

## CONCEPT OF CRISIS IN THE LATEST MEDIA INFORMATION FIELD

<sup>a</sup>NATALIIA KOSTUSIAK, <sup>b</sup>OLEKSANDR MEZHOV,  
<sup>c</sup>OKSANA PRYIMACHOK, <sup>d</sup>LARYSA HOLOIUHKH,  
<sup>e</sup>TETIANA ZDIKHOVSKA, <sup>f</sup>LARYSA TYKHA

<sup>a,b,c,d,e</sup>Lesya Ukrainka Volyn National University, 13, Voli Ave.,  
 43025, Lutsk, Ukraine

<sup>f</sup>Lutsk National Technical University, 75, Lvivska Str., 43018,  
 Lutsk, Ukraine

email: <sup>a</sup>kostusyak.nataliia@vnu.edu.ua,

<sup>b</sup>mezhov.oleksandr@vnu.edu.ua,

<sup>c</sup>prymachok.oksana@vnu.edu.ua,

<sup>d</sup>holoiukh.larysa@vnu.edu.ua, <sup>e</sup>zdihovska.tetiana@vnu.edu.ua,

<sup>f</sup>tykha.larysa@gmail.com

**Abstract:** The article systematically characterizes the concept of crisis defines the cognitive, communicative-pragmatic, emotional-expressive load of its verbalization. The concept of the crisis is based on the systematization of a set of knowledge, ideas, associations, etc. Orientation to structural parameters, particularly the branched internal organization represented by various verbal means, allows defining the analyzed object as having a macro conceptual basis. In its structure, there are certain varieties united around the key areas – economics, finance, ecology, migration, medicine, and others. The essence of the concept of crisis has been modified. The means of expressing the crisis concept are identified, characterized by approximately the same frequency of use during the study period. It is confirmed by sentences taken from the newspaper "Den" ("The Day") of the early 21st century. The completeness of the description of the crisis concept was ensured by its description in the temporal and psycholinguistic dimensions. This approach served as a basis for determining the structure of this concept. In the minds of the experiment participants of two age groups, the token crisis evokes somewhat different associations. The common denominator is that a significant number of respondents put critical situations in the country and the world in general in the first place, preferring the most relevant ones during the experiment. Instead, nominations denote a crisis related to family relationships and a person's emotional and psychological state. The data of the associative experiment proved that the crisis issues raised in media journalism are relevant for consumers of information.

**Keywords:** Associative field, Emotionally expressive coloring, Extra lingual factors, Concept, Mass media, Time, Vocabulary.

### 1 Introduction

The modern world is considered in two opposed planes: on the one hand, it is about the rapid development of society, global changes in industrial, technological, scientific, educational spheres, on the other hand, the imbalance between economic growth and declining social standards, geopolitical, environmental, financial, food and other problems caused by the external and internal socio-political situation, the coding pandemic, i.e. what is a prerequisite for crises in various spheres of life. The crisis is becoming a conceptually important object that does not leave people indifferent, encourages them to active discussions that go beyond personal communication and are reflected in the columns of newspaper journalism. These guidelines and the desire to characterize the problem comprehensively are a prerequisite for highlighting the concept of crisis as a complex abstract universal, which involves its consideration in cognitive-communicative, anthropocentric, psycholinguistic dimensions, as well as in the context of language content.

### 2 Materials and Methods

Representatives of modern linguistics have repeatedly resorted to a systematic description of the generalized term *concept*, focusing on its various qualification parameters and internal differentiation [8, 18]. In particular, Angelova considers the *concept* in the context of lingua culturology, giving it the status of "cognitive lingua social construct", a mental formation of a high degree of abstraction, combining valuable, conceptual and evaluative components [1, p. 4]. In addition, the researcher focuses on the relationship between the *concept* and *meaning*, among which the former considers broader and more multifaceted. According to her observations, the concept, in contrast to meaning as its mandatory nuclear component, is not only based on mental operations but also shows signs of sensory content [1, p. 5]. The cognitive aspect was chosen as the basis for studying the concepts of Prikhodko [13], Mandler [5], and others. The concept as an object of anthropocentric cognitive

linguistics, "culturally determined linguistic-mental unit of the human conceptual system used in thought processes, which embodies the interpreted human experience (physical and mental, individual and social)" [15, p. 30–31], considered by Starko. Among the issues raised by the scientist – the problem of correlating the terms of concept and category [16]. The psycholinguistic vector in the study of various concepts is reflected in the works of I. Melnyk, L. Holoiukh, D. Kalishchuk, & I. Levchuk [7], N. Koch, & S. Kaleniuk [2] etc. Conceptualisation in interaction with symbolism and grammar is presented in the work of R. W. Langacker [4]. Focus on national and cultural specifics, associative characteristics, image-motivational content, etc. served as a basis for a comprehensive analysis of concepts whose labelling is associated with the phrasematic level of language [3].

Thus, the Ukrainian and foreign scientific paradigm presents a variety of interpretations of the term *concept*. Despite the significant number of works, a clear system of qualification features that underlie this generalized linguistic phenomenon has not yet been developed. Among the descriptions of his specific semantic manifestations are the concepts of *peace* [7], *life* [3], *God* [6], *game* [15], *honor and dignity* [10], political concepts election campaign [2] and others. The concept of *crisis*, which we choose as the object of study, if analyzed, then on the material of other languages, partly limiting certain topics [9; 11; 14]. Unfortunately, the critical situation has not been started and has recently intensified due to several objective factors. Therefore, the problem raised, requiring multidimensional study, does not lose *relevance*.

The purpose and objectives of the study is to characterize systematically the concept of *crisis*, to determine the cognitive, communicative-pragmatic, emotional-expressive load of its verbalization, as well as to describe in psycholinguistic aspect and the context of external factors dominant for different periods of the 21<sup>st</sup> century.

### 3 Results and Discussion

Analysing the concept of *crisis*, we will first focus on its multi-vector interpretation. Several important aspects include the interpretation of the crisis as a phenomenon known to the entire world community, including Ukrainians, which allows considering it universal and at the same time international. We associate the modeling of this concept with the abstract meaning of its central linguistic representative – the noun. As it is known, recently there have been problems in many industries and spheres, which has become a prerequisite for the frequent use of the token *crisis* in the media. Because of this, we consider it active and regular, and the concept is up-to-date. The ability of this *concept* to function in media texts on various topics and combine with many attributive definite meanings (cf.: *economic crisis*, *medical crisis*, *environmental crisis*, *political crisis*, *social crisis*, etc.), i.e., to be in syntagmatic relations with them, allows point out the structural and semantic heterogeneity of the analyzed concept and clarify its semantic characteristics. Particular attention needs to be paid to the use of expressive means that are involved in the coding of information about critical situations, especially the phenomenon of metaphorization.

Orientation to the relationship with society and the ability to implement the accompanying characteristics indicates the relationship of the analyzed concept to the process of social evaluation, its description in the context of established social norms, human values, ideas of justice, etc. As global and intrastate problems, the instability of the situation, etc. quite naturally cause negative emotions in society, and accordingly, the concept of *crisis* should be considered in the evaluative-emotional and psycholinguistic dimensions. In addition, there is no doubt that the manifestation of the qualification features of the concept of *crisis* is based on mental-linguistic operations, and the formation of its evaluative characteristics occurs through

the prism of rethinking the speaker. Emphasis on these parameters allows us to put forward the thesis of the presence of subjectivism in creating a holistic view of the analyzed concept. Focus on all selected qualification parameters is an important factor contributing to creating a modern synthesized understanding of this concept and the definition and comprehensive characterization of its verbalization.

The study of the concept, no doubt, should be based on an appeal to the generally accepted interpretation of its central marker - the noun *crisis*. The following explanations are given in the Great Explanatory Dictionary of the Modern Ukrainian Language: "1. A sharp change in the normal state of affairs; breaking, aggravation of the situation. *Mental crisis*. 2. Periodic overproduction of goods, which leads to a sharp aggravation of all the contradictions of the economy: reduction of production, disruption of credit and monetary relations, the bankruptcy of firms, mass unemployment and impoverishment. *Industrial crisis*. The stock market crisis <...>. Currency crisis <...>. Monetary crisis. Economic crisis <...>. Financial crisis <...>. 3. *med.* The turning point during the disease, after which the patient's condition immediately improves or worsens; characterized by a sudden decrease or increase in body temperature, respectively. <...> 4. Acute lack of something. *Fuel crisis*. *Ideological crisis*. *Government crisis* <...>» [17, p. 586]. All the explanations given in the dictionary article are related to the interpretation of the direct conceptual features of the concept of *crisis*, which at the same time can be considered invariant. However, the researched source base shows that they do not exhaust all the semantic nuances presented in the lexicographical work. The conceptual dimension of the analyzed concept is much broader. Now we see the expansion of its structure by activating new features on which the speaker seeks to focus, informing about a certain fact of reality. Thus, the conceptualization of the object of the *crisis* will be complete and comprehensive if it covers all its significant parts, properties, features, etc., which have a certain language design. In this case, the means of verbalization can be different in the frequency of use, number, degree of semantic divisibility/indivisibility, primacy/secondary, etc. language units that form a kind of semantic paradigms.

The mass media can now be considered an important source, which, on the one hand, reflects the thoughts and moods of people, and on the other hand it serves as a means of influencing the consciousness of the consumer of information. Reporting on the critical situation in any field, the author implicitly tries to emphasize its impact on the life of the social subject, certain limitations that await him. Of course, changes that force a person to make adjustments to their priorities, directly affected by the reduction of their material wealth, create fear and uncertainty. This emotional and expressive load dominates in the texts of different content palettes. We will build an internal semantic typology of the concept of the crisis on the material of The Day newspaper, known for its objective coverage of various current events and situations in Ukraine.

According to media texts of the beginning of the 21<sup>st</sup> century, the critical situation has been witnessed in various spheres, but most often journalists write about financial and economic troubles in various ways. The financial and economic crisis is considered in the global context in the press. Often, to highlight much deeper problems in our country than in the world as a whole, contrast is built, cf.: *But the indisputable fact is that the global financial and economic crisis has shown: those sectors of the economy, those businesses and countries in a general bet on innovation, in most of the crisis did not feel or suffer less* (day.kyiv.ua/uk, 18.09.2009) and *Therefore, our crisis – due to the greed of Ukrainian oligarchic business, which has become the greatest enemy of innovation and intellectual potential of the nation* (day.kyiv.ua/uk, 18.09.2009). The role of the functional equivalent of the multi-word nomination *global financial and economic crisis* is sometimes played by the compound *global crisis: developing countries and the global crisis* (general) (day.kyiv.ua/uk, 15.04.2009).

In addition to the considered phrases to denote financial and economic problems in general, we come across a narrower name in terms of semantics. The hierarchy of the content palette of this group is structured by approximately the same frequency of use of the *economic crisis* and the *financial crisis*: *The economic crisis of the last 5 years has provoked large-scale staff reductions in the Ukrainian economy* (day.kyiv.ua/uk, 14.03.2014); *We are also concerned that the economic crisis may worsen the situation: rising prices for medicines purchased by Ukraine abroad, provoking a sharp outbreak of the epidemic...* (day.kyiv.ua/uk, March 19, 2009); *Thus, Tymoshenko simply shifted the responsibility for the financial crisis, which is most likely inevitable, on the shoulders of the President, - suggested political scientist Kost Bondarenko in an interview with The Day* (day.kyiv.ua/uk, October 21, 2008).

Modeling the concept of crisis is associated with the description of regressive economic and financial changes not only in Ukraine but also in other countries and the world in general, cf.: *Putin understands that if the economic crisis in the Russian Federation lasts long, there is a great risk that society may experience social tension* (day.kyiv.ua/uk, 10.06.2016); *The Irish government has said that the country will be the first Eurozone country to be affected by the financial crisis that will emerge from the international lending program of the IMF and the EU day* (day.kyiv.ua/uk, 13.10.2013) and *Autumn 2008, probably forever will be remembered as the period of the first wave of the world economic crisis...* (day.kyiv.ua/uk, 11/18/2008); *The problems related to the activities of the previous government persist, especially since the current pandemic and the global economic crisis are not the best conditions to increase funding* (day.kyiv.ua/uk, 03.10.2020); *The global financial crisis has become a quick and effective catalyst for the G20* (day.kyiv.ua/uk, 15.09.2010); *The current global economic crisis has in fact raised a fat line under the naive hopes of contemporaries for the universal efficiency of a globalized market economy of a liberal nature* (day.kyiv.ua/uk, 29.05.2017); *The use of the US dollar as a reserve currency – the main cause of the current global financial crisis – is exhausting* (day.kyiv.ua/uk, April 15, 2009). The functioning of the analyzed compounds in publications of different years indicates the longevity of problems in the economic and financial spheres.

To emphasize the inevitability and intemperance of the global critical situation, journalists sometimes attract nominations from the so-called maritime sphere; it is primarily a token of the *storm*, which is used with the meaning recorded in the dictionary ("trans., ed. Extremely strong manifestation of something" [17, p. 1633]): *"Continue the stagnant economy through the storm of the global crisis", or Why the financial and economic bloc of the new government became almost the main personnel intrigue of yesterday* (general) (day.kyiv.ua/uk, 04.03.2020).

The adjective *economic* sometimes functions along with the noun *crisis* as a component of the complex word *socio-economic crisis*, used in descriptions of pessimistic, even depressed people, their indifference, accompanied by disappointment in government, political institutions, growing despair that the country will develop: *Ukraine is experiencing a socio-economic crisis and a growing number of young people who have finally lost faith in the fact that the current government and opposition change the situation in the country for the better and create conditions for "successful" youth* (day.kyiv.ua/uk, 21.02.2013).

The commonality of all contexts is that they have a negative evaluation load because regressive changes in the economic life of the state and the world in general always lead to the adoption of the so-called unpopular solutions: reduction of social spending, budget deficit, job cuts. Therefore, it is not surprising that articles on this issue usually show a negative evaluation. They are aimed at the perception and understanding of the situation by the conscious reader.

The token of *crisis* is recorded in publications that describe problems of much smaller volumes than those described above. In particular, the combination of the *currency crisis*, the

*mortgage crisis* shows the complexity of the situation in banking: *In Belarus - the currency crisis* (general). *The main branch of several commercial banks confirmed that it is impossible to buy dollars, euros, or even Russian rubles from them* (day.kyiv.ua/uk, April 7, 2011); *The economic crisis in Spain began in 2008 with the mortgage crisis* (day.kyiv.ua/uk, 04/26/2013). At the same time, the newspaper «Den» does not record the connections between the *monetary crisis* and the *stock market crisis* presented in the “Great Explanatory Dictionary of the Modern Ukrainian Language” [17, p. 586].

In the context of financial issues, in particular, the growth of fares in minibuses, a complex category of *transport crisis* has been used: *The transport crisis, which has lasted in Kherson for more than a year, may continue to deepen* (day.kyiv.ua/uk, 04.10.2018).

In 2000, there was a crisis in the fuel market, which provoked the actualisation of the compound *gasoline crisis*. It is important to note that the publications are not only about the shortage of gasoline and rising prices for it but also about the lack of diesel fuel. Nevertheless, this problem in the press was called the *gasoline crisis*: *The gasoline crisis is again provoking rising prices* (general). *The current gasoline crisis not only hinders fieldwork significantly but has already caused a very significant increase in prices in the Rivne region – especially for food* (day.kyiv.ua/uk, September 23, 2000). *The fuel crisis is much less common: The recent fuel crisis has almost paralysed the whole of Europe* (day.kyiv.ua/uk, 26.10.2000). Extracurricular (external) factor – gas shortage is regarded as a prerequisite for intensification of the *gas crisis*: *However, should we not draw any conclusions from the previous gas crisis, which occurred due to the "sudden" refusal of Russian Gazprom to supply gas to Ukraine during frosty weather?* (day.kyiv.ua/uk, March 17, 2018). The compound energy crisis has the same functional range: *In Europe, an unprecedented energy crisis has unfolded, due to which gas prices have already crossed the mark of \$ 2,000 per thousand cubic meters* (day.kyiv.ua/uk, 24.12.2012). If the phrases *petrol crisis, gas crisis, energy crisis* arose as a language reaction to the shortage of fuel and gas, respectively, the complex nomination *coffee crisis* is used in the context of overproduction of this product, which provoked various social problems in people who grow it: *Coffee crisis is coming?* (general). (day.kyiv.ua/uk, 19.09.2002). It should be noted that in the dictionary article on the interpretation of the token *crisis*, the phrases *mortgage crisis, transport crisis, gasoline crisis* and *coffee crisis* are not recorded.

In the researched articles of the newspaper "Den" for 2000–2021, we did not record the connection between the *industrial crisis*, which is highlighted in the “Great Explanatory Dictionary of the Modern Ukrainian Language” [17, p. 586], however, publications on this topic in the analysed media publication are presented. They are devoted to the critical situation typical of various industries. In particular, we are talking about food, energy and other crises. For example: *Ukrainian industry overcame the crisis consequences of the blockade – Kubiv* (general) (day.kyiv.ua/uk, 23.10.2017); *Secondly, the food crisis is intensifying in the world, and there are no prospects for overcoming it* (day.kyiv.ua/uk, April 15, 2008); *Kuleba noted that during last year's food crisis in Pakistan, it was Ukrainian traders who exported the critical amount of grain, which compensated for two thirds of the deficit* (day.kyiv.ua/uk, 10.08.2021); *After the end of the quarantine, miners and workers of concentrators are ready to go to Kyiv to protest against the energy crisis that led to the closure of mines* (day.kyiv.ua/uk, 21.04.2020); *The unions emphasise that the systemic crisis in the energy sector was caused by a number of ill-considered decisions of the authorities, and it negatively affected the coal industry, the development of which is paralysed* (day.kyiv.ua/uk, 21.04.2020); *In fact, the agri-food sectors are currently experiencing an acute investment crisis* (day.kyiv.ua/uk, 01.09.2020); *...the crisis in the food industry is deepening. Mykola Kisil expressed concern* (day.kyiv.ua/uk, 01.09.2020).

In the context of economic crises, there is a problem of unemployment, which denotes the connection of the unemployment crisis in the newspaper Den: *As World Bank President Robert Zellik has recently stated in an interview with the Spanish Newspaper El Pans, "what began as a major financial crisis and escalated into a major economic crisis is now turning into a major unemployment crisis..."* (day.kyiv.ua/uk, 16.07.2009). The subordinate attribute unit emphasises the depth of the problem of people who are laid off due to redundancies or are not hired by those who have a professional education but no professional experience. Of course, there are several other causes of unemployment. However, whatever they may be, the loss of a job, without a doubt, has a negative impact not only on a person's social and material status but also on his psychological state. Therefore, articles devoted to this problem are always distinguished by value and emotional and expressive load.

The language palette of the concept of *crisis* in the media texts of the 21<sup>st</sup> century is realised by the phrase *political crisis*. The issue of politics is now perhaps the most acute in our country, which explains the intensification of the nomination "adjective + noun" nomination: *The country's political leadership has finally decided to take a concrete step in resolving the political crisis, which they "brewed" itself*. (day.kyiv.ua/uk, 10.04.2016) – this is a political confrontation between the presidential and prime ministerial teams, as a result of which the second lost: the then leader Arseniy Yatsenyuk resigned; *But the situation in which Ukraine finds itself is not just another political crisis in relations between the government and the opposition* (day.kyiv.ua/uk, 7.02.2014).

In the attributive sphere of this group the characteristic word government is attested: *It seems that the government crisis in the country was avoided* (day.kyiv.ua/uk, 22.11.2001). In the semantic range close to this, we consider a phrase in which the component subordinate to the token *crisis*, although in attributive relations, but expressed by the noun power in the genitive case, for example: *Progressive crisis of power in Ukraine, manifested in the split of the Verkhovna Rada is about to end with a referendum on distrust of the current parliament and amendments to the Constitution, encourages to look for examples of resolving similar conflicts in world practice* (day.kyiv.ua/uk, 27.01.2000); *"And the main thing is that now we have a crisis of power," he said (Yevhen Kushnaryov), "because we do not have an effective, harmoniously built government, neither in the centre nor vertically"* (day.kyiv.ua/uk, July 20, 2006); *Now that the crisis of power in Russia is deepening, when Russia's top officials have created an unprecedented deterioration in relations with the West, Putin's clique is trying to keep himself in power, to divert public attention from this domestic and foreign crisis* (day.kyiv.ua/en, 17.02.2021).

It is worth noting that in the newspaper "Den" we have recorded many cases of use of the selected compound. Examples of sentences taken from publications dating back to 2000–2021 were deliberately presented to demonstrate the longevity of the problem itself and the active response of journalists. The actions of the government, the behaviour of people involved in power structures are important for ordinary citizens because it largely depends on their standard of living, wealth, the ability to express their views in their native language, etc. Government serves as a kind of stimulus that projects people's behaviour.

Transformation of power structures, change of emphasis in its activities have a direct impact on the daily lives of citizens, who in turn make their demands to the government, express dissatisfaction with the state of the economy, concern about the unstable political situation and others. With this in mind, in publications on the problems of power, journalists emphasize the values, traditions, norms, opportunities for people to exercise the right to freedom in its various forms. In addition to the crisis of state power, the media use the analyzed phrase in a narrower sense. In particular, such a scope of the concept is presented in the article on the realities of museum life and the search for ways

to overcome the crisis in this area. The situation is connected with the appointment of the famous artist Oleksandr Roitburd to the position of director of the Odessa Art Museum, with whom Vitaliy Abramov and Serhiy Sedykh competed: *There was a crisis of power in the museum at that time. It was unclear whether the then director, Mr Abramov, would be able to continue to perform his duties, constructive candidates could not be found and it ended up that no one was persuaded, so I decided to go for it myself* (day.kyiv.ua/uk, 16.08.2018).

The connection between the *personnel crisis*, which represents the semantic political and professional dichotomy, needs special comment. The unusual contextual conditions of its operation are evidenced by its quotation marks: *...Senator Ted Cruz's fierce struggle against the Russian gas pipeline has led to a situation that Biden administration officials call a "personnel crisis."* By his actions, Cruz delays the appointment of dozens of candidates to the State Department, including 59 potential ambassadors, and promises to block even more (day.kyiv.ua/uk, 03.10.2021). In some places, the content of critical situations in media texts is veiled, resorting to various metaphorical nominations. For example, the title of one of the articles is *"Crisis on the equator"* (day.kyiv.ua/uk, 07.10.2021). The equator, figuratively used and taken in quotation marks, nominates the highest state authority. The publication refers to the recall of the former and the appointment of a new Speaker of the Verkhovna Rada.

The columns of the "Den" newspaper have repeatedly focused on the problems of the clan-oligarchic system, bribery, corruption schemes, abuses of the law, violations of current legislation, etc., which became a prerequisite for engaging in the language use of the *crisis of law and order: Crisis of law and order in Ukraine* (general). *In Ukraine today, the symptoms of the crisis of law and order are obvious* (day.kyiv.ua/uk, 22.03.2012). Of course, impunity for criminals, neglect of law and order, the possibility of law-making only by government officials and others are associated with lowering social standards of people, which cannot leave ordinary citizens indifferent. Therefore, such texts are intended not only to point out the negative phenomena in the legal system but also to provoke condemnation of the consumer of information, superior treatment of violators of current legislation.

Modelling the concept of *crisis* is related to the description of the aggravation of the humanitarian situation, which highlights the functioning of the attributive-substantive phrase *humanitarian crisis: The Red Cross has called on the international community to work with Afghanistan's new Taliban government, as aid groups alone will not be able to prevent a humanitarian crisis.* (day.kyiv.ua/uk, 23.10.2021). We find the *humanitarian crisis* in publications about problems with food, drinking water, and medical care for people in need of help and protection.

Topical issues raised in early 21<sup>st</sup>-century media texts include drawing readers' attention to climate change, ecosystem destruction, air pollution, uncontrolled emissions, overuse of natural resources, etc., which has increased the use of another means of verbalising the overall concept *crisis* – compounds *ecological crisis: US State Department spokeswoman Heather Neuert said that Russia's aggression in the Donbas is creating an environmental crisis that could spread beyond Ukraine* (day.kyiv.ua/uk, May 30, 2018); *The World Environmental Summit in Rio de Janeiro in June will focus on reducing consumer sentiment. A few years before, when the ecological crisis began in the world, there was more talk (both in the media and in expert circles) that we need to reduce consumer sentiment – use less water, gasoline, forest, gas, buy less, etc.* (kyiv.ua/uk, 25.05.2012).

In the pages of The Den newspaper in 2017–2018, journalists described the current issue of household waste disposal in Ukraine, primarily in Lviv, less often in other countries. In such publications, we see an increase in the frequency of use of the compound *garbage crisis: Who is the enemy of Lviv? The garbage crisis threatens to turn into a political one* (day.kyiv.ua/uk, June 20, 2017); *The garbage crisis in the city*

*began almost two years ago when people died during a fire at the Hrybovysia landfill, where garbage was taken out of Lviv* (day.kyiv.ua/uk, April 19, 2018); *Due to the protests on the streets of Greece, there was a garbage crisis* (day.kyiv.ua/uk, 06/28/2017).

The thematic range of modeling the concept of *crisis* is complemented by the compound *climate crisis*, which is used to describe the problem of greenhouse gas emissions as a result of oil, coal, gas, and in the context of solving this problem, cf.: *A list of 20 companies responsible for the climate crisis has been published – Gazprom among them* (general). *New research shows that a small cohort of state and international companies is exacerbating the climate crisis that threatens the future of mankind* (day.kyiv.ua/uk, 10.10.2019) and... *The US will double funding to help other countries in the fight against the climate crisis* (day.kyiv.ua/uk, 21.09.2021); *The Pope called for an immediate fight against the climate crisis* (general) (day.kyiv.ua/uk, 21.09.2020).

The problem of interstate displacement, primarily related to the artificial aggravation of the situation on the border of Ukraine and other European countries due to an attempt to break it by force by migrants, was an outrageous factor in the active use of the phrase *migrant crisis* at the end of 2021. In 2019 publications, we occasionally come across the *migrant crisis*. For example: *If there is a threat of a migrant crisis, it is possible to introduce an emergency on the border with Belarus – the Ministry of Internal Affairs* (general). *In those regions of Ukraine bordering Belarus, a state of emergency may be declared in case of risk of the migrant crisis.* <...> *Migrant crisis on the border of Belarus with Poland, Lithuania, Latvia has been going on since August* (day.kyiv.ua/uk, 14.11.2021); *Lithuanian Defence Minister Arvidas Anuskauskas stated that he did not rule out the possibility that the migrant crisis on the border between Belarus and the European Union could be a cover for Russia's active actions against Ukraine* (day.kyiv.ua/uk, 16.11.2021); *The migrant crisis in the United States* (general). *The number of migrants began to grow rapidly, they began to join the citizens of other countries in the region, and a few months later, when the number of migrants reached one hundred thousand people, talked about the "migrant crisis"* (day.kyiv.ua/uk, 04.08.2019).

A striking example of media language dynamism is the use of the token *crisis* in the context of a viral disease that has affected the world over the past few years, making adjustments to various areas of people's lives. In the newspaper "Den" we come across several models, among which the *corona viral crisis* dominates, the most peripheral in terms of frequency of use is the *coronavirus crisis*. For example, *the corona viral crisis has become a test of strength for the European Union* (day.kyiv.ua/uk, 27.04.2020); *The corona viral crisis has hit the tourism industry around the world* (day.kyiv.ua/uk, 16.06.2020); *The coronavirus crisis has only accelerated the decline, but the trend of active deindustrialisation of the economy dates back to the end of 2018 and was provoked by inadequately tight monetary policy* (day.kyiv.ua/uk, 26.05.2020).

It is worth noting that despite the *crisis's* function to label negative phenomena in various fields, in combination with the adjective *corona viral* we occasionally come across its use in the context of positive changes, such as... *corona viral crisis has only accelerated innovation in the digital transformation of many industries. That is why we saw how the IT industry has resumed all its previous growth processes since the third quarter* (day.kyiv.ua/uk, 10.02.2021). The process of language adaptation of the *corona viral crisis* is evidenced by the complex token of the *corona crisis* formed on its basis, which we consider the result of the law of language economy: *2020, given weather conditions and challenges of the corona crisis for farmers will not be easy* (day.kyiv.ua/uk, 01.09.2020). Modified stable word compounds occur in the subject of coronavirus disease and the problems caused by it. For example, the set expression of *ice is disappearing* (*kryha skresaie*) with the meaning "some work, activity has begun; there are some changes in some old business,

work, etc.” [12] has undergone a partial modification in the sentence *But the coronavirus crisis is gradually disappearing* (day.kyiv.ua/uk, 04.09.2020). Such a model made it possible to express an opinion more accurately, gave the text an emotionally expressive load.

In media texts, the role of semantic concretizer of the noun *crisis* is played by a geographical concept that names the state or part of the world where negative processes take place in various spheres: *Venezuelan crisis and Russia* (general) (day.kyiv.ua/uk, 10.06.2016); *Taiwan crisis in the current context* (general) (day.kyiv.ua/uk, 25.10.2021) – the article deals with the threat of China's aggressive actions against Taiwan; *Turkish crisis: the IMF for the first time arrived on time* (general). *Since the Asian crisis of 1997, IMF policy has come under constant attack* (day.kyiv.ua/uk, December 21, 2000); *Crimean crisis and civilizational chances of Ukraine* (general) (day.kyiv.ua/uk, April 7, 2014) – the issue of annexation of Crimea was raised in the publication; *The German Foreign Minister fears that Qatar crisis could turn into a war* (day.kyiv.ua/uk, 11.06.2017); *Iraq crisis has divided the world into those who are "for" and those who are "against" resolving issues by military means* (day.kyiv.ua/uk, 27.03.2003).

In some resources, authors attempt to highlight the scale of the critical situation, to point out the pressing problems, we come across a string of different phrases with the analysed noun, for example, *Political, economic and food crisis in Venezuela is growing rapidly* (day.kyiv.ua/uk, 10.06.2016); *“Refugee crisis, migrant crisis, Schengen crisis, secular crisis, economic crisis, value crisis, solidarity crisis...” – these are the words spoken at the beginning of the online course "European Culture and Politics" (University of Groningen)* (day.kyiv.ua/uk, 01.12.2016); *Volodymyr Stus, the head of the Analytical and Forecasting Group at the Centre for Strategic Initiatives, is even more pessimistic in his forecasts: “The active phase of the crisis will come by 2015. And before that, there will be a swing in all directions: there was a mortgage crisis, a banking crisis, tomorrow there will be a sharp jump in energy, the day after tomorrow – a military crisis, then some economic blockade will be announced, etc. ...”* (day.kyiv.ua/uk, 18.11. 2018). Such contexts are an effective means of forming a negative assessment of the recipient.

Particular emphasis is placed on the phrases of *life crisis, the crisis of adolescence (middle age), psychological crisis*, which of the analyzed most reveal the attitude to individualization. Their use is not limited to certain years, so the problem remains relevant at least for the first twenty years of the 21<sup>st</sup> century. For example: *Or maybe a certain life crisis is an impetus for writing* (day.kyiv.ua/uk, 25.12.2021); *The main object of "preparation" for Stepan Protsyuk this time was the crisis of adolescence, conflicts with parents, social problems and first love* (day.kyiv.ua/uk, February 26, 2015); *When the Soviet Union collapsed, it was still a psychological crisis for many people. And Putin is using this situation skilfully* (day.kyiv.ua/uk, 28.05.2017). We warn that the varieties described above are also not deprived of involvement in man as an individual, their inner emotional and expressive state, but their selection usually involves a certain group of people united by a problem.

The completeness of the characteristics of the concept of *crisis* is ensured by its description in the psycholinguistic dimension, in particular with the involvement of the results of the free-associative experiment. This approach serves as a basis for determining the structure of this concept, which is based on the idea of Ukrainians about different critical situations, i.e., to model a certain associative field. To participate in the experiment, 100 participants were selected – students and teachers from different faculties of the Volyn National University named after Lesya Ukrainka, who according to age were united into two groups of 50 respondents: 1) 18-24 years old; 2) 25-55 years old.

By offering them a token-stimulus *crisis*, we obtained reactions (words and phrases), the analysis of which allowed us to differentiate them by the number of repetitions on the centre and

periphery, as well as typical (with values reflected in the media) and atypical (with values that are based on individual-authorial vision). Forming a group of standard answers, only those that were repeated at least 5 times were taken into account (each respondent was able to record a maximum of 5 language units). A total of 250 reactions were identified in each age group: in the first – 219 phrases, 31 tokens (among them 132 units were taken into account (121 phrases, 11 tokens)); in the second – 236 phrases, 14 tokens (165 language units were analyzed (155 phrases, 10 tokens)). The associates expressed by the participants of the experiment are mostly phrases (91%), less often words (9%). Respondents of the first age group preferred the following language units (in parentheses we present two numerical indicators: the first – the number of reactions, the second - the percentage in the group): 1) *financial and economic crisis* (32; 12.8%); 2) *energy crisis* (26; 10.4%); 3) *Ukrainian crisis* (21; 8.4%); 4) *migrant crisis* (16; 6.4%); 5) *global (world) crisis* (14; 5.6%); 5) *psychological crisis* (7; 2.8%); 6) *conflict* (6; 2.4%); 7) *depression* (5; 2%); 8) *crisis of adolescence* (5; 2%). Within the atypical are three reactions – *session, examinations (exams), love*, which is 1.2%.

The answers of the second age group differ slightly: 1) *political crisis* (27; 10.8%); 2) *energy crisis* (26; 10.4%); 3) *economic crisis* (25; 10%); 4) *migrant crisis* (23; 9.2%); 5) *psychological crisis* (22; 8.8%); 6) *environmental crisis* (20; 8%); 7) *the crisis of middle age* (7; 2.8%); 8) *cataclysms* (5; 2%); 9) *life problems* (5; 2%); 10) *conflicts* (5; 2%).

As we can see, in the minds of the participants of the experiment of two age groups, the token *crisis* evokes somewhat different associations. At the same time, the common denominator is that a significant number of respondents put critical situations in the country and the world in general in the first place, preferring the most relevant ones during the experiment (*political, economic, energy, migrant crisis*, etc.). Instead, nominations to denote a crisis related to family relationships, emotional and psychological state of a person, form the periphery.

Thus, the data of the associative experiment proved that the crisis issues raised in media journalism are relevant for consumers of information. Modeling the concept of *crisis* is mainly represented by a phrase with an attributively used concretizer, a much smaller part are single-word units.

#### 4 Conclusion

Thus, the concept of the *crisis* is based on the systematization of a set of knowledge, ideas, associations, emotional and evaluative, expressive, anthropocentric characteristics of this phenomenon, considered through the prism of language. According to the structural parameters, in particular, the branched internal organization represented by various verbal means, we can talk about its macro conceptual basis. Its structure includes certain varieties, united around such key areas as economics, finance, ecology, migration, medicine, etc. Of course, this list does not limit the full content of the concept of *crisis*, which in different periods, depending on external factors, has been modified. Proof of this is the dominance of some phrases with the specified keyword and the reduction of the quantitative expression of others.

Against the background of such dynamism, the means of expressing the concept of *crisis* stand out, which are characterized by approximately the same frequency of use during the study period, which indicates the longevity of problems in a particular area. This is confirmed by sentences taken from the newspaper "Den" of the early 21<sup>st</sup> century. The completeness of the characteristics of the concept of the *crisis* was ensured by its description in the psycholinguistic dimension, in particular with the involvement of the free-associative experiment. Its results correlate with the problems of texts published at the time of the survey of recipients.

The perspective of the research is a detailed description of the artistic and scientific conceptualisation of the *crisis* as a

multidimensional entity that will contribute to the creation of its interdisciplinary paradigm.

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