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Abstract: The article holistically analyzes the neologisms from mass media texts, which are characterized in terms of communicative and pragmatic potential, emotional and evaluative load and role in the expressiveness of the text; it determines methods of creating new derivatives, it studies neosemanticisms, neographisms and grammatically modified prepositional-nominal forms of nouns in the context of language dynamics. It has been found that in the modern media space there is now a migration of colloquial vocabulary to the field of journalism, a convergence of written-literary and oral-spoken forms of communication, the pragmatic potential of which consists in the creation of emotional-evaluative, expressive and humorous-ironic speech situations. It was found that neoderivatives formed by various morphological methods take an active part in the process of neologization. Blending nominations, which mainly contain transliterated Russian words, show high productivity. The ironic and evaluative pragmatic intention is carried out by neosemanticisms formed in a lexical-semantic way and neographisms related to the aggressor state.

Keywords: derivation; morpheme; parts of speech; vocabulary; slang; occasionalism; neosemanticism; neographism; mass media; Ukrainian language.