

Отримано: 06 вересня 2022 р.

Прорецензовано: 14 жовтня 2022 р.

Прийнято до друку: 20 жовтня 2022 р.

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DOI: 10.25264/2519-2558-2022-15(83)-34-39

Dunaievskaya O. V., Stupenko M. Yu., Levchenko Z. A. Non-violent ukrainisation: modern freedom wears yellow-and-blue. *Наукові записки Національного університету «Острозька академія»: серія «Філологія»*. Острог: Вид-во НаУОА, 2022. Вип. 15(83). С. 34–39.

УДК: 811.111' 42

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NON-VIOLENT UKRAINISATION: MODERN FREEDOM WEARS YELLOW-AND-BLUE

The paper addresses the issue of frame analysis of discourse fragments related to the high-scale war in Ukraine started by Russian Federation on the 24th of February 2022. The article outlines the peculiarities of Ukraine/Ukraine-related mentions in English-speaking media online discourse, the presence and accumulation of which, gives the grounds for them to be united under the notion of UKRAINISATION. The work prioritised 1) the collection of the corpus of Ukraine-connected mentions in the online available English-speaking media; 2) the selection and analysis of the basic schemas of evoked as well as invoked frames; and 3) the description of the current frames connected with Ukraine and Ukrainians. The elements of frame analyses in terms of onomasiological and semasiological approaches were used to identify the basic frame serving as a construct of the information that pertains to a particular event or a notion associated with Ukraine and Ukrainians worldwide. The corpus of the discourse fragments was retrieved from online English-speaking media; it underwent the sorting out based on the aspect its constituents appeal to. Such aspects as: expressing admiration, support (both verbally and non-verbally), showing solidarity, demonstrating sharing of same values, seeing and understanding of Russian war in Ukraine. In the paper the model of non-violent Ukrainisation is offered, which supports the idea that Ukrainisation has become an embodiment of supporting modern democratic values shared by democratic societies.

Keywords: Ukrainisation, yellow-and-blue, freedom, Ukraine, Ukrainians, frame-analysis.**Дунаєвська Ольга Валеріївна,**

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НЕНАСИЛЬНИЦЬКА УКРАЇНІЗАЦІЯ: СУЧАСНА СВОБОДА НОСИТЬ ЖОВТО-БЛАКИТНЕ

Стаття розкриває питання застосування фреймового аналізу до фрагментів дискурсу, які стосуються повномасштабного вторгнення російської федерації на територію України датованого 24 лютого 2022 року. Робота розкриває особливості згадок України та українців у англійськомовному онлайн дискурсі, наявність яких становить підґрунтя для їх об'єднання у поняття УКРАЇНІЗАЦІЯ з подальшим його описом характеристик. Пріоритетом у роботі є 1) накопичення корпусу згадок про Україну, доступних на онлайн ресурсах англійськомовних видань; 2) відбір та аналіз базових схем новостворених та раніше накопичених фреймів; 3) опис актуальних фреймів, які об'єктивуються при згадці України та українців. Елементи фреймового аналізу в межах ономазіологічного та семасіологічного підходів використовувалися для визначення базового фрейму, що слугує як конструкт інформації про конкретну подію в Україні або, яка відбувається з українцями чи поняття, асоційоване з Україною / українцями в світі загалом. Корпус фрагментів дискурсу був укладений під час аналізу дискурсу англійськомовних медіа; останній був погрупований за принципом того, до яких аспектів апелюють його складові. Було встановлені наступні аспекти: вираження захоплення, підтримки (вербальної та невербальної), демонстрація солідарності та слідування таким ідентичним цінностям, бачення та розуміння російської війни в Україні. У праці запропоновано модель ненасильницької УКРАЇНІЗАЦІЇ, котра підтримує ідею, що УКРАЇНІЗАЦІЯ стає втіленням підтримки сучасних демократичних цінностей, які поділяє все демократичне суспільство.

Ключові слова: ненасильницька українізація, жовто-блакитне, свобода, Україна, українці, фрейм-аналіз.

... And don't forget to remember me with a soft word in a new, great, and free Family... ("Testament", Taras Shevchenko, 25th of December, 1845, Pereiaslav, Ukraine). Taras Shevchenko, a Ukrainian prophet, knew exactly, that there would come the time for a decisive fight. One outside Ukraine may think that in his Testament in 1845, by telling "Bury me and then wake up, ruin the chains, and make the ground wet with enemy's blood," the great Ukrainian poet and artist was saying nonsense, but today his words sound clearer than ever before. Only some Ukrainians knew the true context of Shevchenko's words: our freedom comes with bloodshed

and fearless fight for it. Our old Kobszar, a prophet Shevchenko, learnt the price of the neighbourhood with Russia in 1845. Ukraine has been “sleeping” for so long and it “has been awoken” on the 24th of February, 2022.

The worldwide fame is usually regarded as a positive indication of previous achievements but in case of Ukraine, the reason behind the fame is quite opposite to what is considered to be positive. The fame came together with the sharp period of Russian Federation aggression dated by the 24th of February 2022, from those who call themselves “the brother nation.” The vast majority of Earth’s population, who didn’t know about Ukraine’s location, status, national symbols, and army suddenly learnt a lot about our state and its current tragedy. The dynamic process of familiarising oneself with what is considered to be Ukraine-related has been launched by the unprovoked and unmasked aggression under quasi-justifications of the aggressor, standing against which, took the footprints of “Ukrainisation,” but without any pressure – a non-violent one. This global process provoked at the end of February 2022 included explicit support and solidarity as well as it involved learning about Ukraine’s basic values and symbols rendered via media. And the description of this process is **aimed by the paper**, namely the identification of the basic frame serving as a construct of the information pertaining to a particular event or a notion associated with Ukraine and Ukrainians.

The framework of representing knowledge about Ukraine is to be viewed as a crucial issue of understanding the processes taken place and described as united under domain of non-violent Ukrainisation. Since the researches of such kind are almost absent, the paper addresses the modern tendencies and challenges of science nowadays. The work covers the reaction of democratic society worldwide to the dynamic processes Ukraine and Ukrainians are directly involved in. To reach the above stated aim the following **objectives** have to be followed:

- to collect the corpus of Ukraine-connected mentions in the online available media;
- to select and analyse the basic models of evoked as well as invoked frames;
- to describe the current frames connected with Ukraine;
- to build the model of non-violent Ukrainisation.

The way of expressing the international attitude towards the aggression “embracing” Ukraine is approached through analysis of the media discourse, particularly the publications in English-speaking printed media: *The Times*, *The Wall Street Journal*, *The New York Times*, *Mail Plus*, *The Critic*, *The Wall Street Journal*, *CBC Radio-Canada*, *Global Happenings*, *Pledgetimes*, *NPR (Independent, non-profit organization media)*, *Page Six Style*, *Town&Country*, *Independent*, *Spectrum News 1*, *Daily Mail Online*, *ABC News*; also the data of the celebrities and officials post on Twitter and Instagram are regarded as the source of valuable information etc. The analysis is conducted within the correlation of onomasiological and semasiological paradigms. The material and the situations under analysis are to be considered in respect to 3 approaches to events:

- 1) M. A. Minsky’s perspective: primarily addressing artificial intelligence conducted in 1974; later the paper was reprinted in *The Psychology of Computer Vision* (1975); the ideas of *Mind Design* (1981) and *Cognitive Science* (1992);
- 2) Ch.J. Fillmore’s view of frame semantics articulated in *Frame Semantics* in 1982, and in *Frames and the Semantics of Understanding* in 1985;
- 3) S.A. Zhabotynska’s perspective on cognitive linguistics and lexicology offered in *Principles of building conceptual models for thesaurus dictionaries* in 2010.

The way for description of the image Ukraine has been earning on the worldwide agenda gets back to the possibility granted by researches of M.A. Minsky in his *framework for representing knowledge* in 1987. It addresses the fact that people encounter the situation relying upon its frame, the already stored in the memory. “*A Framework for Representing Knowledge*,” introduces notion of *frame* as a “container of knowledge” about the stereotyped situation and can be described as data-structure of the latter. The alternative to the notion of *frame* is F.C. Bartlett’s “scheme” (Bartlett, 1967) and T. Kuhn’s “paradigm” (Kuhn, 1970). Frames were also investigated by Ch. J. Fillmore as communicative units translating the knowledge on particular situation or event (Fillmore, 1982: 118). In this respect, the superior cognitive structure withholding the knowledge about certain situations/events is explicated through the means of verbal and non-verbal communication filling the particular parts of the frame (slots) (Fillmore, 1985: 223) – concept. The approach was further developed by Ukrainian scholar S.A. Zhabotynska, who suggested that “the very foundation of our information system is structured by several highly abstract basic frames, where the most fundamental categories of thought are arranged in accordance with the way we perceive things of the experiential world” (Zhabotynska, 2010: 80-81). Five frames are considered by the mentioned scientist to be basic ones: the Thing Frame, the Action Frame, the Possession Frame, the Identification Frame, and the Comparison Frame.

The encountering a familiar situation launches the process of evoking. Due to its non-finite nature a frame is capable of evoking the limitless number of its parts embedded in cognitive worldview of an individual pertaining to a definite situation or an event (Fillmore, 1985:130). The cases, where there are no records on encountered events in the cognitive worldview of an individual and such records are being developed while encountering the particular situation are signified by Ch. Fillmore as invoking process or accumulation; eventually, when the collection of knowledge connected to the particular situation starts – the event is served by an invoked frame. Such information “gaps” or “blank spaces” are supplied with information from universal knowledge database coming from the general experience of a society or comprehended directly from the text or discourse (Fillmore, 1985: 20). Pertaining to this investigation, the fragments of media discourse at the beginning of war encountered online concerning Ukraine were regarded as those contributing to invoked framing, while initial encountering and, later, to the evoked one – while following encounters.

It has been *hypothesized* that Ukraine is associated with the struggle for freedom that belongs to basic values of the democratic society, so there is the frame system concerned with information on Ukraine / Ukrainians, and the war that is undergoing dynamic development as far as the situation in Ukraine is accelerating. All invoked frames concerning modern Ukraine are to be united under certain domain – UKRAINISATION, and the most commonly evoked frame considering Ukraine takes shapes of the image, widely associated with Ukraine.

The analysis of the online media, namely the publications connected with the modern perception of Ukraine crystallised through the media discourse offers several groups of mentions.

Upon the analyses conducted the mentions of Ukraine/Ukrainians split into such groups as: those expressing admiration; those expressing support both verbally as well as non-verbally; those showing solidarity; those demonstrating sharing of same values;

those expressing how the world sees or understands russian war in Ukraine. Each of the groups is underpinned by the discoveries about the real events (the pictures, witness statements, the russian propaganda and officials' statements that make it obvious that genocide is taking place) about sides of the conflict through primarily invoking and demonstrating reactions to what is learnt about the war within the evoking frames.

– There are the cases where the **admiration of the actions** of Ukrainians and loathing the actions of russians are outlined: Oscar Ceremony: “*Viva Ukraine!*”¹ This reference to Ukraine can be put to scheme of Action frame: SB/STH acts SB/STH > A new stamp: > *Agent admires Patient* > [Hollywood admires Ukraine], where Ukraine is a symbol of fight for freedom. The frame scheme refers to a situation where Ukrainians are particularly valued; they inspire the rest of the world.

Loathing the actions of Russians was expressed in Cannes: “*Stop raping us*”² when the protesters in the Cannes Festival carried posters with this slogan. In terms of Action frame schema, it can implicitly contain the following: SB/STH acts / does STH > *Agent rapes Patient* > *russians rape Ukrainians*. The analysed slogan contains the description of the exact actions russian army takes in Ukraine. In this situation another frame – Identification frame (Zhabotynska 2010: 83) with classification schema is being invoked: SB/STH-identified is SB/STH-classifier > SB/STH (russian soldiers) are SB/STH-rapists > russian soldiers – rapists. The proves of existence of such frames are being collected and documented throughout all Ukrainian territories left by russian troops.

Another example of **admiration refers to the role of Ukrainian armed forces**, heading the current European fight for freedom and embodying heroism. By selecting for *giving a good fight*, Ukrainian soldiers evoke situation connected with universal “Fight or flight response,” (when in case of horror in front of smth/smb exceeding you, an ultimate clouding danger produces a potential for escaping the source of the threat and potential death³). While the typical, well rooted in human nature a life-saving response should be “*flight*,” in order to preserve the life (specifically, to get away from danger of being smashed by the army exceeding you several times in number of the combatants, weapons and technology – the enemy with endless resources), Ukrainians: the soldiers and the civilians choose for fight accepting the fate of abnegation. This could be described by the example of *self-sacrifice* and *bravery* demonstrated by both Ukrainian army, volunteers, and civilians (who had to defend their Ukrainian identity till the last drop of blood)⁴ in the suburbs of Kyiv, and more is yet to come. The global image in relation to Ukraine can be translated by Action frame schema: SMB/SMTH acts SMB/SMTH > SMB (Ukrainian Army) acts (does not surrender) to SMB/SMTH (russians) > [*Ukrainians give a fight to Russians*]. Such behaviour in a life-threatening situation has invoked the worldwide demonstration of admiration and support that in its turn got crystallised not only through adhering to yellow-and-blue colours, but also by siting and praising Ukrainian army men:

– A new stamp: “*Russian warship, go f*** yourself!*” honors the Ukrainian soldiers who profanely told off a Russian warship. The stamp – called “*Russian warship, go f*** yourself!*” – References: an interaction on Snake Island⁵;

– Editor-in-chief of The Brothers Brick, one of the largest platforms dedicated to the construction sets released the figurines of Azovstal defenders, unbreakable fighters holding out in Mariupol for almost 3 months overwhelming the russian army and allowing Ukraine to win the battle for Kyiv⁶.

The first example invokes Action frame scheme: SB/STH acts SB/STH > SB (russians) act (should make) STH (suicide) > *russians are recommended a suicide*. This point of view gets supported by releasing a stamp in this way outlining the recommendation to those who want to destroy independency of another sovereign state.

The second example invokes the Identification frame with personification schema (Zhabotynska, 2010: 83): SB/SMTH-identified is STH/SB-personifier > SB/STH-identifier (Azov warriors) are STH/SB-personifier (heroes) > Azov heroes.

“Standing together” in other words can be described as the principle of **WE-ness or solidarity**. **The examples of mentions in media discourse are the following:**

– “*Cannes switched on the air-defence alarm*”⁷

– “*France and Germany Stand with Ukraine, and Putin Can Wait*”⁸

– “*Celebrities go online to voice support for Ukraine*”⁹: a group of inter generational stars from film, TV, sports and music – including Bruce Springsteen, Hugh Jackman, Elton John and Jon Bon Jovi, Jonas Brothers and Billie Eilish – have signed up for a social media campaign to show support for Ukraine.¹⁰

“*We will never be secure if we turn our backs on valiant Ukraine.*”¹⁰ To apply the frame analysis to the phrase of Boris Johnson, it is necessary to simplify it. Thus, it is offered to be expressed through following sentence: “*Ukraine needs our support.*” By applying the Action frame schema, the next structure can be introduced: SB/STH acts SB/STH > Agent supports Patient > [1) *British Prime Minister supports Ukraine*; 2) *Celebrities support Ukraine*; 3) *EU leaders support Ukraine*]. The examples illustrate the evoked frames of solidarity with Ukraine.

There are some other rather explicit messages of support detected, e.g.:

“*Ukrainian people, I'm with you*”¹¹ – expressed by Mike Tison;

“*We stand by Ukraine*” – wrote Madonna on her official Instagram page;

“*Stand united with Ukraine*” – said Benedict Cumberbatch and handed Ukrainian flag for besieged Ukraine at the Santa Barbara International Film Festival of March 10, 2022¹².

¹ <https://www.vanityfair.com/hollywood/2022/03/how-stars-paid-tribute-to-ukraine-at-oscars-2022>

² <https://www.nydailynews.com/news/national/ny-cannes-ukraine-russia-rape-protest-20220520-njnkkcd24namzeaysfqaq3ksm-story.html>

³ <https://www.psychologytools.com/resource/fight-or-flight-response/>

⁴ Bucha Massacre, Anti-russian protests in already occupied Energodar, Kherson, Kahovka, Melitopol and thousands of others.

⁵ <https://www.npr.org/2022/03/13/1086371078/ukraine-russian-warship-postage-stamp>

⁶ <https://ukranews.com/en/news/871174-lego-dedicates-new-figurines-to-brave-ukrainian-soldiers-nuju>

⁷ https://zaxid.net/statti_tag50974/

⁸ <https://www.nytimes.com/2022/06/16/world/europe/zelensky-macron-sholz-ukraine.html?searchResultPosition=1>

⁹ <https://abcnews.go.com/Entertainment/wireStory/celebrities-online-voice-support-ukraine-83961530>

¹⁰ <https://www.thetimes.co.uk/article/boris-johnson-we-will-never-be-secure-if-we-turn-our-backs-on-valiant-ukraine-education-commission-9sd5z2bxq>

¹¹ <https://www.instagram.com/tv/Ce9JlvaIRvV/?igshid=YmMyMTA2M2Y=>

¹² <https://www.mailplus.co.uk/edition/showbiz/celebrity-news/161693/benedict-cumberbatch-flies-flag-for-besieged-ukraine>

*“To Raise Money for Ukraine, People Are Getting Creative: Videogames, Chocolate Eggs, Legos.”*¹³

Individuals e.g. Elon Musk¹⁴ and companies, e.g. Bayraktar¹⁵ turn to donation instead of conventional forms of fundraising as they seek to aid those affected by Russia's invasion of Ukraine¹⁶.

The abovementioned examples from media discourse signify the attitude formed towards Ukraine and Ukrainians. The latter could be represented via Action frame scheme: WHO does WHAT > Agent supports Patient > *We support Ukraine*.

The next group of mentions bears the title of **“Sharing the same values”**. Standing with someone means sharing the same values and the celebrities around the globe, being the icons for millions, are radiating the worldwide support of Ukrainians as fighters for democracy and aggression casualties. So, drawing by the text fragments provided in the examples above and the frames schemas they invoke, the general image of worldwide support and realisation of the inhumane treatment of Ukrainians by Russians is suggested.

The following mentions are united in one group, hence they tend to produce the **“Understanding of the Russian war against Ukraine”**. The frame schema that includes image of the war belongs to Thing frame as one that *“arranges information about the inherent properties of a thing”* (Zhabotyńska, 2010: 81-82). The letter gets actualised through: SB/STH is SUCH-quality. Thing frame schema that pertains to the image of war is introduced in the following fragments with such core elements as bloodshed, genocide, Nazi-like conduct:

1) **Bloodshed**: *“End the bloodshed now.”*¹⁷ The meanings offered by Cambridge Dictionary Online characterises it as *“smth. marked by a great amount of killing, violence, and injury.”* So, it may be treated as extremely violent and cruel.

2) **Genocide**: *And there's a genocide going on in Ukraine and woman and trans people are losing all their rights.*¹⁸ *Being defined by Cambridge Dictionary Online as a crime intentionally destroying part/all of the national, ethnical, racial, or religious group, by killing people or by other methods, Russian army actions are, in fact, intentional/purposeful in destroying of Ukrainian nation;*

3) crime equal to those committed by Nazi: **“Putler hands off Ukraine”**¹⁹. The newly suggested name to the Russian leader of war against Ukraine creates a strong reference between him and supporters of the Nazi dictator – A. Hitler, that can be categorised as a specific form of what was called Russian Nazism or simply “ruzism,” where letter “z” happens to serve as a linker of name of Russian federation with their actions following the Nazi manner. What is more, particularly this letter has been selected to mark the actions of Russian large-scale invasion in Ukraine. All three examples portray the **understanding of what is taking place in Ukraine** can be referred to in terms of Thing frame as:

1) SB/TH is SUCH-quality > SB/TH (War in Ukraine) is SUCH-quality (extremely violent and cruel) > [bloodshed];

2) SB/TH is SUCH-quality > SB/TH (War in Ukraine) is SUCH-quality (intentional destroying of Ukrainian nation) > [genocide];

3) SB/TH is SUCH-quality > SB/TH (War in Ukraine) is SUCH-quality (is the same as the war with the Nazi) > [Russia-Nazism].

The group of mentions illustrating **“non-verbal support of Ukraine”** can be figured out through demonstrating Ukrainian national symbols: 1) yellow-and-blue flag and 2) national sign Trident worldwide: in places remote from Ukraine and by people with various nationalities. These signs of solidarity underpin the WE-ness principle in action (Dunayevska, Guss, 2021). The following fragments retrieved from mass media can be approached as signs of non-verbal support of Ukraine and also, yellow-and-blue refers to non-direct correlation with modern Ukraine; it can be described by Action frame scheme: SB/STH does STH > SB (I) act (stand with) > SB (Ukraine/Ukrainians) > [I wear yellow-and-blue or I am with Ukraine or I use yellow-and-blue].

1) **Yellow-and-blue Ukrainian Flag as a sign:**

*“Postcard from Tbilisi: ‘Ukrainian flags are everywhere and anti-Putin sentiment is rife’*²⁰;

*“St Patrick's Day to go blue and yellow to show solidarity”*²¹;

*“A flag worth defending: Ukraine's brave struggle reminds us of the importance of national patrimony”*²²;

*Russian cosmonauts arrive at ISS in colours of Ukraine flag*²³;

*“The World Trade Centre, the Eiffel Tower and more ...”*²⁴

“Landmarks in New York and elsewhere use lights to show support for Ukraine.

*Top that! Duke's statue gets Ukraine-themed hat in Glasgow;*²⁵

*“Tattoo fans make a point of showing support for Ukraine, Tattoos of the Ukrainian trident are being requested in Dublin by different nationalities”*²⁶.

Yellow-and-blue in clothes and decor:

1) *The 75th Annual Cannes Film Festival on May 21, 2022 in Cannes; France World Influencers and Bloggers Awards*²⁷:

– Tilda Swinton (actress) blue Alaïa shirt dress and a yellow Loewe clutch;

– Sharon Stone (actress) in a blue suit posing for photographers, opened the jacket to reveal a bright yellow lining;

– Mila Jovovich (actress) and her daughter Ever Anderson in blue and yellow dresses showed the shades of the Ukrainian flag;

– Mara Bugarin and Mara Viktor (actresses) wore blue and yellow dresses;

– Khaby Lame held Stepan the cat with a beautiful blue and yellow bow tie around his neck.

– *2022 SAG Awards:*

¹³ <https://euagenda.eu/news/739470>

¹⁴ <https://mashable.com/article/elon-musk-spacex-ukraine-starlink-government-funding>

¹⁵ <https://www.hurriyetaidailynews.com/lithuania-to-send-donated-bayraktar-drone-to-ukraine-175153>

¹⁶ <https://www.wsj.com/articles/to-raise-money-for-ukraine-people-are-getting-creative-videogames-chocolate-eggs-legos-11649467442?page=3>

¹⁷ <https://twitter.com/antoniguterres/status/15>

¹⁸ <https://www.elle.com/uk/life-and-culture/g39552252/oscars-ukraine-support-statements/>

¹⁹ <https://www.theglobeandmail.com/canada/article-ukrainian-canadian-community-rallies-as-russian-forces-attack-ukraine/>

²⁰ <https://www.thetimes.co.uk/article/postcard-from-tbilisi-ukrainian-flags-are-everywhere-and-anti-putin-sentiment-is-rife-0fzf3cknl>

²¹ <https://www.thetimes.co.uk/article/war-in-ukraine-st-patricks-day-to-go-blue-and-yellow-to-show-solidarity-t5vqx1257>

²² <https://thecritic.co.uk/a-flag-worth-defending/>

²³ <https://www.thetimes.co.uk/article/cosmonauts-arrive-at-iss-in-colours-of-ukraine-flag-6rwc1tmjt>

²⁴ <https://www.nytimes.com/2022/02/25/world/empire-state-building-eiffel-tower-ukraine-russia.html?searchResultPosition=78>

²⁵ <https://www.thetimes.co.uk/article/top-that-dukes-statue-gets-ukraine-themed-hat-in-glasgow-hpx8x69wc>

²⁶ <https://www.thetimes.co.uk/article/tattoo-fans-make-a-point-of-showing-support-for-ukraine-sjrts8jf5>

²⁷ <https://pledgetimes.com/stepan-the-cat-was-awarded-one-of-the-most-popular-influencers-in-the-world-help-ukrainian-children/amp/>

Tyler Perry, Michael Douglas and more support Ukraine at SAG Awards 2022. Tyler Perry, Michael Douglas and Shari Belafonte were among the actors who sported blue-and-yellow ribbons in support of Ukraine at the 2022, SAG Awards²⁸.

2) *Décor* (e.g. of official international receptions): The bouquet of blue-and-yellow flowers in the background of the Queen's meeting with Canadian Prime Minister Justin Trudeau highlighted the royal family's support for Ukraine²⁹.

Sharing similar values of democracy: freedom and equality, Ukrainians are giving fight for democracy, for motherland: “*A flag worth defending: Ukraine's brave struggle reminds us of the importance of national patrimony*”³⁰. But, this is not only Ukraine whose democratic existence has been attacked for more than 8 years, it is the global democratic unity of whole civilised world that is put under the treat by imperial ambitions. Certain place is given to a non-verbal support which gets predominantly explicated by adhering to yellow-and-blue style in clothes, city lights, background interiors etc.

The examples of discourse pertaining to Ukraine and Ukrainians fighting against Russians available online make the corpus of Ukraine-related mentions. In the paper the process of getting information and spreading personal attitude towards Ukraine and Ukrainians is approached as primarily a voluntary outcry reaction to what is happening to the state opting for democracy and total independence, which dissonates with imperial views of its neighbour and bears the name of non-violent Ukrainisation. “Non-violent,” according to Collins Dictionary online³¹ refers to *methods of bringing about change which do not involve hurting people or causing damage*. The process of supporting Ukraine through learning its symbols and people is not forced, dictated or influenced with the certain aim and thus is a non-violent one.

The frame most-commonly evoked in fragments touching upon Ukraine and Ukrainians is the one referring to non-verbal support of Ukraine or solidarity with Ukraine, that is action frame scheme: SB/STH acts SB/STH > SB/STH (the people: politicians, celebrities, democratic states' representatives) act (support) > SB/STH (UKRAINE) > *People support Ukraine; Democratic world supports Ukraine*. Hence yellow-and-blue colours of Ukrainian flag, extensively used all over the democratic world, are referred to as a symbol of fight for freedom, it can be assumed and, thus, concluded that modern freedom wears yellow-and-blue.

The learning about Ukraine, its basic values and symbols provokes a trend of explication the support to the fight for preserving one self's uniqueness and the fight for determining the future as any independent state should do – fight for freedom. Since Ukraine is associated with yellow-and-blue, these colours are opted to signify the support of the fight for freedom.

Using the results of the discourse mentions analysed the model of non-violent Ukrainisation can be compiled (Scheme 1).



Scheme 1: Model of Non-violent Ukrainisation

The above given model is depicting the segments constructing the image of modern process of treating Ukraine that is named “a non-violent Ukrainisation,” due to the fact it takes place in accordance with admiring the actions of Ukrainians in their fight for their country; simultaneous learning about Ukrainian symbols and using them to demonstrate the solidarity and support. Pertaining to the scheme offered Ukrainisation has become an embodiment of supporting modern democratic values shared by democratic societies.

Based on the frame analysis of discourse fragments, retrieved from 16 different English-speaking media including social media Instagram and Twitter, it can be concluded about the phenomenon of Ukrainisation, that is described as a non-violent process of broad support through usage of Ukraine-related symbols such as colours of national flag and Trident to show support of Ukrainian fight for democratic values, specifically freedom, are innate to all democratic world. To the perspectives of the further research belong more extensive investigation of Ukrainisation phenomenon in geographic respect (e.g. Europe, The USA, Australia, Asia).

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²⁹ <https://www.townandcountrymag.com/society/tradition/a39353301/queen-elizabeth-ukraine-flower-tribute/>

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