

PSYCHOLOGICAL FEATURES OF THE TRANSFORMATION OF SPEECH BEHAVIOR NORMS AMONG UKRAINIANS DURING CRISIS EVENTS

One of the most pressing issues today is the problem of speech transformation, which has always been “sensitive” to stressful stimuli and social events. During the war, interpersonal communication of the Ukrainian people underwent significant changes: new lexical trends emerged, the use of verbal aggression in the form of obscene language and slogans with its elements became widespread, and the expressive function of speech was actualized. At this stage, the psychological mechanisms and factors of destructive speech behavior are insufficiently elucidated in the works of scholars, therefore they require detailed analysis and further research.

The legalization and proliferation of destructive patterns of speech behavior can be determined by various factors, including military events. It should be noted that an uncontrolled flow of verbal aggression in the form of the use of non-normative vocabulary during global historical upheavals is a natural phenomenon that serves to discharge psychological tension, a desire to respond to moral and physical violence, and is also a tool for dominating the enemy [3].

According to the Ukrainian researcher H. L. Vusyk, the use of non-standard linguistic constructions has become normalized since the beginning of the Russo-Ukrainian war, but it has an ambiguous character: on the one hand, the use of vulgar language remains taboo, while on the other hand, it occupies a certain place not only in the media resources but also in the Ukrainian culture as a whole [2]. S. A. Buzko asserts that the lifting of censorship in contemporary Ukrainian songs is a certain “extreme” means by which the communicative “attractiveness” of the song increases, and also demonstrates the negative attitude of both the authors of the texts and the Ukrainian society towards the aggressive policies of the Russian Federation towards the Ukrainian people [1].

The boundary between normativity and non-normativity of language use can shift depending on circumstances, situations, context, historical epochs, and so on. As a result, prohibitions on the use of crude and obscene language may disappear. For example, the slogan-invective (invective lexicon – insulting words, indecent gestures) “*Руський воєнний корабль іди на...*” has become a symbol of the struggle of the Ukrainian people against Russian aggression, a rallying cry of spirit and unity against a common enemy [4]. For this reason, this expression is not perceived as inappropriate or indecent.

The expression of one's negative emotions through the use of vulgar language is a natural mechanism that serves as a tool to ease one's tense state caused by the conditions of war. However, some of the “benefits” of using profanity are lost with an increased frequency of its usage, and it can transform into a rather dangerous linguistic-psychological space. It is important to remember that in this space, the speech behavior of children and adolescents is formed, and the acquisition of norms and rules of communication with others takes place. Therefore, it is crucial to minimize the spread of certain attributes with vulgar expressions, to stop transmitting negative patterns of speech behavior from cultural figures and the media, in order to preserve our high cultural heritage.

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