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## COGNITIVE PROCESSES IN VERBALIZING AND REVERBALIZING RUSSIAN-UKRAINIAN WAR-TIME CONCEPTS

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Language as the source and instrument of human communication reflects a number of aspects of a society's life. The outbreak of the full-scale Russian-Ukrainian war in 2022 changed dramatically not only the life, but also the way Ukrainians verbalize the new war-time reality, with the media as its official recorder. The article identifies some of the most frequently used new war-time lexical concepts with the models of metacognitive derivation in its basis. The analysis suggests that affixation, affixoscopy and affixocompounding are the models widely used in creating new war-time lexis. The cascade activation framing theory is applied in the article to explain why the bottom-up movement of a worldview, starting from the interpretation of reality by the public, results in new concepts of the war-time reality. The arguments are supported with war-time media corpus in Ukrainian and reverbalized English variants, proving the war's impact on both languages.

*Key words:* new war-time lexicalized concepts, metacognitive derivation, verbalization, reverbalization.

**Introduction.** The outbreak of the full-scale Russian-Ukrainian war on February 24, 2022, had a profound impact on the lives of Ukrainians, immersing them in a wartime reality, in terms of language in particular. Language reflects social, political, and economic aspects of a country's life, as well as technological developments at any level. Media, serving as the official recorder of new phenomena and, consequently, words, consistently document their emergence, responding to significant societal events and the creation of new vocabulary. The linguistic reality once unfamiliar became evident through numerous war-related terms, depicting multiple spheres, such as defenders, military operations, the enemy, and the altered political landscape. Media outlets have been actively incorporating these new words from the onset of the conflict to inform their audiences about the unfolding events.

This research aims to provide an insight into how cognition and, consequently, language respond to political, social and cultural shifts. It contributes to the fields of cognitive and contrastive linguistics and translation studies by shedding light on the challenges and intricacies of rendering war-time neologisms for target audiences, with translation accuracy playing an important role in the audiences' perception of neologisms.

The purpose of the research is to explain the cognitive basis for the war-time neologisms' appearance in Ukrainian, their verbalization on different language levels, and the difficulties that arise in reverbalizing them in English. To achieve this aim, the study addresses several

objectives, such as the description of conceptual processes generating Russian-Ukrainian war neologisms as well as the explanation of their structure and functioning in the language. Furthermore, it explores strategies for integrating these neologisms into linguistic context shaped by the ongoing wartime environment, drawing on principles from cognitive linguistics.

**Methodology.** The cognitive approach utilized in the research is not in opposition to the structural approach and effectively employs the data acquired through its assistance. In this perspective, contemporary challenges encountered by linguists are systematically tackled by examining the linguistic expressions of human cognition. The assertion that the conceptual framework is a continuously evolving structure of information (encompassing ideas and understanding) regarding the tangible or conceivable world is of significant importance [6, p. 44]. Relevant here is the analysis of how knowledge, experience and means of verbalizing the surrounding reality are formed [6, p. 53]. The foundational explanation of the new vocabulary is provided by S. Zhabotynska based on R. Entman's 'cascade activation' framing theory, an analytical model developed for the analysis of media. The model "explains how interpretive frames activate and spread from the top level of a stratified system <...> to the network of non-administration elites, and on to news organizations, their texts, and the public – and how interpretations in their turn feed from lower to higher levels" [41]. Whilst R. Entman discusses frames as narrative, textual representations of information about some political events, S. Zhabotynska discusses the idea of cascading frames which helps to account for the ideological sources of Maidan neologisms. She believes that they demonstrate the 'bottom-up' movement of a worldview which starts from interpretation of the reality by the public. This interpretation typically proceeds from a real fact / experience which is assessed and manifested with the respective word. Therefore, the direction is fact / experience > assessment > word [41].

Applying the theory of conceptual mapping, mental spaces and conceptual integration (blending) [4; 5], and cascade activation framing theory with the idea of bottom-up movement of a worldview [41], we can suggest that the concept of the full-scale Russian-Ukrainian war demonstrates the 'bottom-up' movement which starts from cognition and interpretation of the reality by the public, which proceeds from a real fact through experience and which is assessed and manifested (mapped and blended) with the respective concept with a distinctive evaluative load, covering a number of subconcepts, such as defenders, military operations, the enemy, and the altered political landscape, with each and every subconcept getting their verbal manifestation on different language levels. In this research, an attempt is undertaken to show how new lexicalized concepts are verbalized in Ukrainian and reverbalized in English by phonological and morphological means. Elements of structural, namely, distributional analysis, are used to describe the repetitive derivative patterns of neologisms in question.

**Results and Discussion.** In this respect, the pronunciation of Ukrainian words tends to pose a problem for our enemy. The phonological distinction conceptualizes national and cultural differences and draws a demarcation line between the cognitive spaces "I" and "the Other, Enemy". In particular, the Ukrainian word *palyanytsya* is now used not only to refer to a kind of Ukrainian bread but also as a password in a number of military situations. The term in question serves as a marker of Russians who lack proficiency in the Ukrainian language, as they encounter challenges in articulating phonetic contrasts between palatalized and non-

palatalized consonants. This tongue-twister appears to be a kind of a lingual identifier, with a clear-cut mockery as an evaluative component: you are not able to pronounce it, let alone understand if you are not Ukrainian: “А ще вони пишаються тим, що їм майже вдається вимовляти слово **паляниця**” [32], “They are also proud that they (almost) managed to pronounce the Ukrainian word **palyanytsya**” [30].

The list can be supplemented with the Ukrainian words *полуниця*, *нісенітниця*, *провідниця*, which are claimed to be another set of unique passwords [39]. Referring to the very word, *palyanytsya*, A. Motyl gives a historical reference to prove it: “When Ukrainian defense forces encounter a suspected Russian saboteur passing himself off as a Ukrainian, they usually ask him to say the Ukrainian word for a type of local bread: *palyanitsya*. Almost invariably the suspect betrays his nationality and politics by pronouncing it with a different ending: *palyanitsa*. Similarly, in World War II, the Dutch resistance would ask German spies to say the name of the seaside town of *Scheveningen*. In Dutch, the first syllable is pronounced *skheh*; in German, it’s *sheh*. It is an age-old practice: an account of the first pronunciation test to identify enemies, known as a *shibboleth*, is mentioned in the Bible” [25]: *Shibboleth* is a word, phrase, custom, etc., only known to a particular group of people, that you can use to prove to them that you are a real member of that group [9]. It can be viewed as any custom or tradition, usually a choice of phrasing or even a single word, that distinguishes one group of people from another. Shibboleths have been used throughout history in many societies as passwords, simple ways of self-identification, signaling loyalty and affinity, maintaining traditional segregation, or protecting from real or perceived threats; in the Bible, it is said: “And the Gileadites took the passages of Jordan before the Ephraimites: and it was so, that when those Ephraimites which were escaped said, Let me go over; that the men of Gilead said unto him, Art thou an Ephraimite? If he said, Nay; Then said they unto him, Say now Shibboleth: and he said Sibboleth: for he could not frame to pronounce it right. Then they took him, and slew him at the passages of Jordan: and there fell at that time of the Ephraimites forty and two thousand” [36, Judges 12: 5–6]. A. Motyl aptly refers to this cognitive and linguistic process as the weaponization of the language launched by the Russian totalitarian propaganda and receiving unexpected feedback: “Ironically, by weaponizing Russian in his ongoing eight-year war against Ukraine, Putin has brought about a linguistic revolution that is both consolidating and redefining the very Ukrainian identity he had hoped to destroy” [25].

The theoretical grounding applied in this research proves that the cascade activation framing theory with the idea of bottom-up movement of a worldview for *palyanitsya* is abiblical *Shibboleth* in Ukraine.

In the research, we support the claim that the lowest language level representing concepts is not lexical but morphological and the morpheme is the main unit that organizes the mental lexicon in the human brain [17, p. 10.], i.e., it acts as an identifier in the processes of categorizing innovations. Moreover, conceptual derivation is a cognitive process that, by combining the concepts available in the conceptual system of the individual, ensures the emergence of new knowledge structures [6, p. 71]. Following the above-mentioned conviction, we believe that affixation is one of the most obvious cases in terms of morphological conceptualisation. The derivative *вагнерівці*, a Russian military formation consisting of mercenaries and convicted criminals, comes from the call sign of the group’s founder, Wagner. The Wagner Group has

existed since 2013 [24], whose activity was only known to war-conflict specialist. However, its perception during the Russian-Ukrainian war is double-fold: it gives rise not only to denoting its belonging to the group, but also to its terrifying actions in Ukraine. The cascade activation framing theory and the idea of the bottom-up movement of a worldview explains once more the newly created concept of utmost cruelty of Russians in the current Russian-Ukrainian war: the moment we hear the word, our brain paints a picture, the one of brutality and blood thirst: “У інтерв’ю *Wall Street Journal* двоє полонених “вагнерівців” сказали, що перед тим, як їх відправляють на передову, вони проходять незначну підготовку” [33]. In English, the morphologized metaconcept in Ukrainian is reverbalized lexically, by introducing a lexeme, *conscript*, as a logical reconstruction of the group founder’s call sign for the target reader to have no doubt as to what the group or their activity is: “In a newspaper interview, two captured **Wagner conscripts** told the *Wall Street Journal* that before they are sent forward, they receive little training beyond learning to crawl through forests in the dark” [33]. Under the circumstances, it is not surprising that the contemptuous attitude for the Wagner conscripts led to a scandal when Ukrainian conductor Oksana Lyniv wore a T-shirt with the print “Wagner Power” on it [10]. In the time of war, it was either a sign of ignorance or indifference on her part to the events in Ukraine, even though the name of Richard Wagner, a German musician, composer and conductor of the 19<sup>th</sup> century, was clearly associated with music at the music event Oksana Lyniv participated in. In this case, we additionally witness the processes of stimulus generalization, which “is a concept from classical conditioning where a response that is conditioned to one stimulus can be elicited by another, similar stimulus. If someone has learned a negative response to a particular stimulus, they might respond similarly to a different but related stimulus” [13] and associative transference, which “refers to transferring feelings or attitudes from one object to another due to their perceived association. If the name of one phenomenon is associated with negative feelings, those feelings might be transferred to another phenomenon with a similar or the same name” [14].

Another case in terms of morphological conceptualisation focuses on the authentic Ukrainian suffix *-арня*. We widely use the word *книгарня*, “bookstore”, in Ukrainian, which is considered to be a motivated word: here the motivational word is *книга*, “book,” with the suffix *-арня* denoting a place where one can buy books. Nowadays, there has been an observable shift towards genuine Ukrainian morphological structures, and albeit infrequently, there is a consistent incorporation of words sharing a common suffix, such as *новинарня*, “news program”; *винарня*, “winery,” back into use. With the beginning of drones’ mass production, the word *дронарня*, “drone factory”, not only denotes the physical place where Ukrainian drones are produced, but is also a linguistic sign of a triumphant return of the original Ukrainian suffix in speech. The lexeme *дронарня*, contrary to *The Wagner Group*, evokes a positively marked image. It is an unmanned aerial vehicle (UAV) laboratory which was established during the active phase of the war and develops and implements new technologies in the field of unmanned aerial systems [16]. The affixation by adding the suffix *-арня* to the word *дрон* leads to visualizing a possible place of producing these unmanned aerial systems. Furthermore, the aspiration is for them to become mass-produced, the more – the better, to eliminate as many of our enemy as possible. It is rendered in different ways: (1) “Нині у “Дронарні” працюють 120 інженерів” [20] – “Currently, 120 engineers work

at the *Drone factory*” [20], (2) “*The Kyiv-based Dronarnia workshop produces drones to order for military units via an online ordering website...*” [3]. The perception of the rendered variant (1), although not following the rules of English morphology, is highly likely to be understood by the audience following the further rheme. In variant (2), the additional element discloses the idea verbally.

Aspirations for eliminating the enemy with a highly positive assessment resulted in the lexicalized concept *повітряники*, “Air Force,” which has been used since 2022, created at the request of time and circumstances to diversify the synonyms when a phenomenon is often talked about [21]: “*Повітряники повідомили, в яких містах працювала ППО по ворожих Шахедах*” [8]. The positively evaluative metaphoric name with the endearment marked suffix of the newly created military force in Ukraine, the one which applies drones in the military action, is rendered by a partial correspondence: “*Ukraine’s Air Force says air defense was responding to Shahed drones in cities*” [7]. Although translation presupposes losses in the process, it is rather unfortunate that the subconcept of our military lost its highly positive evaluation.

Another group of lexical concepts, which are grounded in eponymic transference and involve morphological metaconcepts at their core, represents an additional instance that bolsters the theory of cascade activation framing. The interpretation proceeds from a real fact / experience which is assessed and actualized in the respective word employing an eponym marked with a specific (negative or positive) evaluation to intensify the cognitive experience of Ukrainians. These eponymic morphological metaconcepts need quite an explanation for an average target reader to grasp. New-age dictionaries have already introduced and described them: *арестовлення*, “arestovlennya”, “arestovyty”, – a reassuring message, positive news, desired information. The subconcept comes from the name of O. Arestovych, a former advisor to the head of the Presidential Office who, thanks to his tone and the information content of his briefings, had a temporarily positive effect on anxious Ukrainian citizens [2]; *кімити*, “kimyty”, – radiate optimism even in difficult circumstances. The neologism comes from the surname of the head of the Mykolaiv Regional State Administration, V. Kim, who encouraged the residents of the region and put them in a winning mood. His classic greeting “Good afternoon, we are from Ukraine” even has a certain connotation of *arestovlennya* for many Ukrainians [26]; *кадырити*, “kadyryty”, – to pass off wishful thinking; empty chatter. The neologism comes from the surname of the head of Chechnya, R. Kadyrov, who repeatedly made ambitious statements about the seizure of Ukraine and posted videos of imaginary battles [18]; *макронити*, “makronyty”, – to pretend to be seriously worried about a certain situation, to show it to everyone, but not to implement anything productive. The neologism comes from the surname of French President E. Macron, who has shown no actual help beyond looking worried [22]; *меркелювати*, “merkelyuvaty”, – to be self-interested, to solve profitable issues only for oneself. The neologism comes from the surname of the former German Chancellor A. Merkel and reflects the peculiarities of her politics; *шойгувати*, “shojguvaty”, – to misinform, to pretend at the workplace that everything is going according to plan, to deny defeat. The neologism comes from the surname of Russian Defense Minister S. Shoigu [37, p. 107]; *закобзонити*, “zakobzonyty”, – to die quickly. The neologism comes from the surname of I. Kobzon, a Russian singer, who supported Russia’s aggression and

war against Ukraine and died unexpectedly [19]; *псутулити*, “prytulyty”, – to actively raise funds for the needs of the Armed Forces. The neologism comes from the name of the famous Ukrainian showman S. Prytula, who collects volunteer aid during the war and sends it to the frontline [21]. A new lexicalized concept has emerged in the English language, “ukrainied”, as in Ukrainian *зукраїнити*. The word is registered in Urban Dictionary and is given with an example: “*Russia has been ukrainied*”. The lexicalized concept “ukrainied” reflects the failure of the aggressor who tried to conquer Ukraine. Now this aggressor is facing severe consequences that will be felt for generations [40].

A geographical name can give rise to new coinages as well. The following lexicalized concept is formed by combining the name of a village, *Чорнобаївка*, which has become a symbol of Ukrainian resilience, with the suffix *-іти* in Ukrainian: *Чорнобаїти* is rendered by “Chornobaite” in the English version and refers to the people who make the same mistake many times [22] with a derogative sarcastic assessment. Looking closer at the spelling of the lexeme in English, one cannot but notice the noun *bait*, “приманка”, within the word. Whether sarcastically or not, the new-age lexeme is marked with an additional connotative flavour in English.

Following the recent political discussions in the media, a bright sample of the cascade activation framing theory is implemented in the lexicalized concept *Хто із нас безуглиший?*, “Who out of the two of us is more Bezuhla-like?”. In only one word the perception of a so-called ‘politician’, M. Bezuhla, and her crazy anti-Ukrainian political views is verbalized with intense negative assessment. In spoken media, the name is often played upon paronymically: *Безугла*, a family name, with *безумна*, “mad, crazy”. To understand it, one should be well-aware of the ongoing political events and discussions in Ukraine.

Judging by a great number of the new war-time lexis, it appears that the war in Ukraine influences not only life and attitudes, but also languages generating in this way new linguistic phenomena.

Taking into account special characteristics of the derivatives formed by affixation, such as economy, ease of verbalization, and expressiveness, researcher O. Harmash predicts the process of further actualization of this model of conceptual derivation and, accordingly, an increase in the share of lexicalized concepts formed with its participation [6, p. 402]. She rightfully claims that “the processes of forming models of metaconceptual derivation is becoming more active, their implementation is guided by universal cognitive processes of analogy, which are mainly expressed by conceptual derivation according to stable models. As a result, such a metacognitive model as affixation, on the one hand, contributes to the saving of mental energy (higher-order energy) in terms of concept formation and storage, and on the other hand, to saving linguistic resources in terms of its verbalization” [6, p. 424–426]. Apart from affixation, the researcher discusses the processes of affixoscopy and affixocompounding, which appear quite productive in creating a new war-time vocabulary.

Affixoscopy, just like affixation, “arose through the action of analogy, as it was formed as a result of the mental unification of the basic models of affixation and telescoping. Thus, it is a “mechanistic blend” that fully satisfies the needs of native speakers to create more economical units of cognition and communication” [6, p. 424–426]. The researcher

underlines that “from the cognitive point of view, the effect of the basic affixoscopic model can be characterized by the haplogrammatization of morphemic and lexical concepts in the process of conceptual derivation. In addition, it should be noted that innovative lexicalized concepts formed by affixoscopy combine the “criterion of economy” both in terms of their verbal representation and in terms of mental arrangement through categorization processes” [6, p. 424–426].

Harmash O. proves that operational affixal models are formed with the participation of repetitive components. At the same time, the repeated component itself acquires ‘semantic independence’ and a certain derivational independence and begins to function at the metacognitive level of the linguistic and mental environment as a morphologized metaconcept, being reproduced in the metacognitive model of affixal derivation. Thus, the morphologized version of the original lexicalized concept (morphologized metaconcept) provides convenience of linguistic and mental reproduction of thought, serving to save effort of both verbal and mental order [6, p. 424–426]. From a simpler, strictly derivational perspective, the phenomenon of morphologized metaconcept can be viewed as a case of blending, that is “a type of word formation in which two or more words are merged into one so that the blended constituents are either clipped or partially overlap [12], a way of forming new lexical units by putting together parts of existing words. Blends can also be called portmanteau words or telescope words [11]. From the angle of conceptual integration, blending between source spaces results from interdimensional mapping, which unites similar elements and a commonspace, which contains elements common to both source spaces at a certain stage of development of the final integration. Thus, blending results in a new cognitive space, not a mechanical mixture of the source spaces [4, p. 308].

One of the most commonly used lexicalized concepts based on morphologized metaconcept following the affixoscopic model is nowadays *рашизм*. It is defined as the Russian version of Nazism [40] and is formed by combining the words *Russia* and *fascism*. T. Snyder claims that “*рашизм*” is a word built up from the inside, from several languages, as a complex of puns and references that reveal a bilingual society thinking [35]. However, it was Dzhokhar Dudayev who was the first to explain this concept, in the form of *rusism*, in the 1990s [28]. As for its rendering into English, there appears no misunderstanding in the perception of this unfortunate new-age lexicalized concept: “*Хай перемога над теперішнім злом рашизму буде найкращим вишануванням пам’яті тих, хто боровся і переміг нацизм!*” [27] – “*May the victory over the current evil of **ruscism** be the best honor to the memory of those who fought and defeated Nazism!*” [27]. From the cognitive perspective, it is far from being a mere blending of two mental spaces, Russia and fascism. It is a new mental space characterized by its unique features.

Related to the previous are the derivatives “*рашист*” and “*рашистський*”. In Ukrainian and English, the morphologized metaconcepts are of the same value: “*Чергова одеська школа перетворена рашистськими пропагандистами у базу бойовиків*” [8] – “*Ruscist propagandists have turned another Odesa school into a militants’ base*” [8]; “*Тих, хто несе повну особисту відповідальність за злочин агресії проти України – первісний злочин, який породив усі інші, скоєні рашистами від 2014 року*” [27] – “*Those who bear full*

*personal responsibility for the crime of aggression against Ukraine – the original crime that gave rise to all the others committed by the Russists since 2014” [27].*

The lexicalized concept *путлер*, “putler”, is verbalized in a similar way. It is a combination of two names, that of Russian dictator V. Putin and German dictator A. Hitler: Putin + Hitler = Putler [29]. Just like *ruscism*, it is characterized by a distinct derogative emotional assessment of the Russian terrorist and indicates an analogy between the actions of the two dictators.

Some lexicalized concepts make use of morphological borrowings from other languages, the German language in this case: “*Загалом коло “путінферустерів” у Німеччині досить широке*” [31] – “*In general, the circle of Putinverstehers in Germany is quite wide*” [31]. The lexicalized concept *путінферустер*, “putinversteher”, consists of two elements: proper name *Putin* and German *versteh*, meaning “one who understands”. This is the name given to those who understand Putin and try to explain or justify the Russian president and his policies. The neologism turned out to be so apt that it is now being actively used in other languages, as in Ukrainian and English [15]. The lexicalized concept carries additional nuance due to the history of Russian-German relationship during and after WW II. However difficult it is for Germany to reevaluate the events of WW II, it is becoming evident nowadays that Germany is getting rid of the sorrowful attitude to Russia and is in the process of realizing that present-day Russia is nothing more than a terroristic state.

The name of V. Zelenskyi, the Ukrainian President, is generally positive in the world. He is described as a brave man, a leader of the free world [40]. However, the lexicalized concept based on the morphologized metaconcept of affixoscopy *боневтік*, “bonevtik”, has emerged to derogatively denote his ironically dismissive nickname used by the oppositional milieu.

Another way to create a new concept is that of affixocompounding, as in “*операція-могілізація*”, an apposition in its grammatical essence: “*Операція-могілізація, або бий своїх: чого варто чекати після виступу путіна і чого не варто боятися*” [38]. The lexicalized concept verbalizes the idea of the aggressor country’s male population destruction in the process of mobilization and presents a case of satirical assessment of the result. One of the first to use this word was Oleh Shupliak, the Honoured Artist of Ukraine, in his painting “*В очікуванні ‘всеобщей моГілізації’...*” [1]. It is based on the substitution of a consonant and a vowel in the word *мобілізація* by *могілізація*, *могила* (*grave*), a patronymic play, where Ukrainians sarcastically ridicule the Russians who send their soldiers to war unprepared and untrained. In translation, however, a descriptive paraphrase is the version which only logically explains the result rather than the sarcastic attitude of Ukrainians to it: “*Burial operation, or beating one’s own: what to expect after putin’s speech and what not to fear*” [38]. Besides, here we come across a case of expressing disdain for the aggressor. The practice of spelling the proper names of the Russian Federation, widely introduced in social networks, was picked up by reputable news agencies, numerous online media and official websites of Ukrainian authorities. Due to our deeply rooted instincts, Ukrainians started writing lowercase letters *rf, russia, putin, moscow*, etc. This can be explained by extralinguistic rather than linguistic and grammatical factors, i.e. cognition leads to the fact that in our traumatized experience we assess the contemptuous subconcepts *rf, russia, putin, moscow*, thus reflecting them in spelling: a capital letter instead of a small letter at the beginning of a word is a sign of respect;



here, on the contrary, a small letter instead of a normalized capital letter can justifiably denote disdain for the object of nomination.

**Conclusions and implications for further research.** It is obvious that the conceptual system of the language is in constant motion. Present-day linguistics is refilled with new information about human knowledge. It is constantly growing, and a significant part of it requires linguistic expression. It is only logical that changes in the vocabulary occur most dynamically at the lexical level, yet morphological phenomena turn out to be the building matter here. In this regard, we support the claim that the mysterious beauty of linguistics lies in its ability to illuminate a wide range of human existence, since language is an independent dimension and a kind of second human body that cognizes the activity of consciousness, brain, psyche, emotions, national peculiarities of speech, behaviour and other areas [23, p. 4].

There is no doubt that all these words and many more not mentioned here will remain in Ukrainian lexicon for generations to come. In the future, all the facets of the relationship between the Ukrainian language in the period of Russian-Ukrainian war will be a subject of numerous scientific studies in multiple research spheres. And the greater the time distance that separates researchers from the events of this war, the more reevaluated the conclusions will be.

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## КОГНІТИВНІ ПРОЦЕСИ ВЕРБАЛІЗАЦІЇ ТА РЕВЕРБАЛІЗАЦІЇ РОСІЙСЬКО-УКРАЇНСЬКИХ КОНЦЕПТІВ ВОЄННОГО ЧАСУ

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Мова, базове джерело та інструмент людської комунікації, віддзеркалює низку аспектів життя суспільства. Початок повномасштабної російсько-української війни у 2022 році кардинально змінив не лише життя, а й спосіб вербалізації українцями нової воєнної реальності, офіційним ретранслятором якої стали ЗМІ. У статті виокремлено кілька найуживаніших нових лексичних концептів воєнного часу, в основі яких лежать моделі метаконцептуальної деривації. Аналіз засвідчує, що афіксація, афіксокопія та афіксоскладання є моделями, які найчастіше використовуються при творенні нової лексики воєнного часу. У статті застосовано ідею теорії каскадного активаційного фреймінгу, яка пояснює, чому висхідний рух у сприйнятті картини світу, починаючи з інтерпретації дійсності суспільством, призводить до появи нових лексикалізованих концептів воєнного часу. Аргументи підкріплюються корпусом медіатекстів воєнного часу в українському та ревербалізованому англійському варіантах, що доводить вплив війни на обидві мови.

*Ключові слова:* нові лексикалізовані концепти воєнного часу, метаконцептуальна деривація, вербалізація, ревербалізація.