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UN-WORDS AS A FACTOR OF IDEOLOGIZATION IN THE MODERN GERMAN POLITICAL DISCOURSE

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Abstract. The research attempts to establish the content component of un-words that have recently entered the modern political discourse of Germany, represented by a corpus of texts from federal and regional media that form a negative agenda, from the point of view of the difficulties they present for their interpretation by the reader. These include: the problem of terminological ambisemy, neologisms that are multi-component words, evaluative vocabulary containing negative connotations in relation to representatives of other cultures of migrant origin, as well as catchwords and expressions that include a retro component. The lexemes *Remigration*, *Heizungs-Stasi*, *Doppelwumms*, *Kriegstüchtigkeit*, *Gamechanger*, *Sondervermögen*, *Stolzmonat*, *Technologieoffenheit*, *Klimakleber*, etc. have been examined. The lexical-semantic method with elements of discourse and content analysis, contextual analysis, as well as elements of word-formation analysis were used during the study. Such a complex combination of various methods is due to the fact that the analyzed language units are not recorded in lexicographic sources, glossary dictionaries and reference literature. It was stated that the most popular topics that form a negative agenda are the problem of migration, environmental and environmental-social problems associated with a decrease in the standard of living of German citizens, unsuccessful rhetoric of the political elite containing statements that affect the implementation of Germany's internal and foreign policy.

Key words: un-word, political discourse, Germany, interlingual communication, intercultural communication, ideological component.

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АНТИСЛОВА КАК ФАКТОР ИДЕОЛОГИЗАЦИИ СОВРЕМЕННОГО ПОЛИТИЧЕСКОГО ДИСКУРСА ГЕРМАНИИ

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Аннотация. В статье предпринята попытка установить содержательный компонент немецких антислов, вошедших в последнее время в современный политический дискурс ФРГ, представленный корпусом текстов федеральных и региональных СМИ, формирующих негативную повестку дня, с точки зрения трудностей, которые они представляют для интерпретации читателем. К таковым относятся: проблема терминологической ам-

бисемии, неологизмы, представляющие собой многокомпонентные слова, оценочная лексика, содержащая негативные коннотации по отношению к представителям иных культур, имеющих мигрантское происхождение, а также крылатые слова и выражения, включающие ретрокомпонент. Рассмотрены лексемы *Remigration*, *Heizungs-Stasi*, *Doppelwumms*, *Kriegstüchtigkeit*, *Gamechanger*, *Sondervermögen*, *Stolzmonat*, *Technologieoffenheit*, *Klimakleber* и др. В исследовании применены лексико-семантический метод с элементами дискурсивного и контент-анализа, контекстуальный анализ, а также элементы словообразовательного анализа. Такое сложное сочетание различных методов обусловлено тем, что изучаемые языковые единицы не зафиксированы в лексикографических источниках, словарях глоссарного типа и справочной литературе. Установлено, что наиболее популярными темами, формирующими негативную повестку дня, выступают проблема миграции, экологические и эколого-социальные проблемы, связанные со снижением уровня жизни граждан Германии, неудачные высказывания политической элиты, содержащие влияющие на реализацию внутренней и внешней политики Германии.

Ключевые слова: антислово, политический дискурс, Германия, межъязыковая коммуникация, межкультурная коммуникация, идеологический компонент.

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Introduction

The aim of our research is to study modern German un-words from the point of view of the ideological component formation in the political discourse of the Federal Republic of Germany.

The research subject is a corpus of lexemes included in the list of words in 2023, which in the German-speaking society was called *Unwort des Jahres* (Eng. unpopular word of the year / un-word – here and below the translation is made by the authors. – I. G., A. G.). Following the work of L.N. Grigorieva [Grigoryeva, 2021] we define the un-word as a lexeme that has an evaluative meaning that varies and depends on the context. At the same time the nominative aspect of this word, at first glance, does not contain negative connotations, but acquires them in the discourse of the media, taking into account historical realities.

From a corpus with a total of 2301 applications containing proposals for choosing the most unpopular lexeme, a total of 710 words and expressions were mentioned, of which 110 items met the criteria for selecting the most unpopular word. A list of words that form a negative agenda was formed on the basis of unpopular word selected by the expert commission in 2023. This list includes the following words and phrases: *Doppelwumms* (12), *Gamechanger* (11), *Klimakleber* (20), *Kriegstüchtigkeit* (71), *kulturelle Aneignung* (12), *Nachhaltigkeit* (10), *Remigration* (27), *Sondervermögen* (62), *Stolzmonat* (982), *Technologieoffenheit* (78)

(URL: <https://www.unwortdesjahres.net/presse/aktuelle-pressemitteilung>).

Although these un-words have been described and commented somehow on the above mentioned website, their analysis has not yet been carried out from the point of their cultural interpretation considering a broad social and historical context, which indicates the scientific novelty of our work.

We will dwell on the meaning of the listed lexical units below in the course of their linguistic analysis from the standpoint of interlingual and intercultural communication. In addition to the above lexemes, the words that form the negative agenda include concepts that require a separate description and discursive analysis. They are: *Remigration* (*Zwangsausweisung*, *Massendepportationen*, *menschenunwürdige Abschiebe- und Deportationspraxis*), *Sozialklimbim* (*soziale Hängematte*, *Gratismentalität*, *Sozialhilfekarriere*), *Heizungs-Stasi* (*Heizhammer*, *Heizungshammer*, *Heizungsverbot*, *Öko-Diktatur*). Note that the translation of these lexemes and phrases requires the involvement of a global context, knowledge of current social problems of the German ethnosociety, as well as the political context associated with the activities of representatives of specific parties in Germany.

Material and methods

To analyze the mentioned above un-words, we turned to a corpus of texts published in German media (the federal level mostly) and posted on the Internet. We examined 45 publications in

German for 2023 with a total of about 300,000 characters; however, in the article we will focus on illustrative examples from 5 publications in which, in our opinion, the negative agenda of Germany is representatively formulated.

The relevance of the study is based on external and internal political circumstances influencing the political agenda in Germany. Firstly, drastic changes in political discourse, geopolitical changes, the formation of a multipolar world and other factors stimulate discussions in the German-speaking society regarding the social sphere. In the light of the mentioned factors, it seems necessary to clarify the content of the current agenda for Germany, as well as to identify those topics whose verbalization may cause difficulties while interpreting the media texts. Secondly, a meaningful analysis of publications in German will make it possible to establish trends in the political discourse of the German media.

During the analysis of examples in German, there have been used the lexical-semantic method with elements of discourse and content analysis, contextual analysis, as well as elements of word-formation analysis. Such a complex combination of various methods is due to the fact that the linguistic units under study are not recorded in lexicographic sources, glossary-type dictionaries and reference literature. This language material is presented sporadically, in sources that appear and disappear and cannot be held responsible for the information posted.

In the course of analyzing empirical material in German, as well as subject-specific literature on the topic related to the neologization of institutional discourse and its varieties, we chose an interdisciplinary approach based on generally recognized scientific works and modern works devoted to the theory of discourse [Ankin, Mityagina, 2023; Karasik, 2004; 2023]; on works on the stylistics and lexicology of the German language, grammar and syntax of the German language [Babenko, 2023; Kraeva et al., 2022; Syt'ko, 2023], including the ones devoted to unwords as a linguistic phenomenon [Grigoryeva, 2021; Nefedova, Rustova, 2021; Schlosser, 2007]; on scientific papers on the issues of neologization [Belyakov, Eliseeva, Bodryagina, 2020; Doynikova, 2022]; on scientific works on current issues of lexicology and lexicography [Manik, 2023; Baranov, Dobrovolskiy, 2023].

Results and discussion

An analysis of publications from the German press, selected by the headlines of articles and media reports and online publications, indicates that a modern resident of Germany is concerned about a certain range of problems, which are broadcast in the political discourse of the Federal Republic of Germany.

Problem of discriminatory rhetoric

The most pressing issues today include the problem of discriminatory rhetoric. For example, in one of the publications, the interpretation of the most unpopular word of 2023 in Germany, *Remigration*, is given as follows: “Der Ausdruck ‘Remigration’ ist ein vom Lat. Verb *remigrare* (deutsch ‘zurückwandern, zurückkehren’) abgeleitetes Fremdwort” (URL: <https://www.uni-kassel.de/fb02/infothek/sitemap-news-detail/2024/01/15/remigration-ist-unwort-des-jahres-2023?cHash=b30ce931fde3d9644ce575a3e70e60d0>); (Eng. The term ‘remigration’ is a foreign word derived from the Latin verb *remigrare* (Germ. ‘to migrate back, to return’)).

At first glance, this word is of Latin origin; verbs are used as synonyms in the German language, which are usually translated into English as *come back*. However, when we consider this lexeme in the context of German political discourse, it correlates with a completely different set of words – *Zwangsabweisung*, *Massendepportationen*, *menschenunwürdige Abschiebe- und Deportationspraxis* (Eng. forced expulsion [from the country], mass deportation, unworthy of a person practice of deportation and expulsion, etc.). In other words, when immersed in the context, the lexical unit *Remigration* loses its nominative aspect and acquires an interpretative one, which gives the initially neutral concept a negative connotation: being comparable to the ideas of the Third Reich, it points to the physical destruction of the civilian population and their deportation into slavery. Let us cite the following example in German as confirmation: “Das Wort ist in der Identitären Bewegung, in rechten Parteien sowie weiteren rechten bis rechtsextremen Gruppierungen zu einem Euphemismus für die Forderung bis hin zu Massendepportationen von Menschen mit

Migrationsgeschichte geworden” (URL: <https://www.tagesschau.de/inland/gesellschaft/unwort-remigration-deutschland-100.html>); (Eng. The word is used in the Movement for the Preservation of Identity, in right-wing parties by extremist groups; it serves as a euphemism for forced expulsion demands, including mass deportations of people of migrant origin).

At the same time, the concept of *Remigration* is interpreted by representatives of German society as a euphemism (Germ. *Tarnvokal*) to replace concepts that serve to designate the theme of struggle (Germ. *Kampfbegriff*). With the help of the lexeme *Remigration*, an attempt is made to hide the meanings determined by the political aspirations of introducing into modern life right-wing extremist sentiments and practices that were widely used in Nazi Germany in the 1930s (Germ. *menschenunwürdige Abschiebe- und Deportationspraxis*).

Moreover, the concept of *Remigration* includes additional far-reaching strategic goals aimed at achieving cultural superiority and ethnic homogeneity (Germ. *kulturelle Hegemonie und ethnische Homogenität*). This goal setting correlates with Nazi ideas, which allows participants in right-wing extremist political discourse to support not only revanchist ideas, but also to include them in the modern political and socio-economic agenda.

Discriminatory rhetoric is today an integral part of political discourse, which is aimed at highlighting and finding ways to resolve migration policy issues (Germ. *migrationspolitischer Diskurs*). For this reason, the key words of this particular type of discourse are lexemes such as right-wing populist / right-wing extremist (Germ. *rechtspopulistisch / rechtsextrem*). German researchers often describe this euphemization strategy as supposedly harmless (Germ. *vermeintlich harmlos*), however, in our opinion, the use of the concept of *Remigration* in political discourse on a regular basis leads to its radicalization. No less significant is the fact **who** uses this lexeme in political discourse.

The vast majority of contexts are associated with the use of the lexeme by representatives of right-wing extremist groups and right-wing leaders, e.g.: ...*Begriff Remigration wird von den völkischen Nationalisten der Identitären*

Bewegung benutzt, um ihre wahren Absichten zu verschleiern: die Deportation aller Menschen mit vermeintlich falscher Hautfarbe oder Herkunft, selbst dann, wenn sie deutsche Staatsbürger sind (URL: <https://www.deutschlandfunkkultur.de/unwort-des-jahres-2023-remigration-100.html>); (Eng. The concept of *remigration* is used by the popular nationalists of the Identity Movement to hide their true intentions: the deportation of all people allegedly of the wrong skin color or origin, even if they are citizens of Germany).

Thus, we note a steady trend of radicalization of German political discourse, represented by a corpus of texts, and at the same time an opposite trend aimed at preventing the spread of extremist slogans by clarifying the content of un-words that have entered the lexicon of many modern political figures in Germany.

Following the interpretation of lexeme *Remigration*, we are moving to the analysis of the un-words, grouping them, firstly, into several blocks.

Migration

Let us consider the first block of lexemes and phrases, which, in our opinion, can cause difficulties in their interpretation. First of all, difficulties may be due to the presence of an **ideological component**, the transmission of which is possible using various translation strategies. Today we are increasingly turning to the concept of “information war” [Kalinin, Prikhod’ko, 2023; Urtaeva, 2024], which in different eras took place within the framework of various conflicts – the Cold War, ideological confrontation, conflict between East and West, etc., but they all fundamentally contain a system of value views and orientations that determine institutional interaction in political discourse between representatives of different states.

Information wars tend to last for years and even decades, for this reason they find their expression in different types of institutional discourse – media, literary, economic, environmental, diplomatic and others, “growing” in them. Systems of ideas and views embedded in text corpora, with the help of a certain set of lexical units and complex signs influence representatives of a particular ethnosociety, form their attitude

towards objects and realities of the surrounding environment. Their frequent use in different contexts influences the consciousness of the mass recipient and, over time, acts as the basis for understanding and interpreting the event [Titkova, 2014].

In our research, we rely on interpretation strategies that have already become classic (see the works of E. Prunch, M. Ya. Zwilling, N.K. Garbovsky, O.I. Kostikova, etc.) and which are presented, among other things, in our publications [Guseynova, Gorozhanov, 2023]. For example, when implementing a literal interpretation strategy, a specialist in the field of intercultural and interlingual communication will use an etymological approach that allows one to start from a Latin verb, whose meaning does not cause any ambiguity. However, as we note above, immersing the noun *Remigration* in a broad discursive context gives rise to a plurality of interpretations and makes it possible to reveal negative connotations. It is no coincidence that the contextual synonyms are predominantly realities from the 1930s, e.g.: *Zwangsausweisung*, *Massendeportationen*, *menschenunwürdige Abschiebe- und Deportationspraxis* (Eng. forced expulsion (from the country), mass deportation, unworthy practice of deportation and expulsion). Such practices found wide application and experienced their heyday during the existence of the Nazi regime in Germany (1933–1945). However, the need to involve interpretation as a cognitive method of processing information coming from outside, which requires reliance on the discursive context, becomes obvious. For example, the problem of forced expulsion (Germ. *Zwangsausweisung*) has not only deep historical roots, but, above all, well-developed legal grounds: *Ausweisung bezeichnet einen behördlichen Verwaltungsakt, der das Erlöschen des Aufenthaltsrechts ausländischer Staatsangehöriger in Deutschland meint. Die betroffenen Personen werden aufgefordert, das Gebiet der Bundesrepublik Deutschland bis zu einem bestimmten Zeitpunkt zu verlassen* (URL: https://www.gesetze-im-internet.de/aufenthg_2004/_53.html); (Eng. Expulsion/exile/expulsion is an institutional act that implies the elimination of the right of residence of foreign citizens in Germany. Those affected are encouraged to leave the country by a specified date).

In institutional documents, this concept is commented on and interpreted mainly in legal

terminology systems, the core of which is formed by lexemes associated with the concept of crime and illegal actions (URL: https://www.gesetze-im-internet.de/aufenthg_2004/_53.html).

When working on textual material, we believe it is appropriate to use the term *expulsion/expel* as a synonym. According to V. V. Vinogradov, the main meaning of this lexeme in Russian is *выжить, выселить*. However, he notes that “in the pre-revolutionary era, the official term meant *выселить из жилого помещения в административном порядке*. This term arose in the 60s in connection with the issue of allotments to peasants evicted from the landlords’ land” [Vinogradov, 1938, p. 392]. Thus, we are talking about forced eviction from a specific space.

The further difficulty for interpretation is the relationship between the concepts (*Zwangs*)*ausweisung* and (*Massen*)*deportationen* (Eng. administrative expulsion and deportation; Rus. *административное выдворение и депортация*).

In our opinion, discriminatory rhetoric in both cases initially declares migrants to be persons who have committed crimes or illegal acts. The fact that they are citizens of Germany does not play a significant role in right-wing extremist political discourse. Often in modern German newspaper media there is such a lexeme as *Asyltourismus* (Eng. asylum tourism), e.g.: *Es geht immer auch um Sprache, um Politik. Zuletzt müssen wir erleben, wie Demokraten aus dem konservativen Lager Begriffe der Neuen Rechten verwenden, wie ‚Zwangsgebühren‘, ‚Asyltourismus‘ oder ‚Umerziehung durch die Ampel‘. In Thüringen haben CDU und mittels AfD-Stimmen Gesetz ändern wollen* (Ich werde ständig bedroht. *Sächsische Zeitung*, 19.02.2024); (Eng. It’s always about language and politics. Finally, we have seen Democrats from the conservative camp use New Right terms such as ‘compulsory fees’, ‘asylum tourism’ or ‘re-education through traffic lights’. In Thuringia, the CDU and AfD wanted to change the law using AfD votes).

The concept *kultureller Wandel* (Eng. cultural turn) appears as a euphemism for such expressions as *kulturelle Hegemonie* and/or *ethnische Homogenität* (Eng. hegemony of [specific] culture; ethnic homogeneity), but the concept *kulturelle Aneignung* is included in the list of German un-words of 2023 (Eng.

appropriation of someone else's culture). The latter includes the demonstration of another culture with the aim of presenting it to the mass recipient. The most popular options are shows containing ethnic motifs that represent the characteristics of a given ethnosociety.

However, in our opinion, two aspects should be distinguished here. The former is associated with the presentation of one's culture by its representatives to members of another linguistic culture, and the latter is with the way the titular nation interprets the features of another culture and tries to repeat rituals and ceremonies without being familiar with them and without feeling the need for them, and participation is taken mainly from interest or curiosity. In German-speaking society, the term *kulturelle Aneignung* is closely connected to the second aspect. As a result of such interaction, assimilation and integration of representatives of another ethnosociety into the culture of the host country becomes impossible; on the contrary, ethnocentric sentiments are generated among representatives of migrant cultures. As in the above cited examples, such a seemingly "harmless" phrase contains a destructive force that is very successfully used by right-wing extremist groups to implement their idea of *kulturelle Hegemonie* and/or *ethnische Homogenität*, which subsequently lead to the infringement of the rights of migrants and their descendants (Germ. *Menschen mit Migrationsgeschichte*).

Continuing the discussion over migrants in Germany, the concept *Sozialklimbim* has become widespread in political German (Eng. social [insignificant, ridiculous] paraphernalia). The specified lexeme should be considered as a neologism. It is not presented in any of the codified lexicographic sources, nor it is listed in reference literature, in encyclopedias, glossaries, etc. However, it is presented in media texts that shape modern political discourse in the Federal Republic of Germany, e.g.: *Der Ausdruck Sozialklimbim wurde im Zuge der öffentlich-politischen Diskussionen um die Kindergrundsicherung verwendet. In sozialpolitischen Debatten steht das Wort für eine im Jahr 2023 wieder häufiger zu beobachtende klassistisch diskriminierende Rhetorik* (URL: <https://www.uni-marburg.de/de/aktuelles/news/2024/unwort-des-jahres-2023-remigration>); (Eng. The expression 'social paraphernalia' was used in the

course of public political discussions about basic child welfare. In socio-political debates, the word stands for classist, discriminatory rhetoric that will be observed more frequently in 2023).

This group of people, when described in the media, occurs most often in the contextual environment of the following lexemes: *einkommens- und vermögensschwache Personen*, *vulnerable Gruppe*, *armutsgefährdet sein* etc. (Eng. persons with low income; (socially) vulnerable group; be at risk of extreme poverty). Often, concepts that clearly discriminate against people with low incomes, such as *soziale Hängematte*, *Gratismentalität*, *Sozialhilfekarriere* (Eng. social hammock, the mentality of getting everything for free, a career built on receiving benefits) are applied.

Taking into account the format of this work, we will give further examples in a shorter description.

Ecological and social issues

The second group includes the following lexical units: *Heizungs-Stasi* (*Heizhammer*, *Heizungshammer*, *Heizungsverbot*, *Öko-Diktatur*) *Nachhaltigkeit*. Upon closer examination, the two large-scale problems become apparent: a) energy consumption, associated with a deliberate reduction in the consumption of gas, fuel and electricity and a strongly recommended transition to the consumption of alternative energy sources; b) globalization, which gave impetus to the introduction of sustainable development policies, which specifically in Germany acquired, in the opinion of the German mass recipient, the form of dictatorship and gradually led to an ecological turn in the consumption of heat and light. At the same time, the political discourse published in the media emphasizes the need to abandon minerals and nuclear energy, e.g.: *weg von fossiler Energie; Deutschland ist aus der Atomkraft ausgestiegen* (Ich werde ständig bedroht. *Sächsische Zeitung*, 19.02.2024); (Eng. abandonment of old energy resources; Germany abandoned nuclear energy).

Here, two concepts that correlate with each other, *Stasi* (state security service in the GDR) and *Diktatur* (dictatorship), deserve special attention, which were simultaneously integrated into environmental and social issues, which gives

rise to negative connotations and is seen by German residents as an attempt to put pressure on them that is not typical for a democratic state that prides itself on its values and freedom of choice. Let us look at the following context: *Heizungs-Stasi: Bei diesem Ausdruck handelt es sich um ein zusammengesetztes Wort, das den Ausdruck Heizung und das Kurzwort Stasi (Staatssicherheit, eine Abkürzung für das Ministerium für Staatsicherheit in der DDR) verbindet. Das Wort dient der populistischen Stimmungsmache gegen Klimaschutzmaßnahmen (Gebäudeenergiegesetz GEG)* (URL: <https://dubisthalle.de/unwort-des-jahres-ist-remigration-vor-sozialklimbim-und-heizungs-stasi>); (Eng. Heizungs-Stasi: This is a compound word that combines the word “heating” and the abbreviation of the State Security Service of the GDR. The word serves to create populist sentiment against environmental protection measures).

In the German ethnosociety there is an opinion that this lexeme allows one to present environmental and social actions in the form of repressions that are implemented against the wishes of the inhabitants of Germany. The analyzed lexeme violates the principles of democracy and portrays German residents as victims of the state security service, which generates opposition from citizens and encourages them not to adhere to measures promoting the use of alternative energy sources.

“Winged” words and expressions of politicians

The third group includes the following keywords: *Doppelwumms*, *Gamechanger*, *Kriegstüchtigkeit*, *Sondervermögen*, *Stolzmonat*, *Technologieoffenheit*, *Klimakleber*.

Today, it is not possible to establish their “authorship”, however, using the methods of corpus linguistics and content analysis, it is possible to establish which of the modern political figures in Germany gravitate towards the use of these lexemes, as their interpretation requires not only knowledge of the global context, but also specifics of the modern political landscape of Germany. The current coalition is distinguished by its desire to use new words, which subsequently leads to excessive neologization of the political discourse in the Federal Republic of Germany. Let us dwell

below on the linguistic analysis of the following lexical units, which are not represented in the codified publications. However, they are widely used in the German political discourse.

Doppelwumms (Eng. double boom, Rus. ~двойной бабах). Despite the fact, that this specified lexeme belongs to the category of onomatopoeic words and imitates a sharp strong blow, it is simultaneously included in the category of memes – quickly distributed on the Internet, in the media space of videos, words, ideas, expressions, which, in our case in political discourse acquire a corresponding negative connotation. It is generally accepted that such a lexeme serves to designate a quick action caused by a change in a situation, however, with *Wumms*, a linguistic description requires the involvement of historical context. Firstly, it was possible to use in this context, instead of the lexeme *Wumms*, the more common and neutral *Bums*, which is used in the meaning of “bang, impact” (Rus. треск, хлопок, выстрел / удар, столкновение / удар, попадание).

The both lexemes are intended to cause fear, the cause of which is a sudden event or a sharp change in the situation. Secondly, unlike the lexeme *Bums*, which came into use in German linguistic culture over three hundred years ago, the lexeme *Wumms* (*Kawumms*) came into use during the First World War (1914–1918). It serves to imitate the sound of an explosion and is often associated and correlated with words such as *Pistole*, *Handfeuerwaffe* (Eng. pistol, handgun; Rus. ну-столет, личное огнестрельное оружие). Thus, the lexeme not only means blow, but also demonstrates power and strength. We will look at the latter one using an example. The German sources state the following: *Der deutsche Bundeskanzler Olaf Scholz hat im Frühjahr 2022 die Sonderausgabe für die Bundeswehr i. H. v. 100 Milliarden Euro als Wumms bezeichnet und die geplante Sonderausgabe für den Gaspreisdeckel und flankierende Maßnahmen i. H. v. 200 Milliarden Euro als Doppel-Wumms. Er hat damit also geprägt, dass ein Wumms 100 Milliarden Euro sind // Es geht um Maßnahmen, die wie Granaten einschlagen. Diese militärische Metaphorik hat man oft: Scholz will klotzen, nicht kleckern, in Anspielung auf Guderian. Das Doppel sind zwei gleichzeitig beschlossene Maßnahmen*

(URL: <https://german.stackexchange.com/questions/71829/was-ist-wumms-oder-doppelwumms>); (Eng. In spring 2022, German Chancellor Olaf Scholz released the special edition for the Bundeswehr in the amount of 100 billion euros was described as **boom** and the planned special edition for the gas price cap and accompanying measures in the amount of 200 billion euros as a **double boom**. So he coined the idea that a whopping 100 billion euros is worth it // It's about measures that hit like grenades. You often have this military metaphor: Scholz wants to make a big impact, not a mess, in reference to Guderian (colonel general of the Wehrmacht, war criminal; unfortunately, thanks to the efforts of the Allies (mostly USA), he was not convicted by the Nuremberg Tribunal). The **double** is two measures decided at the same time).

Thus, the analyzed word can be used in both literal and figurative meanings. At the same time, the emphasis is on the strength and speed of actions, which do not always look deliberate, but are intended to indicate the politician's determination.

Gamechanger (Rus. человек, меняющий исход ситуации). There can be several definitions regarding this designation of a person, which can be combined into two main groups: 1) person's action, which determines the outcome of the game; 2) the actual person or any event that may influence the outcome of the game or lead to its change. In both cases, this word, when immersed in context, acquires additional meanings that can be both positive and negative. In relation to the political discourse published in the German media, the people who can change the course of events include the political elite: the President of Germany, the Federal Chancellor and the leaders of the leading parties. Their positive or negative assessment varies and depends on contextual use.

Kriegstüchtigkeit (Eng. combat effectiveness, military potential, readiness for military action, readiness to participate in armed and military conflicts; Rus. боеспособность, военный потенциал, готовность к военным действиям, готовность к участию в вооруженных и военных конфликтах). In relation to Germany, based on the contextual use of this word in the German media, this lexeme can be interpreted as the ability or willingness of the German armed forces to carry out military tasks

in accordance with the current legislative basis and the German constitution. At the same time, military tasks are considered quite broadly – from armed long-term conflicts to participation in military operations. The most frequent use of this lexeme is associated with the name of Boris Pistorius (German Minister of Defense) and high-ranking military experts. In the German political discourse there is such a context: *Boris Pistorius zur Kriegstüchtigkeit // Die sicherheitspolitische Zeitenwende in Deutschland nimmt Konturen an. Die Bundeswehr soll kriegstüchtig gemacht werden, um Herausforderungen in der Landes- und Bündnisverteidigung, aber auch im internationalen Krisenmanagement zu bewältigen. Was dafür erforderlich ist, weiß der Generalinspekteur der Bundeswehr, General Carsten Breuer* (URL: <https://www.bundeswehr.de/de/aktuelles/meldungen/generalinspekteur-zur-kriegstuechtigkeit-bundeswehr-5718502>); (Eng. Boris Pistorius on war capability // The turning point in security policy in Germany is taking shape. The Bundeswehr should be made war-ready in order to overcome challenges in national and alliance defense, but also in international crisis management. The Inspector General of the Bundeswehr, General Carsten Breuer, knows what is required for this).

When analyzing this lexical unit, special attention is paid to the main component of this complex word. The concept of *Tüchtigkeit* is interpreted in German-language reference literature only in a positive sense, referring to diligent people who are competent and characterized by hard work. In the German-speaking society, the lexeme *Tüchtigkeit* is interpreted as a virtue, people who are distinguished by their diligence are set as an example. In this case, we are talking about the fact that a person carries out a specific assignment with a high degree of responsibility. Other meanings arise when interpreting the complex word *Kriegstüchtigkeit*. However, when immersing this lexeme in the historical context associated with the period of the Third Reich, a different connotation arises, since its interpretation is associated with historically determined etymology: Mhd. *tühtecheit, tuchtikeit* “Kraft, Stärke, Rüstigkeit, Festigkeit” (URL: <https://www.dwds.de/wb/etymwb/tuechtig>); (Eng. power, strength, robustness, firmness; rus. сила, мощь,

бодрость, крепость). In other words, the connection becomes obvious with the concept of strength and power, and not with diligence.

Sondervermögen (Eng. special assets/funds; Rus. *особое имущество/фонды*). The most remarkable thing about this lexical unit is that it is an economic term that has a corresponding marking in both Russian and German reference literature. This concept is widely used in the financial sector, especially in cases where we are talking about a separate budget intended to achieve certain goals and objectives. However, the mentioned term firmly entered first the German political discourse, and then into the common language. This was facilitated by the “militarization” of the German political discourse, for which the following contexts of use are very common today, e.g.: *Sondervermögen Bundeswehr* (eng. special assets of the Bundeswehr): *Das Sondervermögen Bundeswehr in Höhe von 100 Mrd. Euro dient der Stärkung der Bündnis- und Verteidigungsfähigkeit unseres Landes* (URL: <https://www.deutschlandfunk.de/sondervermoegen-bundeswehr-militaerausgaben-ruestungsinvestitionen-100.html>); (Eng. The Bundeswehr special funds worth 100 billion euros serves to strengthen our country’s alliance and defense capabilities).

Thus, the neologization of the political discourse of the German media is often carried out by using special terms. The introduction of the terms into the common language serves to enrich it and at the same time contributes to the intellectualization of participants in institutional interaction. However, this circumstance also contributes to the formation of an opinion among the mass recipient, who in the future will perceive separate additional equipment for the armed forces as some kind of everyday fact, as well as the militarization of the political discourse of the German media.

Stolzmonat (Eng. pride month; Rus. *месяц гордости*) should be classified as a very ambiguous concept, which is currently widespread on the Internet and especially on social networks and is connected with not traditional sexual orientation. Currently, in different sources there are different spellings of this concept, including through a hyphen as *Stolz-Monat* or on German social networks with a hashtag as *#Stolzmonat*. At first glance, this lexeme outside the global context and without historical reference does not

contain any negative connotations, but at the first contextual use or when trying to establish the history of the occurrence of the mentioned concept, a different picture emerges. Firstly, there is a stable connection with the gender factor, which includes all gender variations; secondly, this lexeme serves to consolidate gender variations, thereby forming a system of value orientations that is different from traditional values. At the same time, it becomes obvious that the German concept is a tracing version of the English phrase. Ignorance of the origin, meaning and content of such concepts leads to a distortion of the meaning and interpretation of the ideological component, which does not substantially coincide with the value system adopted in other countries. It should also be emphasized that this action (*Stolzmonat*) in the German society is supported by right-wing politicians, e.g.: *Trend, der vor allem von Rechten stark begrüßt wird* (URL: <https://www.comicschau.de/news/was-ist-der-stolzmonat-bedeutung-682790>); (Eng. Trend that is particularly welcomed by right-wing politicians). Such ideological content is broadcast on social networks, which allows us to consider the above-mentioned phenomenon as one of the trends in the virtual environment.

Technologieoffenheit (Eng. technology openness; Rus. *готовность к применению инновационных/новых технологий*). As it becomes obvious from the examples we analyzed earlier, outside of contextual use and without involving a broad discursive context, this lexical unit is neutral in nature and does not pose difficulties in interpretation, since it contains clear components that make up the general meaning of the lexeme. When this lexeme is “immersed” in the German political discourse, it becomes known that this word is related to a topic that can be conventionally designated as the “energy turn” (Germ. *Energiewende*), which is associated with the use of environmentally friendly technologies in the system of public and personal transport (Germ. *Energiewende im Verkehr*). The use of alternative power sources and the use of environmentally friendly energy sources is intended to lead in the future to a refusal to use natural resources and hydrocarbon policy. In the modern political discourse, there are frequent discussions on the problem, which ultimately lead to the fact that the cost of traditional energy

sources has increased significantly, and German residents are increasingly using alternative energy sources in everyday life. This circumstance significantly facilitates the entry of new energy-saving technologies and alternative power sources into the market of goods and services, which leads to the displacement of resources that require the use of traditional power sources. In the light of this fact, the state creates favorable conditions for the development of innovative environmentally friendly technologies: *In diesem Fall kann über technologiespezifische Regulierung von staatlicher Seite eingegriffen werden, um Technologieoffenheit herzustellen* (URL: <https://www.forschungsinformationssystem.de/servlet/is/572342>); (Eng. In this case, the government can intervene through technology-specific regulation to create technology openness).

Klimakleber (Eng. eco-activists; Rus. *эко-активисты*). It is generally accepted that we are talking about a group of environmental movement activists who, during environmental and political actions, stick themselves to the asphalt, thereby expressing protest against decisions that, in the opinion of the action participants, harm the environment. These actions are carried out with the organization and participation of activists belonging to the *Letzte Generation* group (Eng. last generation). From the contextual use of the lexeme, it follows that participants in the movement are hooligans and the German authorities are concerned with punishing participants in this type of environmental movement with fines and arrests. The actions are associated with the protest of Greta Thunberg, who before the pandemic carried out a similar protest in Stockholm (Sweden), which later made her a very popular youth leader.

Conclusion

The results presented in the article are based on the analysis of the empirical material in German from the point of view of the theory and practice of intercultural and interlingual communication. It settles on a broad social, political and historical context characteristic of modern political discourse in the Federal Republic of Germany. Firstly, we note a tendency towards radicalization of German political media discourse, which is expressed in the use of linguistic means that mark right-wing, radical and right-wing extremist views.

Secondly, the list of un-words that form a negative political, socio-economic agenda is quite extensive, despite all attempts to limit ourselves to only one key un-word, in this case – *Remigration*. Thirdly, the use of media context, resulted in discovering the synonymous series of un-words in the political discourse of the German media, which points to the mechanisms of linguistic influence on public opinion.

In future it would be useful to consider translation options for un-words from German into Russian and formulate translation strategies for working with such lexical units. Thus, the prospect of our research may be collecting a representative array of texts containing the translation of the considered un-words and their subsequent analysis.

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