

BORROWINGS IN UKRAINIAN POLITICAL DISCOURSE

An important feature of modern Ukrainian political discourse is assimilation of foreign lexicon: *ноу-хау* (know how), *ейфорії* (euphoria), *аутсайдерів* (outsider), *лобістські функції* (lobbying).

In the «dictionary of foreign words» among numerous political terms, one can come across the following: «демагогія» / «*demagogy*», «(ідеологічна) диверсія» / «*diversion*», «політиканство» / «*politicking*», «постулат» / «*postulate*», «пропагандист» / «*propagandist*», «псевдо...» / «*pseudo-*», «інтеграція» / «*integration*». American terms «пресинг» (pressing), «реформінг» (reforming), «лобізм» (lobbyism) have been successfully assimilated into Ukrainian political discourse.

Ukrainian language has also borrowed from other languages such lexical neologisms as «брифінг», «істеблішмент», «лобі», «корумпованість». The term «імнічмент» became very popular in Ukraine during the presidency of Leonid Kuchma. Such words as «ток-шоу», «електорат», «елективний» are widely used in contemporary Ukrainian.

Ukrainian politicians often use foreign borrowings in order to demonstrate how modern and progressive they are. «Реал-політік» (real politics), «меседжі» (messages), «бла-бла-бла» (blah-blah-blah), «контребутор» (contributor) are terms that are used for speech «decoration».

So, political communication is definitely among the priorities in linguistic studies. Linguistic factors in political speeches play the role of a key determiner of politicians' intellectual ability. It is evident that Ukrainian political discourse is characterized by evaluative and emotional «coloring», semantic ambiguity, and verbal aggression.

References:

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