Ukrainian words by international (French) and areal (Tatar and Mari) languages is associated in the minds of foreign-language speakers with Ukrainian reality. Used in the political discourse of modern media, corpus of unrelated languages lexical units, reflecting the regional

(local) conflict, relates thematically to the five major lexical-semantic groups: the state/country; state system; government agencies, service agencies; party/political movements, power structures; head of state and government structures, members of political movements.

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