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MODERN UKRAINIAN SCIENTIFIC STYLE WITHIN THE BROADER FRAMEWORK OF SLAVIC LANGUAGE TENDENCIES AND THE EVOLUTION OF LITERARY NORMS

This article analyzes lexicosemantic processes in contemporary Ukrainian scientific texts against the backdrop of general Slavic trends in literary norms. It traces the activation of rarely used vocabulary, the reactivation of obsolete terms, determinologization, the broadening of the meaning of specialized terms, and the functioning of foreign language lexical units. The article highlights word-formation tendencies in scientific style, taking into account the internal laws and potential capabilities of the Ukrainian language. In terms of stylistic norms, the study has identified excessive expressivity in texts due to the use of linguistic elements that are atypical for scientific discourse, such as colloquialisms, neologisms, and slang.

Key words: *scientific style, scientific discourse, publicistic style, literary norm, stylistic norm, lexical-semantic tendencies, expressive language.*

INTRODUCTION

The scientific style serves the crucial needs of education and science within the linguistic environment. It serves as a means of transmitting new objective knowledge about reality to society, indicating the level of intellectual development within both a national and global context. Being one of the most stable language varieties, its expressive means ensure the creation of reliable and truthful information across various fields of knowledge, promoting its dissemination with the aim of continuously improving societal standards. Although genres vary in their degree of formality (strictly scientific, academic, popular science, and scientific-publicistic), they are all traditionally united by a high style with a neutral stylistic presentation of information and adherence to the literary standard.

The democratic processes activated in Ukraine since gaining independence in 1991 have, on the one hand, stimulated the realization of the language's internal potential, and on the other hand, amid the broader Slavic processes of globalization and digitalization, have intensified changes within the functional-stylistic differentiation of the literary language, primarily associated with increased inter-stylistic interaction. More sensitive to innovation and open to renewal than ever before, one of the most conservative spheres of linguistic life – the scientific – has faced a number of challenges related to the recording of new language phenomena and their appropriate scientific evaluation.

This research provides a survey of contemporary theoretical questions concerning the relationship between scientific discourse and the evolution of the literary norm, with a critical examination of lexical-semantic and grammatical shifts and their influence on language development.

METHODS

The validity of the obtained results and conclusions was ensured by the use of general linguistic and receptive-stylistic methods: comparative-historical (to identify analogy, axiology, and empiricism of language norm in a diachronological and synchronological analysis); communicative-functional (to establish the differentiating features of literature norm as a linguistic category; to identify emotional and rational elements in the structures of scientific texts); system-structural (to identify the units of verbal competence and their textual implementation); semantic-axiological analysis (for understanding the estimated mechanisms of the language norm); semantic-differential analysis (for examining the dynamics, dissimilarity of semantics of language units); linguocultural analysis (to understand the content and evaluation of the language means of scientific texts depending on the socio-political, socio-cultural conditions of their formation).

DISCUSSION

The literary norm in the scientific sphere is tied to its stylistic specificity: the use of both common and specialized linguistic units, formal and neutral expressions. A crucial element of scientific text in any language is its orientation towards a neutral style of presentation and the avoidance of any expressive means. However, the pressure of contemporary external factors is also influencing these fundamental principles. In the context of the psychologically challenging era of the early 21st century for Ukrainians, primarily due to the existential challenges of war and the struggle for European values, language

is being influenced by emotional perceptions of reality and is becoming a tool for affirming national identity. Such processes are characteristic of the Ukrainian literary norm in general and are largely consonant with the trends in the standardization of the Montenegrin language, which is undergoing a revival of its fundamental differential features and their reflection in normative codes. A. Čirgić notes that "the Montenegrin language is standardized in line with the practices that have developed in official communication and the language of literature over the past one hundred and fifty years" (Čirgić, 2023: 14). The external resistance to the establishment of the defining characteristics of the Montenegrin language, in his opinion, is evidence "that language, especially the standard language, is one of the most important forms of identity" (Chirgić, 2023: 17).

Ukrainian scientific writing was heavily influenced by Russian for many decades, but since the country gained independence in 1991, it has returned to its roots, focusing on establishing its unique linguistic characteristics. The trends in scientific style generally mirror the development of the literary norm, evidenced by the renewal of vocabulary and the strengthening of grammatical features that are distinctive of Ukrainian. However, like other European languages, Ukrainian is now susceptible to the globalizing influences, particularly the influx of foreign words that are displacing native Ukrainian equivalents.

Ukrainian scientific texts demonstrate a heightened inter-stylistic interaction, common to all Slavic languages, resulting in diffuse genre transformations. (Pylynskyi, 1990; Klozinska, 2004; Kots, 2022). In light of these developments, linguists have introduced the concept of stylistic polymorphism (Gajda, 2001). S. Gajda points out that all styles in the contemporary world "form a multidimensional, multidirectional, and dynamic system." (Gajda, 2001: 25). A striking and problematic trend in both Ukrainian and other Slavic literary languages is the increasing tendency towards excessive expressiveness in formal written styles.

The issue of expressivity in scientific style has always been a subject of linguistic debate. Researchers have suggested that the communicative context of text creation or its genre-specific nature can justify the use of expressive means in scientific discourse.

Professor S. Haida, referring to the strictly scientific style, uses the term "rigid language" and notes that this is a "conscious and fully justified result of adopting a certain tradition of scientific writing." (Gajda, 2001: 78). Czech linguistics operates with the term "odborný styl" (professional style), characterized by a "minimal degree of expressivity", which is considered entirely justified for the purpose of objective interpretation of scientific facts.. (ES, 2002). This view is commonly held in international academic practice, as

exemplified by the assertion that "scientific writing should be literary, concise, and straightforward, avoiding colloquialisms and slang. Excessive use of technical jargon and complex sentence structures is also not the most effective way to communicate ideas. An effective scientific text is concise, clear, and precise."(Kumar, 2018).

It is noteworthy that Slavic linguists often cite the British author George Orwell, who in 1946 outlined six rules for scientific writing: 1) Never use a metaphor, simile, or other figure of speech; 2) Never use a long word where a short one will do; 3) If it is possible to cut a word out, always cut it out; 4) Never use the passive where you can use the active; 5) Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent; and 6) Break any of these rules sooner than say anything outright barbarous. However, all linguists agree that it is crucial not to lose the vibrant richness of linguistic communication in the pursuit of excessive formality and standardization.

Polish researchers employ the terms "strict" and "colorful" to distinguish between the formal scientific style and the more informal scientific-popular and scientific-educational varieties. (Wytrebovich, 2009). Shifts in the functions of scientific texts lead to lexical, semantic, and grammatical changes, affecting the overall standardization of the literary language.

The stabilization of the internal structure and the functional development of the Ukrainian literary language are historically conditioned and dependent on both internal and external linguistic factors. Any developed language has a specific, historically and socially determined norm that organizes its complex structure and consolidates the national space. Scientific style, as a product of the highly intellectual strata of society, serves as a model of the literary norm, presupposing the conscious use of established, codified linguistic patterns, and is also one of the key mechanisms for its implementation, popularization, and refinement in the educational process. Its core, like that of all other functional varieties, reflects an unchanging lexical stock and established grammatical rules, ensuring the stability of the literary language over time and uniting the national space. However, language, like any living organism, is constantly evolving, enriching itself, and improving. Speakers of the national language acquire the model of the literary language through education but constantly experience its ongoing variability, which forces them to make choices between different linguistic phenomena. Changes occur primarily on the periphery and do not fundamentally affect the distinctive features of the literary language as a whole.

From the perspective of literary language dynamics, contemporary scientific texts demonstrate the primary influence of extralinguistic factors

on the actualization of nominations for Ukrainian natural phenomena (with explanations of their semantics) related to war, and on their corresponding lexical collocations *зnelюднення території* [*depopulation of the territory*], *здичавіння структур господарювання* [*wildness of economic structures*], *здичавілі тварини* [*wild animals*], *окупована фауна* [*occupied fauna*], *осадна біота* [*sedimentary biota*], *полемохори* [*polemics*] and the like: **Окупована фауна, або фауна окупованих територій**, — набір видів, які мешкають у зонах, не контрольованих відповідними службами (лісознавці, мисливствознавці, карантинні та санепідемслужби, екологічні інспекції та екологічні управління, установи природно-заповідного фонду) і в яких не здійснюються заходи з моніторингу, контролю чисельності, природоохорони, біотехнії тощо; • **осадна (окопна) біота**, зокрема фауна, — комплекс видів, тісно пов'язаних з людиною, обозами, фортифікаціями, який фактично мігрує і формується саме при переміщеннях військових; • **полемохори** — види живих організмів (бактерії, гриби, рослини, тварини), які поширюються саме під час воєнних дій; це переважно чужорідні для відповідної місцевості види, поширенню яких явно сприяють різного роду маневри та дії військових (транспорт, фортифікації, таборування тощо) види — **дінго (пси), разорбеки (свині), мустанги (коні)** (Visnyk NAN Ukrainy. 2022. №11. С. 62).

The new social phenomena arising during wartime primarily pertain to the field of psycholinguistics and require novel, rationally grounded terms, the definitions of which are proposed by the researchers themselves: *Автор торкається зв'язку цих питань з проблематикою війни, та наголошує, що цифрова епоха, яка поліпшує всі сторони життя і комфорт людей, разом з тим несе у собі великі ризики, чи не головним з яких є суттєва деформація свідомості, що спричиняє не тільки падіння з вищих щаблів культури у варварство і дикість, але й загальну зnelюдність – втрату розуміння цінності життя взагалі і тотальне його знищення, аж до самознищення самої людини* (Filosofski obrii. №. 46, с. 51). The new word *znelюдність* offers a new understanding of the concept of *людяність* [*humanity*], compare *людяність* – ‘людинолюбство, гуманізм’ [*humanity* – ‘philanthropy, humanism’] (SUM IV: 571), thus acquiring the semantics of ‘love of life’ and functioning in texts with the meaning of ‘loss of appreciation for the value of life’.

Lexico-semantic processes in contemporary scientific texts, within the broader context of the dynamics of the literary norm, often reflect the trends of publicistic style, which until recently was virtually the only testing ground for the reactivation of obsolete and rarely used words. Due to their systematic

functioning in the information space, these words typically lost their stylistic connotations, expanding their usage.

Contemporary scientific discourse is marked by lexicosemantic processes that involve reactivating infrequently used vocabulary. The dormant lexicon serves as a reservoir for the creation of novel abstract terms, as exemplified by the derivation of new terms from the seldom-used verb *загрозити* [*threaten*] (SUM III: 94; SUM 20 V: 956) we observe a range of stylistically neutral elements – *загрожений* [*threatened*], *загроженість* [*danger*]. The adjective 'загрожений' (threatened) has been included in dictionaries in recent years with the meaning 'being under threat, threatened by someone or something' ('який перебуває під загрозою, якому загрожує хто-, що-небудь' ['which is under threat, which is threatened by someone, something']), and is exemplified in the works of I. Bagryany, U. Samchuk, and V. Barka. (SUM 20 V: 956), The near-synonym *загрозливий* [*threatening*] conveys the semantic meaning of 'expressing a threat'. (SUM 20 V: 956). The adoption of the noun "загроженість" with the semantics of 'the state of being threatened' is evidenced not only in scientific, but also in publicistic and literary styles, for example: *Останній роман, до речі, показує загроженість існуванню російської мови з боку французької, якою користувався весь вищий світ в Росії* (Kunsht, <https://kunsht.com.ua>, visited on 23.06.2023).

Modern scientific texts are characterized by the broadening of term meanings and a process known as determinologization. For example, the noun *напрямна* is defined in dictionaries as 'a guide or rail in a machine or equipment that directs the movement of components'(SUM VI: 164). In academic discourse, this lexical item is synonymous with *напря́м* ['which denotes a direction, course, or trend of development, action, or phenomenon'] (SUM V: 164), for example: *Він розрізняв суспільну та історіографічну (чи історичну пам'яті, і на цих делімітаціях уже означено основні напрямні й відмінності між історією і літературою (а беручи ширше, — між історією і мистецтвом загалом) — як формою художньої реалізації буттєвих матриць колективної та індивідуальної пам'яті* (Slovo i chas. 2022. № 4. С. 47). The adjective 'напря́мний' in the meaning of 'providing a certain direction' was used by Ukrainian writers of the early 20th century and artists of the Ukrainian diaspora. Let us compare: *Поняття епохи як структурної цілості є однією з вирішальних, напрямних засад у наших сучасних історіософічних концепціях і студіях* (В. Домонтович); *Більшість дослідників надають східним враженням поета [Рільке] вирішального й напрямного значення* (О. Izarskyi); *На місці колонки з водою з-під землі було напрямне проміння (у цьому Стецько вже пересвідчився), яке само несло людину в потрібному їй напрямку* (Е. Andiiivska).

Unfortunately, the enrichment of the contemporary literary language with native Ukrainian words is an inconsistent phenomenon. On the contrary, one of the main problems of today is the overuse of borrowings, often non-adapted calques and expressions from English, especially de-terminologized terms from the field of computing. In most cases, there are Ukrainian equivalents; let us compare.: *стартап [startup] – успішний проєкт, гайд [guide] – путівник, інструкція*, for example: *Є багато стартапів, які мають ідеї вирішення проблеми, до речі, і в Україні також, але виникає питання — хто це має фінансувати, прибирати в космосі?* (Куншт, <https://kunsht.com.ua>, дата звернення 10.06.2023); *Що, як, чому: гайд найпопулярнішими підходами до психотерапії* (Kunsht, <https://kunsht.com.ua>, visited on 12.06.2023).

One argument for the widespread use of calques is the inability to convey their meaning in a single word (*хакнути [to hack] – зламати комп'ютерну програму*): *Випробування Росією протисупутникової зброї, розв'язання нею ж війни проти України та спроба хакнути сателіти або заглушити їхній сигнал примусили американців по-новому подивитися на безпеку власних супутників* (Kunsht, <https://kunsht.com.ua>, visited on 12.06.2023). However, the broadening of a word's semantic field (in this case, the verb *зламати* ('to break')) is a completely natural process of language development.

Borrowing by calque is one of the uncontrolled processes of transferring new technical terms, for instance term *клік [click] in «клік-хімія» [click chemistry]*, compare: *Слово «клік» (click) у терміні «клік-хімія» означає, що використання цих методів дозволяє поєднати молекулярні фрагменти так само легко, як застібнути («клацнути») дві частини пряжки. При цьому сама пряжка, незалежно від того, що до неї прикріплено, «працює» доти, доки дві її частини можуть дотягнутися одна до одної* (Visnyk NAN Ukraine. 2022. №12. С. 31). It is crucial to select equivalents immediately, as this facilitates their assimilation. The component *клік [click]* can be replaced by equivalents such as *швидкісний, з'єднувальний [high-speed or connecting]; гештальт – цілісний [gestalt' can be rendered as holistic]* with appropriate, established in the language, attributive phrases. For example, the functioning of the new term from contemporary psycholinguistics, екзистенційна терапія [*existential therapy*]: **Екзистенційна терапія**. *Вона зосереджується на свободі волі, самовизначенні та пошуку сенсу. У ній клієнт звертається до внутрішнього конфлікту, викликаного самотністю, відчуттям безсенсовності життя та неминучості смерті* (Kunsht, <https://kunsht.com.ua>, visited on 18.03.2023).

Grammatical trends in contemporary scientific texts reveal a search for new expressive means that, parallel to lexical innovations, do not always have a positive impact on the long-established word-formation system. New verb models are emerging in scientific texts, particularly those with the prefix 'до-', replacing traditional patterns with prefixes such as 'за-', 'при-', and 'в-', which add various semantic nuances to words (indicating the beginning or end of an action, its duration in time), for example *достосувати* rather than the conventional *застосувати* [*to apply*]; *добачати* in the meaning *вбачати* [*perceive*]; *доєднатися* instead of *приєднатися* [*join*], compare: *Усі разом вони кодують певні засоби переказу, які у періоди історичних перетворень потребують ненастанного відчитування, дискусії та відновлення, щоб їх можна було достосувати до запитів і вимог сучасності* (Slovo і час. Слово і час. 2022. № 4. С. 50); *Філософія історії добачає в подіях минулого особливий сенс. Автор історичного роману теж часто виконує роль не тільки вченого, а й філософа* (Slovo і час. 2022. № 4. С. 51). These linguistic fads deplete the vocabulary and homogenize it.

It is worth noting that synonymy or variation in scientific discourse, even during periods of lexical expansion, can be superfluous and may even cause misunderstandings. For example, the adjective *серіальний* [*serial*] in academic writing is often used interchangeably with the noun *серійний* [*series*] to convey the identical meaning, which is fixed to the noun *серія* [*series*] – ‘ряд однорідних або споріднених за спільною ознакою предметів’ [*a series of homogeneous or related objects by a common feature*] (SUM IX: 138), compare: *Росіяни досить давно зрозуміли роль масової літератури для розширення свого впливу і позначення своєї території й почали видавати масові видання, серіальні, зручні для легкого користування* (Kunsht,).

A problem in contemporary scientific and technical terminology is the use of derivational variant terms with the general meaning of 'designed for any action named by the root', formed from borrowed noun bases: *еліпсоїдний* – *еліпсоїдальний* [*ellipsoidal*], *диференційний* – *диференціальний* [*differential*], *синусоїдний* – *синусоїдальний* [*sinusoidal*], *пропорційний* – *пропорціональний* [*proportional*], *біномний* – *біноміальний* [*binomial*] (<http://journalib.univ.kiev.ua>, visited on 28.09.2023). From the perspective of the literary norm, lexemes with the suffixes **-н-** and **-ійн-** are considered correct. The task of linguists is to disseminate scientifically sound conclusions regarding the use of innovations in order to prevent a negative impact on the stable grammatical system.

Modern scientific texts are increasingly influenced by other functional styles of the literary language, particularly publicistic style. The psychological pressures of our time contribute to the increased expressiveness in scientific writing.

However, it is crucial that the expressivity that is not characteristic of the scientific style does not violate one of its defining criteria: the stylistic neutrality of linguistic units.

The unjustified use of expressive neologisms, colloquialisms, and idioms in scientific texts has been observed. The systematic use of such language elements indicates the phenomenon of stylistic polymorphism - a diffusion of stylistic and genre boundaries.

Authors of scientific reports and articles (specifically the scientific variety of the scientific style), especially in the humanities, use colloquialisms or words used metaphorically with a colloquial connotation.: *инетити, прослизати, приправляти, докотитись, діставати, вичищений* and so on, for example: *У цьому творі, який можна вважати точкою відліку її письменницької кар'єри, авторка порушує питання жіночої долі і щедро приправляє його прискіпливими фізіологічними подробицями* (Visnyk NAN Ukrainy, 2022. №12. С. 45). The use of shortened, colloquial forms with a marked stylistic coloring is widespread, especially in popular science texts. (*Нобелівка* – instead of *Нобелівська премія [Nobel Prize]*, *соціалка* – instead of *соціальна допомога [social assistance]*), compare: *За що дали Нобелівку з фізики в 2022 році* (Куншт, <https://kunsht.com.ua>, дата звернення 23.07. 2023).

Linguistic expressivity is enhanced by authorial neologisms, formed on the basis of journalistic expressions with a negative connotation *вичищена мова, бабиста держава*, compare: *Анні Ерно явно вірить у визвольну силу письма. Її роботи безкомпромісні й написані простою, вичищеною мовою* (Visnyk NAN Ukrainy. 2022. №12. С. 44). This contradicts not only the nature of the scientific style but also the very nature of a term, one of whose distinguishing features is stylistic neutrality.

A functional feature of the Ukrainian language is the inheritance of Soviet-era ideologemes (calques of ideological narratives from Russian), the use of which was previously limited mainly to publicistic and artistic styles. Authors of contemporary scientific texts, especially in the humanities, use them to analyze Ukrainian history and draw historical parallels, shifting the focus from the rational assessment characteristic of scientific texts towards ironic-expressive and overtly publicistic tones. (*советський народ, нерушиме єдинство, бразди правління*), compare: *Фільми, які прокламували «нерушиме єдинство» советського народу, а власне нації, де менишнам дозволено*

мати своє забарвлення і навіть голос (як то було, скажімо, з грузинськими фільмами, озвучуваними з відчутним грузинським акцентом) (Visnyk NAN Ukrainy. 2022. №12. С. 63).

The phenomenon of stylistic polymorphism in scientific texts is exemplified by the use of journalistic metaphors, primarily as a psycholinguistic tool to draw the attention of a broad audience to changes in cultural, historical, and political life. The primary function of such metaphors is to actualize features of the chosen subject that are easily understood by a wide audience and to shape an ideologically motivated perception of it. By introducing a journalistic metaphor into a scientific text, the author consciously departs from the basic nominative function of a scientific (conventionally faded) metaphor.: *Прокинулося й кіно, але майже відразу, у 1993—1994 рр., зазнало нищення з боку вже нібито української влади, в якій провідні ролі відігравали люди, чия рабська московська сукровиця зумовила рух у напрямку нових а-ля переяславських угод [the slave treasure determined the movement in the direction of new a la Pereyaslav agreements]* (Visnyk NAN Ukrainy. 2022. №12. С. 61); *Наступний цикл починається в середині 1980-х, коли українське суспільство почало прокидатися після сильних снодійних ін'єкцій* [Ukrainian society began to wake up after strong sedative injections] (Visnyk NAN Ukrainy. 2022. №12. С. 61).

The use of slang with a strong negative connotation is detrimental to scientific style. Such language enhances metaphorical expressivity within the text, effectively shifting the stylistic orientation from scientific to journalistic, as exemplified by the following statement: *Нині подібні фільми, зроблені «за межею фолу» і здорового глузду, змиті самою історією [Nowadays, such films, created 'beyond the pale' of reason and common sense, are washed away by history itself]* (Visnyk NAN Ukrainy. 2022. №12. Р. 64). Philosophers note that "science requires social control that directs it toward serving societal progress. Outside of socio-moral use, scientific knowledge loses its cultural and humanistic dimension." (Krymskyi 2003: 14).

CONCLUSION

Contemporary scientific texts attest to the dynamics of the lexical norm within the broader Ukrainian literary norm, as well as within stylistic norms. Under the influence of trends toward language democratization, the scientific style is expanding its range of linguistic resources, activating the passive vocabulary of the literary language, and creating new contextual opportunities for the development of semantic connotations. The main challenges facing this sphere of linguistic life include the spread of general negative trends in the

lexical norm (limited word-formation potential, excessive variability, calquing of de-terminologized terms) and, consequently, the threat of losing the fundamental definition of style as a standard of the literary language. The stylistic norm of the scientific style, namely the principle of stylistic neutrality, is being violated by journalistic presentation of information and excessive expressivity in texts, caused by the use of colloquial, evaluative, and slang language. Such processes lead to stylistic polymorphism and the potential destruction of the established functional capabilities of the language. The value of science lies in its ability to address all the challenges of material and spiritual life. The value of scientific language lies in its ability to explain information from various fields of knowledge in a logical, precise, unambiguous, and rationally persuasive manner. Adherence to these criteria is a measure of the level of intellectualization of both the scientific community and society as a whole.

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Legend

- **SUM** – Bilodid, I.K. (Ed.). (1970–1980). *Dictionary of the Ukrainian language: in 11 vols.* Kyiv: Naukova dumka (in Ukrainian).
- **SUM 20**– Rusanivskyi, V.M. (Ed.). (2010–2022). *Dictionary of the Ukrainian language: in 13 vols.* Kyiv: Ukr. mov.-inf. Fond (in Ukrainian).
- **ES** – Tomáš Hoskovec, Jiri Homolac, Jana Hoffmannová, & Milada Hirschová (Eds.). (2002). *Encyclopaedic dictionary of Czech.* Praha: BV (in Czech).

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SAVREMENI UKRAJINSKI NAUČNI STILE U ŠIREM OKVIRU SLOVENSKIH JEZIČKIH TENCENCIJA I EVOLUCIJE KNJIŽEVNIH NORMI

U ovom članku analiziraju se leksikosemantički procesi u savremenim ukrajinskim naučnim tekstovima u kontekstu opšteslovenskih kretanja u književnim normama. Prati aktivaciju retko korišćenog rečnika, reaktivaciju zastarelih pojmova, determinologizaciju, proširenje značenja specijalizovanih pojmova i funkcionisanje leksičkih jedinica stranog jezika. U članku su istaknute tendencije tvorbe reči u naučnom stilu, uzimajući u obzir unutrašnje zakonitosti i potencijalne mogućnosti ukrajinskog jezika. U pogledu stilskih normi, studija je identifikovala preteranu ekspresivnost u tekstovima zbog upotrebe lingvističkih elemenata koji su netipični za naučni diskurs, kao što su kolokvijalizmi, neologizmi i sleng.

Ključne reči: *naučni stil, naučni diskurs, publicistički stil, književna norma, stilaska norma, leksičko-semantičke tendencije, izražajni jezik.*