Anglicisms as Linguistic Markers of Multiculturality in Modern Military Media Discourse

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ABSTRACT

The article examines Anglicisms' functioning in the system of Ukrainian servicemen' call signs as a special type of unofficial anthroponyms represented in modern military media communication. The research material consisted of the texts of journalistic publications, which used English elements to designate the personal call signs of Ukrainian defenders. The sample of factual material covers about 500 nominations used in the speech of the military, who themselves motivate the origin of their call sign or name the sources of its occurrence in the media narrative. The five most representative thematic groups of unofficial names that arose from English-language borrowings are differentiated: 1) call signs from the technological and information environment; 2) nominations related to the military sphere; 3) unofficial anthroponyms indicating status or authority; 4) names formed from English male and female names; 5) call signs motivated by English-language pop culture. Less common are unofficial anthroponyms of other thematic groups, but they also demonstrate a tendency of assimilating English lexemes and neologisms in military communication. In the media discourse, the desire of journalists and the military themselves to explain the origin of their middle names has been traced, which reveals the personal, cultural, and symbolic dimension of anthroponyms in war. Methods of adapting Anglicisms in call signs include transliteration (transmitting English words in Ukrainian letters without translation), Ukrainian graphic transmission, the use of capital letters as visual markers of strength and belonging to the military community, as well as hybridization a combination of English roots with Ukrainian word-formation models. It is concluded that Anglicisms in the call signs of Ukrainian military personnel act not only as a means of nomination, but also as linguistic markers of multiculturality, reflecting the integration of the Ukrainian language space into the global information context and symbolizing the openness of modern military culture to intercultural dialogue.

Keywords: Anglicism, Multiculturalism, Call Sign, Unofficial Anthroponymy, Media Discourse, Neologism, Russo-Ukrainian War.

INTRODUCTION

The peculiarity of modern media discourse implies documenting various events, among which the realities of war occupy a prominent place. At the same time, online journalism texts should not be perceived only as those that perform a purely informative function. They consolidate society, perform an important pragmatic role, and form certain stereotypes, including those related to military actions. To implement these and a number of other

tasks, journalists use not only stylistically neutral and commonly used language means, which undoubtedly dominate the media sphere, but also expressively and emotionally colored nominations, as well as new derivatives formed using affixal morphemes and other lexical innovations aimed at achieving a perlocutionary effect. In addition, the repertoire of Ukrainian media and discourse markers is formed by borrowings from military topics. This primarily concerns nominations of equipment and various means of destruction that come to Ukraine from other states. Some of these lexemes have not yet been codified, but this does not affect their recognition in the media discourse at all. Meanwhile, it should be noted that the lexical and semantic palette of borrowed units includes not only the names of objects. Among the words that have entered the Ukrainian space from other languages, mainly from English, there are also markers of the unofficial anthroponymicon, which are increasingly penetrating from oral communication into modern journalistic texts.

The war has led to the emergence of new realities, concepts, and phenomena, for which traditional language tools have proven insufficient. That is why English neologisms and borrowings are actively penetrating the military media discourse – in journalists' reports, posts on social networks, military call signs, names of units, volunteer initiatives, or information campaigns. They function not only as nominative units, but also as linguistic markers of multiculturalism, signaling the values of the global democratic world, partnership with the international community and the new identity of Ukrainians as part of the European civilizational space. Today, it is important not only to record and compile a file of such lexemes, but also to analyze them in cognitive, communicative, and multicultural dimensions, which is the relevance of the problem raised.

The study of Anglicisms in wartime media discourse is extremely relevant, as it allows tracing how the internationalization of the Ukrainian communicative space occurs through language, how English-language elements become means of self-representation, solidarity, and cultural exchange. The analysis of such linguistic markers helps to understand more deeply the transformations of national linguistic consciousness, the mechanisms of adaptation of Anglicisms, and their role in the formation of a new, multilingual, and at the same time patriotically oriented media reality of wartime.

REVIEW OF LITERATURE

Borrowings that have recently replenished the Ukrainian language dictionary have become the subject of scientific research by many linguists. In this context, it is appropriate to mention not only monographic works (Navalna et al., 2021), but also articles that outline the functional potential of Anglicisms, as evidenced in modern media discourse. In particular, the mentioned linguistic units are comprehensively analyzed in terms of their dynamics and professional journalistic communication, as well as in terms of external factors, among which the digitalization of the media, the desire to economically, concisely, and accurately present information about a certain object, as well as the observance of fashion in linguistic expression, that has recently been considered a priority in comparison with the literary norm, occupy a prominent place. In addition, linguists have identified the features of the graphic adaptation of the latest English borrowings, distinguishing between transliterated and transcribed variants, and have focused on their thematic palette and linguistic affiliation, which has allowed them to conclude that noun-anglicisms dominate in corporate communication of media professionals (Shulska et al., 2024a). Shynkaruk et al. (2022) characterized words borrowed from English in a linguoecological dimension, examined them with a projection on various processes that influence the development of language as a sign system, and found that foreign language idioms observed in the media most often function in publications about politics, economics, science and technology, sports, and journalism.

Yanisiv and Voytovych (2024) focused on the phonetic, morphological, and syntactic adaptation of Anglicisms, the sphere of manifestation of which is Ukrainian media, advertising, political discourse and Internet communication. Scientists concluded that the integration of new lexical units is often associated with difficulties in their normalization. Saprykina et al. (2024) outlined the specifics of Anglicisms as fashionable and trendy elements in the Ukrainian communicative space, identified the reasons for the popularity of these lexemes, that dominate in the fields of computer technology and social networks, sports, culture, politics, economics, trade, and recently also in the military sphere, the prerequisite for which is the full-scale invasion of Ukraine by Russia.

In modern Ukrainian linguistics, the object of research included graphobarbarisms – words written in Latin script, which were activated during the Russo-Ukrainian war. Focusing on their multidimensional interpretation, scientists outlined the lexical and semantic peculiarity of these linguistic units, raised the issue of the appropriateness/inappropriateness of their use in Ukrainian newspaper journalism, and also analyzed nominations written in Latin script in the aspect of linguistic adaptation (Navalna et al., 2024).

Anglicisms were studied fragmentarily with a projection on the unofficial names of Ukrainian military personnel (Navalna et al., 2025; Shulska et al., 2022; Shulska et al., 2024b). We should add that scientific works usually focused on the motivation, mechanisms of production, derivational and lexical-semantic features of the analyzed group of anthroponyms. These issues were raised by Khrustyk et al. (2021) in the article *"Call names of*

Ukrainian military personnel: motives of nomination". Pavlykivska (2019; 2023) characterized the linguistic status, motivational and functional parameters of anthroponyms of the analyzed variety. In line with the outlined issues, it is appropriate to mention the article by Myronenko (2024), devoted to the linguistic interpretation of secondary military names. The researcher analyzed the indicated linguistic units in terms of their lexical and semantic variation, the presence/absence of evaluative connotations and emotional coloring, derivational, transformational and transpositional processes, and also described the call signs of Ukrainian military personnel in terms of spiritual, moral, ethnic, and aesthetic values. In part, the call signs of Ukrainian soldiers were studied as an important socio-cultural phenomenon, which led to the description of these nominations in the context of historical memory, national identity, and mentality (Shulska et al., 2025).

The analyzed works show that Anglicisms as linguistic units that actively penetrate the Ukrainian-speaking space have been characterized to a certain extent and have received a multi-faceted linguistic assessment. In addition, the works devoted to the description of the call signs of Ukrainian military personnel, which differ in meaning, motivational parameters and morphemic structure, do not lose their relevance. At the same time, Ukrainian soldiers continue to actively produce unofficial anthroponyms, which primarily ensure the convenience of communication and help avoid misunderstandings in professional activities. In view of this, it seems appropriate to thoroughly analyze the so-called "second" names, the basis of which are Anglicisms. These linguistic units require comprehensive research not only in the semantics plane, but also in view of their functional purpose to serve as linguistic markers of multiculturalism.

In this vein, the article aims to investigate the role of Anglicisms in the formation of the system of Ukrainian defenders' call signs , as well as to differentiate the main thematic groups of such unofficial names and the features of their functioning in modern media discourse, to characterize the linguistic, cultural, and symbolic potential of call signs as representatives of multicultural identity in conditions of the Russo-Ukrainian war.

METHODS

The research material was compiled of texts of Ukrainian online media, which used Anglicisms as a means of expressing the call signs of Ukrainian military personnel. The pool of factual material contains about 500 nominations used in the speech of Ukrainian soldiers, who motivate the origin of their unofficial anthroponym or call signs of their combat comrades. The corpus of factual material also included secondary nouns of foreign origin, not accompanied by an interpretation of their meaning.

The study used a set of interrelated methods that ensured a comprehensive study of Anglicisms as linguistic markers of multiculturality in military media discourse. The main one was the descriptive method, applied for systematizing of foreign words that serve as call signs of Ukrainian military personnel, as well as for proposing a classification of these language units, outlining their structural, semantic, and functional characteristics. The method of contextual analysis was used to clarify the lexical meaning of Anglicisms selected from the titles of media publications, as well as to determine the role of borrowed unofficial anthroponyms in the expression of identity, emotional assessment, and symbolic content. To reveal the motivation of the used Anglicisms that play the role of call signs, a pragmatic linguistic analysis was used, which revealed that secondary nominations of military personnel often function as markers of the professional environment, symbolize belonging to a certain community, and sometimes point to the idea of multicultural communication.

The descriptive-analytical method made it possible to focus on the writing of selected foreign language idioms, to identify lexemes written in Latin and Cyrillic variants, including those that show deviations from the norm of the modern Ukrainian literary language. Finally, discourse analysis was used, which provided an integrative approach to the study of Anglicisms as elements of modern military media discourse and to consider them not only as lexical borrowings, but also as components of communicative strategies intended to shape the image of the Ukrainian military in the globalized information space.

RESULTS AND DISCUSSION

During the Russo-Ukrainian war, language became not only a means of communication, but also an instrument of self-identification, resistance, and national unity. The war activated a whole layer of special vocabulary, which reflected new realities, emotional moods, and cultural meanings of modern Ukrainian society. A special place among military vocabulary is occupied by call signs – individual or group unofficial names of Ukrainian military personnel, which perform important communicative-pragmatic, identification, and symbolic functions. Military names of Ukrainian defenders demonstrate a high degree of semantic richness and imagery. They are often metaphorical in nature, reflecting personal traits, occupations in civilian life, military specialties, psychological types, regional or cultural affiliation, life principles, or values.

The media play a key role in preserving, disseminating, and legitimizing call signs as elements of the modern Ukrainian anthroponymicon. Namely thanks to journalistic materials, the call signs of Ukrainian defenders go beyond the boundaries of internal military communication, becoming part of the national symbolic space. In media texts, call signs are fixed in the collective memory, acquiring the status of cultural signs that personify the heroism, courage, professionalism, humanity, and sacrifice of soldiers. Media discourse forms a special narrative around each call sign, often endowing it with additional connotations. Thus, journalists create the image of a "living hero" through a story about the origin of the call sign, its symbolism, and its connection with the character, military specialty, or life circumstances of the bearer.

Today, the media serve as a kind of archive of military anthroponymy. Journalists actively use call signs as an element of personalization of the material, a means of creating an emotional connection between the hero and the audience. As a result, call signs move from the internal military space to the sphere of public communication, acquiring the status of socially significant names. Through news texts, reports, documentaries, interviews, and publications on official Telegram and Facebook channels, hundreds of call signs related to events at the front have been preserved. This shapes a collective memory base in which the call sign becomes part of the history not only of the military unit, but also of the nation as a whole. In the modern media space, the call signs of the Ukrainian military demonstrate a wide range of nominative strategies – from heroic-mythological and zoomorphic to ironic-grotesque or folklore. Often, call signs are formed on the principle of language play, sound-semantic expression, or intertextual references – to folklore, history, cinema, literature, modern pop culture. Thanks to this, they are transformed into markers of cultural memory and means of creating a collective myth about the modern Ukrainian warrior.

Gender specificity of call signs became a significant feature. While traditionally military unofficial names were predominantly masculine in nature, today, due to the active participation of women in the Armed Forces of Ukraine, a new feminine anthroponymy is being formed, which combines strength, tenderness, courage, and individuality. Such names become signs of gender equality and evidence of a rethinking of the role of women in military discourse.

The media space in which call signs function contributes to the legitimization of new tokens in the language system, and also transforms individual military anthroponyms into national symbols. Thus, the call signs *Da Vinci, Cuba, Magyar*, known from journalistic materials, cease to be only individual designations: they become memorial signs of the era, the embodiment of heroism, leadership, and sacrifice. The process of creating modern call signs in the language of the media testifies to the tendency to democratize the onomastic space: any soldier, regardless of rank or gender, can choose or receive a name that expresses his/her essence, fighting spirit, mission. That is why call signs are not just words, but markers of the new Ukrainian military culture, where language becomes a field of strength, dignity, and memory.

A separate lexical layer of call signs is made up of Anglicisms, which play a significant role in unofficial military communication in the conditions of a full-scale war. Their appearance testifies not only to globalization processes in language, but also to the new cultural identity of the Ukrainian army, which is actively integrating into the Euro-Atlantic space. English-language nominations among the call signs of Ukrainian defenders are peculiar linguistic markers of multiculturality, as they demonstrate openness to other cultures, knowledge of the global context, technological and communication competence of the military. Such unofficial anthroponyms not only reflect English-language models, but also become a means of self-identification through the international symbolism of strength, professionalism, and heroism. On the other hand, the use of Anglicisms in call signs is also a sign of intercultural exchange. They often arise in the environment of interaction of Ukrainian military personnel with Western instructors, volunteers or partners, as well as under the influence of military films, computer games, and mass culture. We see that the call sign becomes not just a name, but a mediator between local Ukrainian and global military culture.

Anglicisms in call signs also perform a pragmatic function, since they are short, easy to pronounce, understandable in international communication, and convenient in radio exchange. In addition, English words give the call signs a touch of modernity and prestige, emphasizing the connection of Ukrainian defenders with the modern world.

English neologisms that appear in unofficial military communication deserve special attention. They are often the result of creative adaptation or hybridization of English words. Such formations combine elements of English vocabulary with Ukrainian context or humor, demonstrating linguistic creativity, individuality, and the influence of digital culture. Neologisms based on English lexemes reflect new military realities associated with technological means, cyber operations, and information warfare.

English vocabulary is an important nominative resource for creating call signs of Ukrainian defenders. It provides a connection between individual names and the realities of combat life, consolidates professional characteristics, emotional states, moral qualities, and collective values of soldiers. In the media, such call signs

become indicators of military experience, linguistic markers of identity and multiculturalism, symbols of professional affiliation.

Typically, the call signs of Ukrainian military personnel, formed from Anglicisms, are transmitted transliterated in Ukrainian graphics, that is, adapted to Ukrainian orthography (*Геймер, Джойстик, Дрон, Піксель* (*Gamer, Joystick, Drone, Pixel*)). This form is convenient in everyday communication, easy to pronounce and remember. At the same time, there is a group of call signs that retain English graphics, which gives them an international sound and symbolizes belonging to the global military or technological space. Such call signs are especially common among pilots, drone operators, cybersecurity or communications specialists, where English is the working language, e.g.: "*Андрій Пільщиков – позивний "Juice" ("сік") – отриманий під час тренувань у США, коли він замість алкоголю обирав сік* ("*Andriy Pilshchikov – call sign "Juice" – received during training in the USA, when he chose juice instead of alcohol*" (united24media.com, August 7, 2024); "*Олексій Месь – позивний "Moonfish" ("місячна риба"). Президент присвоїв йому звання Героя України*" ("*Oleksiy Mes – call sign "Moonfish". The President awarded him the title of Hero of Ukraine*") (unn.ua, March 17, 2025); *Пам'яті громадського активіста, мандрівника, солдата Андрія Матвєєва (позивний «Owl» ("сова")* ("*In memory of the public activist, traveler, soldier Andriy Matveyev (callsign "Owl"*") (ukrinform.ua, October 15, 2021).

Sporadically, we come across the initial spelling of the call sign in English letters, cf. "*Fighter Vadym – call sign "VATUTIN"*" (ctzn24.com, July 15, 2025); "*In memory of the Hero of Ukraine, pilot Denys Vasylyuk (call sign "FLASH")*" (ukrinform.ua, December 9, 2024). Capital letters in call signs perform an emphatic function and emphasize the strength, significance, officialdom or symbolic weight of the name.

Analysis of media material allows identifying several main thematic groups of Ukrainian military call signs that emerged based on English-language borrowings:

1. Call Signs from the Technological and Information Environment. This group includes call signs derived from Anglicisms and related to information technologies, computer terminology, the Internet, and digital communications. Their appearance reflects the influence of digital culture and globalization processes on the linguistic creativity of the military, cf. "*Великобурлучанин на позивний "Геймер"* (англ. *gamer – гравець у відеоігри, людина, що активно грає в комп'ютерні ігри*) *два роки гідно б'ється за права, свободи та територіальну цілісність України*"[1] ("*A resident of Velikoburluchany with the call sign "Gamer" (gamer – a video game player, a person who actively plays computer games) has been fighting worthily for the rights, freedoms, and territorial integrity of Ukraine for two years*" (kupiansk.city, July 12, 2025); "*Історія Трейдера і Джойстика* (англ. *joystick – пристрій керування, важіль для керування технікою або грою*) *з рівненського підрозділу Нацгвардії, які 40 днів тримали позиції під Покровськом*" ("*The Story of Trader and Joystick (joystick – a control device, a lever for controlling equipment or a game) from the Rivne unit of the National Guard, who held positions near Pokrovsk for 40 days*") (suspilne.media, June 13, 2025); "*29-year-old pilot "Moderator" (moderator – someone who controls the discussion, monitors order in a chat, group, forum) said that he received his call sign due to work before the war*" (suspilne.media, May 18, 2025); "*Hacker" (hacker – a programmer who penetrates computer systems or knows how to find non-standard solutions) from the trenches: how a 21-year-old fighter became the "eyes of artillery" at the front*" (armyinform.com.ua, March 21, 2025); "*It has become much more convenient, because I will come to the doctor from the unit at the specified hour, – says Andriy with the call sign Byte (byte – a unit of measurement of the volume of information in a computer) from the 126th separate brigade of the Terrodefense*" (health.fakty.com.ua, February 25, 2023); "*Буковинець Богдан Магаляс на позивний Лайк (*англ. *like – уподобання, схвалення; символ позитивної оцінки в соціальних мережах*) *півтора року воює на передовій як бойовий медик*" ("*Bohdan Magalyas from Bukovina, with the call sign Like (like – approval; a symbol of positive assessment in social networks), has been fighting on the front lines as a combat medic for a year and a half*") (suspilne.media/chernivtsi, October 5, 2023); "*He received the call sign "Smile" (smile – a symbol of friendliness, positivity, openness) – because he always smiled*" (suspilne.media/chernihiv, October 26, 2025). We see that the call signs of this group are motivated by the names of digital professions, technical devices, computer processes and concepts, social networks or online platforms. Their function is not only identification one, but also symbolic: they demonstrate the call sign bearer's belonging to the modern world of technology, the ability to think quickly, act effectively, and communicate in the digital space. Often, such call signs hint at intelligence, technical acumen, analytical skills, or a role in cyber or information units. These unofficial anthroponyms reflect the influence of digital, Internet, and cyberculture on the linguistic creativity of Ukrainian military personnel and act as a kind of linguistic marker of the technological age and global communication.

2. Call Signs Related to Military Nominations. This group is based directly on the terminological vocabulary denoting positions, professions, or roles in combat operations. Such call signs reflect the functional and professional aspect of a military person's activities, emphasize his/her competence, experience, and specialization, cf. "*Andriy with the call sign "Drone" (drone – unmanned aerial vehicle) is a soldier of the mountain assault unit of the 128th separate mountain assault Transcarpathian brigade*" (suspilne.media, October 23, 2023); "*A Vinnytsia serviceman received the call sign "Sniper" (sniper – a shooter who hits from a long distance) even before he completed the relevant course*"

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[1] Some original fragments in Ukrainian are presented for reference

(vitatv.com.ua, April 24, 2023); "*Vasyl Fenyn "**Javelin**" (javelin – a dart, a throwing weapon, and in a military context – an anti-tank missile system) from Frankivsk region, who defended Vugledar and Avdiivka, died*" (vikna.if.ua, March 4, 2024).

Call signs-anglicisms of this group in Ukrainian military practice perform both the function of identifying a role, profession, or technique and a symbolic function, emphasizing the professionalism, accuracy and modernity of units. They are mostly transliterations or adapted borrowings, laconic for quick perception in battle and convenient for radio communication. In addition to practical meaning, such call signs become a marker of personal and group identity, carrying an emotional and psychological load, and often symbolize strength, efficiency, and technological superiority.

3. Call Signs Indicating Status, Role, or Authority. Anthroponyms of this group are derived from English lexemes denoting leadership or skill. They perform not only the function of naming, but also marking in the hierarchy of the unit, and also emphasize the influence or experience of the military, cf. "*Pilot with the call sign* **Chief** (chief – head, leader; often indicates an official or formal position in the structure): "For about two months I killed at least 50 Russians every week with my discharges*" (censor.net, December 10, 2024)"; "*In memory of Senior Sergeant Ruslan Zorin (call sign "**Master**" (master – expert, specialist, someone who has a high level of skills or knowledge in a certain field)*" (ukrinform.ua, October 23, 2024); "*In childhood, my father called him Босик [little Boss]. That's why he took the call sign "**Boss**" (boss – chief, leader; usually used informally, emphasizes authority and control), – recalls his wife Yulia*" (ukrinform.ua, September 8, 2024); "*I went from civilian to front-line soldier: the story of a serviceman with the call sign "**Agent**" (agent – representative, intermediary, figure; in a military or intelligence context can mean a person performing special tasks or acting on behalf of an organization)*" (gazeta.te.ua, April 12, 2025). These unofficial military names symbolize respect and experience, sometimes creating a psychological effect of authority. They are usually concise and understandable for internal communication and radio communication, and can have an emotional or motivational tone, emphasizing the significance of the call sign bearer for the team.

4. Call Signs Based on English Male or Female Names. Call signs formed from English names are a common phenomenon in modern Ukrainian military communication, especially when it comes to male naming, cf. ""*I do everything to achieve victory": the story of a serviceman from Zaporizhzhia with the call sign* **John**" (suspilne.media, Auguat 20, 2023); "*A Ukrainian Armed Forces soldier with the call sign "**Jack**" told about the battles on Nestryga Island near Kherson: hell that tempered steel*" (pivdenukraine.com.ua, May 11, 2025); ""*Eight orcs were with me in the trench": a soldier with the call sign "**Tom**" told about his experiences in the service*" (life.pravda.com.ua, April 19, 2024); "*A fighter of the special forces of the Naval Forces, a machine gunner with the call sign "**Nick**", said that during operations at sea, the defenders are accompanied by animals*" (glavcom.ua, March 10, 2024); "*The story of a military signalman with the call sign "**Rik**" from the Mykolaiv region: how excellent knowledge of tactical medicine saved his life*" (pivdenukraine.com.ua, October 16, 2024). Such names often occur in films, games, and military TV series, where characters have simple English names. They are easy to remember and associated with courage, strength, or professionalism. Using a name as a call sign creates a sense of individuality, but at the same time does not reveal the real name of the soldier – it is a kind of disguise with a human face.

Often, call signs formed from English male names have an individual motivation associated with the serviceman's own name or surname. Such unofficial anthroponyms arose on the basis of associative rapprochement with official onyms: with proper names, cf. **Michael** < *Mykhailo*, cf. "*Mykhailo Kmytyuk ("**Michael**"), commander of a separate detachment of unmanned systems "Typhoon"*" (ukrinform.ua, March 4, 2025); **Bob** < *Bogdan*, cf. "*Bogdan, call sign* **Bob***, from Kropyvnytskyi. Once he painted cars and rode a bicycle in extreme disciplines. Now he is a heavy drone operator in the 2nd RUBpAK of the 91st separate battalion*" (91battalion.mil.gov.ua, July 15, 2024); **Sam** < *Semyon*, cf. "*Hero Semen Oblomey (call sign "**Sem**")*" (life.pravda.com.ua, April 19, 2023); surnames: **Bob** < *Bobkov*, cf. "*This was reported on the air of "Suspilne. Studio" on July 9 by the senior officer of the communications department of the 37th separate marine brigade, Denis Bobkov, call sign "**Bob**"*" (suspilne.media, July 9, 2025); **Sam** < *Semenets*, cf. "*Maxim Semenets, call sign "**Sem**" – head of the planning group of the 128th territorial defense battalion of the Dnipro district of Kyiv*" (suspilne.media, August 9, 2024); **Bill** < Belov, cf. "*Belov Yevhen Oleksandrovych (call sign **Bill**) born in 1973*" (suspilne.media, June 6, 2023).

We sporadically record a female call sign of this type: "*Call sign "**МЕРІ**" ("**MARY**") (derived from the name 'Марія' (Mariya)*" (zoloto.city, March 11, 2023). We see that the linguistic association in such call signs makes the unofficial name organic and at the same time distinctive, helps to easily remember it and gives military' image a modern, international color. The choice of English names indicates the openness of the Ukrainian military environment to global cultural influences and belonging to a common international military tradition.

5. Call Signs Formed from Nominations of English Pop Culture. These are unofficial anthroponyms, motivated by nominations from works of art, films, comics, video games, and music. Such call signs reflect personal style, humor, or association with heroic images of mass culture, cf. ""*Batman*" is confident in his comrades. And they are confident in him*" (ukurier.gov.ua, June 8, 2024); "*Serviceman Mykhailo with the call sign "**Joker**" serves in the unmanned aerial vehicle unit of the 128th separate mountain assault Transcarpathian brigade*" (suspilne.media/uzhhorod, April 26, 2024); "*From a master of sports to artillery: the story of a "**Terminator**" fighter from Khmelnytskyi region*" (xm-inside.com,

May 25, 2025); "*The Story of "**Rocky**": from bodyguard to intelligence of the Armed Forces of Ukraine*" (suspilne.media, June 6, 2023); "*A soldier with the call sign "**Morty**", upon hearing the sound of a drone, gives instructions to hide under a tree just in case*" (suspilne.media, July 2, 2024); "***Robin Hood** became a defender of Kyiv: a man wounded on the Maidan went to the anti-terrorist defense*" (bigkyiv.com.ua, March 4, 2023); "*Call sign **Tom Sawyer**: the story of a National Guardsman who escaped after a mine explosion near Bakhmut*" (life.pravda.com.ua, January 27, 2023). The call signs of this group are formed under the influence of global mass culture and often carry the image of a hero, archetype or symbolic feature with which the serviceman identifies himself. These military 'second' names are inspired by the popularity of characters who embody courage, intelligence, independence, or strength. Their bearers often choose the name of a hero who has become a role model or source of inspiration.

The dominance of the above groups as English-language nominations among call signs is explained by the interaction of linguistic, cultural, social, and pragmatic factors: the globalization of the communicative space, the influence of English mass culture, the growing role of information technologies in war, and the desire of the Ukrainian military to represent themselves as part of a common Euro-Atlantic cultural space.

Call signs from the technological and information environment reflect the digitalization of modern society and the close connection of military affairs with information technologies. Many servicemen had IT-related professions before the war, so such call signs appear as markers of professional identity. In addition, the use of technological vocabulary symbolizes competence, modernity, orientation to high standards of technical thinking, which are important qualities in modern combat conditions.

Call signs associated with military designations are highly frequent, as they reproduce the immediate context of military activity. They not only denote the specialization or function of a soldier, but also emphasize his role in the combat community. The borrowing of English military terms reflects the influence of English-language military discourse – primarily NATO, American and British films, and computer games, where such terminology is actively used. Unofficial anthroponyms, indicating status, role, or authority, express hierarchical and psychological relations within the military collective. The choice of such anglicisms demonstrates the desire for self-identification through the concepts of power, leadership, influence. The use of English-language status names creates the effect of internationality, is associated with universal models of command and enhances symbolic prestige.

The other names of the military, which arose on the basis of English male or female names, indicate a tendency to personify and individualize the military image. Such names often have an emotional coloring, sound short, expressive, and are easy to remember. The choice of English-language names may be associated with the influence of cinema, music, and game culture, as well as with the desire to distance themselves from officialdom and create an informal, friendly image in the team. Call signs, formed from the nominations of English pop culture, have a powerful symbolic potential. They appeal to well-known images of strength, courage, resilience, cunning, or invincibility, enshrined in world mass culture. Such call signs perform not only an identification function, but also a motivational function, since they often become a kind of emblems of the character, fighting spirit, and psychological attitude of a warrior.

Callsigns of other groups are less common. The creative basis for which were English nominations. We record unofficial names motivated by English names of colors, cf. "*Callsign "**Black**": we fight for the happy life of our children*" (dshv.mil.gov.ua, September 17, 2024); "*This is Junior Sergeant Bohdan with the callsign "**White**", who eliminated more than 250 Russian soldiers, mainly in the Kherson direction*" (suspilne.media, July 4, 2025). We sporadically detect callsigns related to culture, sports, or education, which mainly indicate the preferences of the carriers or their occupation, cf. "*The scout with the callsign "**Fan**" is remembered by Dnipro fans as an active participant in football "rumbles"*" (suspilne.media, 07/03/2024); "*Known to his comrades under the call sign "**Producer**", he was a mortar commander*" (gazeta.te.ua, August 18, 2025); "*In memory of the scout, Azov soldier Kyrylo Ludvik (call sign "**Coach**")*" (ukrinform.ua, October 11, 2025); ""*30 assaults are at least 30 chances to die": interview with a military man under the pseudonym "**Trainer**"*" (suspilne.media, May 18, 2024).

Callsigns of other thematic groups function sporadically, cf. "*His callsign is "**Manager**". For him, the war became a matter of honor, responsibility and revenge for his native land*" (openukraine.org, April 16, 2025); "*Andriy, with the callsign "**Smoothie**", first found himself in the army back in 2016 – he signed a 3-year contract with one of the brigades*" (suspilne.media, July 9, 2025); "*But once there, he found out that shooters were actually needed. Despite this, he took the callsign **Driver***" (smila.city, March 4, 2024); "*Dmytro Kucheryavyy died in the war of the Russian Federation against Ukraine with the callsign "**Kinder**"*" (suspilne.media, May 6, 2024); "*In the army since the age of 18: the story of Azovstal defender Dmitry "**Beamer**", who was in captivity for almost a year*" (suspilne.media, May 18, 2025).

Often in media materials dedicated to Ukrainian military personnel, one can trace the motivation for choosing call signs. Journalists often add brief explanations of the origin of these names: they tell why the fighter chose such a call sign, what it means or what it is associated with. Sometimes the hero of the material himself shares the story of his call sign, explaining how it appeared – by chance, as a joke, due to character traits, appearance or professional specialization. Such details help to reveal the personality of the defender, show his or her path, values and inner

world. By explaining the origin of call signs, the media not only informs, but also creates an emotional connection between the audience and the heroes, giving these names a deeper symbolic meaning.

Monitoring the modern media space, we find in journalistic materials the following motivational characteristics of military call signs, cf. "*Call sign –* **Beamer**, *because he likes BMW cars! A minibus driver from Dnipro joined the 23rd Motorized Rifle Brigade*" (suspilne.media, May 9, 2024); "*A soldier says that the call sign* **Tom Sawyer** *was chosen for him not only because it is his favorite book, but also because of his restlessness in positions*" (life.pravda.com.ua, January 27, 2023); "*The 29-year-old pilot "***Moderator***" said that he received his call sign because of his work before the war. "I worked as a moderator of comments left by people on websites to make sure that nothing offensive gets on the Internet. Now I moderate Russians"*" (suspilne.media, May 18, 2025); "*He received the call sign "***Doc***" not by chance – he is the senior combat medic of his unit, who has been saving the lives of his comrades for the fourth year*" (suspilne.media, May 18, 2024); "*The man received the call sign "***Agent***" because of his civilian profession in trade*" (24tv.ua, April 2, 2025).

Sometimes in media materials, journalists provide lengthy explanations for call signs, turning them into a kind of life stories. In such cases, the call sign becomes not just a conventional name, but a key to understanding the fate of a person. Through the story of its origin, the reader learns about the childhood or profession of a military man, events that changed his life, losses experienced or victories achieved. Such stories add depth and humanity to the narrative. The call sign **FLASH** (shine, lightning) has such a lengthy motivational story, cf. "*Denys received his call sign "***FLASH***" when he was performing a combat mission in the Kramatorsk area. Lightning struck his plane, the navigation system failed, but the pilot managed to land the plane at an airfield without sensors. He was fast, like lightning. There were many situations when he was hunted by enemy planes and air defense systems, but he always managed to maneuver away from danger*" (ukrinform.ua, December 9, 2024). In this case, the call sign becomes part of a personal myth that forms the image of the hero in the audience's mind.

In overall, as it was mentioned above, Ukrainian military media discourse, there is a noticeable tendency to create call signs based on Anglicisms, which denote belonging to the global cultural space and at the same time adapt to the Ukrainian language system. The process of such adaptation has several levels: graphic, phonetic, morphological, and semantic.

One of the most common ways to adapt Anglicisms in call signs is transliteration, i.e., the transfer of an English word in Ukrainian letters without translation, e.g., *Black, Joker, Ghost*, etc. This method allows preserving the original sound and at the same time making the unofficial name of the military understandable in Ukrainian military communication. Transliteration often preserves the cultural context of the original word, while embedding it in the Ukrainian language space.

Another method of adaptation is the transmission of Anglicisms using Ukrainian graphics, which is accompanied by partial phonetic simplification or phonological adaptation to the sound system of the Ukrainian language, cf. *Хакер, Смайл, Байт* (*Hacker, Smile, Byte*), etc. In such cases, the spelling is adapted to Ukrainian orthography, which makes the call signs more organic in the Ukrainian-speaking environment.

In military discourse, anglicisms-call signs are often presented in capital letters as abbreviations or visual markers of power, status, belonging to the military community, e.g., *DRONE, BOSS, FLASH, FOX, VATUTIN, MARY*. Such writing performs not only a graphic, but also a symbolic function: it visually emphasizes the importance of the identifier, creates the effect of a "sign" or "brand", emphasizes the individuality of the soldier as a subject in a common combat space. In addition, capital letters bring the call sign closer to the visual aesthetics of English-speaking military traditions that are common in the NATO environment (on patches, badges, emblems).

Another way of presenting English call signs in informal communication is hybridization, i.e., combining the English base with Ukrainian affixes, endings, or word-forming models. Such a process is evidence of the full assimilation of English into the Ukrainian language system and at the same time a marker of the creativity of speakers, e.g., *Дрончик, Геймер, Байтер*, etc. Hybridization in call signs often has a playful or expressive character, reflecting linguistic creativity, self-irony, and sometimes - professional affiliation (IT specialist, drone operator, programmer, etc.).

In real speech, we often observe a combination of several methods of adaptation. For example: **Міс Джой** (*Miss Joy*) – transliteration with an element of preserving English graphics; **Серж Блек** (*Serge Black*) – a hybrid of an English lexeme with a Ukrainian name; **Геймер-007** (*Gamer-007*) – a combination of Anglicism, a number, and a pop culture symbol. Such call signs create a multi-code cultural space in which Ukrainian, English, and media culture intersect and form a new sign system of modern military speech.

An interesting and symbolically rich is an example of the call sign "Blue Helmet", cf. "*In memory of pilot Vladislav Zalistovsky (call sign "***Blue Helmet***")*" (ukrinform.ua, January 27, 2025), which has a deep intercultural and political meaning. The phrase "*Blue Helmet*" (Ukrainian: *синій шолом*) is an internationally recognizable symbol of the United Nations Peacekeepers, who wear blue helmets or berets as part of their uniform. In world military culture, this term means: a peacemaker, a mediator, someone who protects peace; a participant in an international mission operating under the auspices of a global organization; a symbol of humanity and neutrality in military conflicts.

If a Ukrainian pilot chooses the call sign *Blue Helmet*, it can have several layers of meaning: self-identification with the global military community – a symbol of connection with international partners, in particular NATO or peacekeeping missions. In the moral and ethical aspect, it emphasizes humanity, the desire for peace even in times of war. This option demonstrates mixed graphic and semantic adaptation – the anglicism retains its international meaning, but can acquire local connotations.

CONCLUSION

Modern Ukrainian media discourse, especially in wartime, is a powerful space of linguistic dynamics, where elements of national and global cultures interact. One of the most striking manifestations of this interaction is borrowings from English, which not only enrich Ukrainian communication with new lexemes, but also reflect the processes of cultural hybridization, openness and belonging of Ukraine to the world information space. Analysis of the linguistic material of wartime media discourse shows that Anglicisms become important linguistic markers of multiculturalism, because they not only indicate the processes of globalization and cultural exchange, but also record changes in the national linguistic picture of the world.

Within the framework of the study, several main thematic groups of call signs of Ukrainian military personnel, formed on the basis of English lexemes, were identified: 1) call signs from the technological and information environment; 2) names related to the military sphere; 3) nominations denoting status or role in the collective; 4) call signs derived from English names; 5) nominations from the pop culture space. Unofficial anthroponyms of other thematic groups are less represented. The appearance of such call signs in the media discourse reflects not only linguistic creativity, but also the desire of Ukrainian military for self-identification through global cultural codes. Anglicisms in call signs become indicators of openness to the world, symbols of technologicality, modernity, and integration into the international context. At the same time, these borrowings undergo adaptation (graphic, phonetic, morphological, and semantic), which indicates the natural integration of English-language elements into the structure of the Ukrainian language. Media texts that provide explanations of the origin of call signs or interesting stories of their appearance perform an important communicative function: they reveal the personal dimension of the language designation, allowing reading the individual motivation, character, or life experience of the serviceman.

Thus, Anglicisms in the call signs of Ukrainian defenders are not only the result of linguistic borrowing, but also a manifestation of multicultural identity, the value interaction of the local and the global, which forms a new linguistic and cultural reality of modern Ukraine in conditions of war.

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