

Title: The Interplay of Ukrainian and Russian in Contemporary Ukrainian Media

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The present study focuses on the social meaning behind the use of both Ukrainian and Russian in various media texts in contemporary Ukraine. First the language issue is situated within the current socio-political context: specifically, recent language debates in Ukraine in the domain of media are addressed. Then examples of media texts from television programs, popular magazines, commercial advertisements and films, in which both Ukrainian and Russian are used, are analyzed. The analysis is then extended to a discussion of the media's stake in framing the linguistic situation in Ukraine.

The analyzed texts are considered as part of media in general and are viewed via Bell and Garrett's (1998: 3) premise that "media usage influences and represents people's use of and attitude towards language in a speech community." The present study regards media language choice as an institutionalized means of framing reality (Popp 2006: 6), and considers that language use featured in media texts acts symbolically, creating prevalent ideas about what language can and should do in a particular society (Woolard and Schieffelin 1994, cited in Popp 2006: 5). The present focus is on the symbolic values of language in the context of Ukrainian media.

The analysis is carried out from the perspective of code-switching, or lack of it, as a larger social and political context in which communicative exchange occurs. A social dichotomy of "we/they" proposed by Gumperz (1972) is addressed, which is the notion of "metaphorical codeswitching," one of the most influential explanatory notions in the social approach.

The analysis of language use in media texts is linked to representations of social functions of the two languages in the Ukrainian context, providing a perspective into questions of the language situation in Ukraine in general.

References:

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- Popp, Richard. 2006. "Mass Media and the Linguistic Marketplace: Media, Language, and Distinction." *Journal of Communication Inquiry* 30.1: 5-20.