



CRIMEAN
HUMAN RIGHTS
GROUP

HATE SPEECH IN ONLINE MEDIA PUBLICIZING EVENTS IN CRIMEA



Kyiv • 2022

HATE SPEECH IN ONLINE MEDIA PUBLICIZING EVENTS IN CRIMEA

A Data Analysis Report on Hate Speech Spread Situation
in Russian Language Online Media Communicating
the Armed Ukraine – Russia Conflict on a Regular Base

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The report presents the results of studies and content analysis of Russian-language online media available to readers of the occupied territories of Crimea and Donbas. The materials used in the document were published in these online media from December 1, 2020, to May 31, 2021.

The report uses media materials distributed across the territory of Crimea since the occupation of the peninsula by the Russian Federation, as well as information from open sources, including information resources of the authorities of Ukraine, the Russian Federation and the de facto “authorities” of Crimea, and the Crimean Human Rights Group.

The study target audience is representatives of media community, governmental authorities, educational and research institutions, diplomatic missions, and international organizations as well as non-governmental, including human rights.

The Crimean Human Rights Group (CHRG) is an organization of Crimean human rights defenders and journalists aimed at supporting the respect and protection of human rights in Crimea by documenting violations of human rights and international humanitarian law on the territory of the Crimean Peninsula, and attracting a wide attention to such problems, as well as at searching and developing mechanisms for the protection of human rights in Crimea. The CHRG team includes experts, human rights defenders and journalists who, since February 2014, have been involved in monitoring and documenting human rights violations in Crimea. The CHRG focuses on human rights violations caused by the illegal actions of the Russian Federation in Crimea. The results of CHRG¹ monitoring and documenting violations of human rights are presented in monthly reviews of human rights situation in Crimea as well as in ad hoc reports and articles².

ISBN 978-617-95168-1-8

¹ For CHRG monthly monitoring reviews, follow the link: <https://crimeahrg.org/en/category/monitor-2/>

² For CHRG analytical reports, follow the link: <https://crimeahrg.org/en/category/analytics-2/>



CONTENTS

LIST OF ACRONYMS	2
INTRODUCTION / <i>Iryna Siedova</i>	3
METHODOLOGY / <i>Yuliya Krylova-Grek, Iryna Siedova</i>	9
Definition of hate speech / <i>Yuliya Krylova-Grek</i>	9
Monitoring object / <i>Iryna Siedova</i>	12
Monitoring period / <i>Iryna Siedova</i>	14
Key words and word combinations / <i>Iryna Siedova</i>	14
Types of hate speech / <i>Yuliya Krylova-Grek</i>	34
RESULTS OF THE STUDY / <i>Yuliya Krylova-Grek, Iryna Siedova</i>	37
Psycholinguistic manipulations and methods of inciting hatred / <i>Yuliya Krylova-Grek</i>	39
Psycholinguistic analysis of selected articles (examples) / <i>Yuliya Krylova-Grek</i>	43
CONCLUSIONS / <i>Iryna Siedova</i>	65
RECOMMENDATIONS / <i>Iryna Siedova</i>	67
ANNEX 1. EXPLANATORY GLOSSARY / <i>Yuliya Krylova-Grek</i>	71

LIST OF ACRONYMS

AM — Armed Forces

ARPORC — All-Russian Public Opinion Research Center

CC — Criminal Code

CHRG — Crimean Human Rights Group

CJE — Commission of Journalistic Ethics

CoAO — Code of Administrative Offences

ECHR — European Human Right Court

LoU — Law of Ukraine

MM — Mass Media

OCU — Orthodox Church of Ukraine

RF — Russian Federation

RoC — Republic of Crimea

INTRODUCTION

Iryna Siedova

An armed conflict unleashed by the Russian Federation after the actual occupation of the Crimean Peninsula by the Armed Forces of the Russian Federation, has been ongoing on the territory of Ukraine since February 2014. Under these conditions, Ukrainian nationals who happened to live in the occupation, are constantly endangered not only by the Russian Armed and security forces, but also subject to informational and psychological attacks from medias inciting consistently hatred against Ukrainians, the Orthodox Church of Ukraine, Crimean Tatars and Muslims.

This problem was already investigated by the Crimean Human Rights Group in 2014–2017. The findings of the previous study proved that during that period hate speech was most often targeted against Ukrainians, Crimean Tatars, Mejlis supporters, migrants, and activists. In some cases, direct calls for the extermination of Ukrainians were identified. Other hate speech targets were women, representatives of LGBTQ+, followers of various religious cults, activists, and journalists.

In 2014–2017, the Crimean Human Rights Group (CHRG) monitored the content of Crimean and Russian media broadcasting in the information space of Crimea within the study¹ of the situation with freedom of speech in the occupied Crimea and recorded 718 examples of hate speech.

In 2019, the Crimean Human Rights Group studied the situation of respecting the journalistic standards in news reports of local online media of Ukraine (including the occupied territories of Crimea and Donbas)². This study confirmed the hypothesis about consistent violations of journalistic ethics and the use of various manipulations when producing the content about the consequences of the armed conflict between Ukraine and the Russian Federation.

Based on the results of previous studies, the CHRG monitoring group compiled a special vocabulary of expressions periodically used in Russian-language media and social networks to incite enmity against vulnerable groups of the Crimean population.

Reviewing the results of previous studies, the authors of the report concluded that some articles published on sites regularly inciting hatred, do not fit the classical definition of HATE SPEECH, if this content analysis is based only on linguistic examinations.

In addition to explicit hate speech, such content contains a variety of psycholinguistic manipulations which final purpose is either to incite hatred in the target audience or to make it tolerant towards xenophobic publications pointing certain ethnic, religious, and social groups.

Considering the abovementioned, this report authors, in addition to linguistic analysis of published information, investigated some psycholinguistic aspects of such content affecting the target audience of the media selected for consideration.

¹ Crimean Human Rights Group. (29 March 2018). *Hate Speech in Information Space of Crimea (study)*. <https://crimeahrg.org/ru/yazyik-vrazhdyi-v-informatsionnom-prostranstve-kryima/>

² Siedova I., Kurmanova T., Volodovskaya V. (2020). *News and Occupation of Crimea. News Reports of Local Online Media in the Context of Ukraine – Russia Armed Conflict (July 2018 – June 2019)*. https://crimeahrg.org/wp-content/uploads/2020/04/book_ru.pdf



While preparing this report, the CHRG monitoring group carried out a number of preliminary studies of the content, that were used by Yuliya Krylova-Grek, a psycholinguist, PhD in psychology, as base to work out her author-developed research methodology that took into account some psycholinguistic features of texts containing explicit or implicit hate speech.

The report authors also significantly supplemented the list of words and expressions usually found in hate speech content. These words and expressions were used for the initial selection of content, which was further analyzed linguistically and psycholinguistically in line with the new methodology.

The authors of the study suggested the hypothesis that the studied online media, in addition to open manifestations of hate speech, contain also expressions balancing between hate speech and ordinary manifestations of freedom of expression.

These statements are a kind of “gray zone” that can’t be defined formally as hate speech, but, taking into account the psycholinguistic features of such content, these “gray” publications can create prerequisites for increasing the level of aggression and accumulating xenophobic attitudes among the target audience of the investigated media.

Such publications are aimed at spreading negative archetypes and stereotypes about certain ethnic, religious, and social groups in the society. For almost eight years of the armed conflict, these archetypes and stereotypes have already been well enrooted in the public consciousness, because the hate speech content, published during all the years of the armed conflict, is still in public access. In addition, fast developing social networks and the virtually uncontrolled dissemination of information on these resources provide additional opportunities for spreading the hateful content.

The analysis of judgements of the Russia-controlled Crimean “courts” published on the court decision website of court decisions, shows that for all the years of Crimea occupation there were only two published court decisions to hold liable persons for hate crimes against

Ukrainians and Crimean Tatars. One of such court decisions describes in detail how Russian military injured physically citizens of Ukraine, called “natives of Ukraine and previously citizens of this country” in the Russian court decision, particularly because of ethnic hatred³.

Though the amount of content featuring hatred towards Ukrainians and Crimeans in the media of the Russian Federation and the occupied Crimea is quite large, one can't find court decisions to persecute for these crimes in open access. At the same time, Crimean “courts” regularly pass judgements to hold people liable for inciting enmity against other ethnic, religious, and social groups of people, in particular, against Russians and other groups permanently living on the territory of the Russian Federation⁴.

Russian-controlled officials in Crimea⁵, representatives of state media and authorities of the Russian Federation time to time indulge in xenophobic statements⁶ against Muslims, Ukrainians, and Crimean Tatars.

Impunity for hate speech content disseminators as well as inaction of the Russian authorities in countering such violations of freedom of speech make a good basis for cultivating aggression sentiments among the residents of the occupied territories. This contributes to an even greater escalation of the armed conflict, therefore, resulting into significant risks for the lives and health of the residents of the occupied territories.

The point is that with starting active hostilities in these territories, the investigated media possessing a wide audience among local residents, may launch an active campaign of calls for violence and discrimination

³ Sevastopol Garrison Military Court. Decision for Criminal Case no 1-48/2017 (21 August 2017). <https://cutt.ly/nYLGQ27>

⁴ Crimean Human Rights Group (26 Jan 2022). *Review of the situation of human rights and international humanitarian law in Crimea for 2021* (p.15) https://crimeahrg.org/wp-content/uploads/2022/01/zvit_2021_ua-2.pdf

⁵ Mil'chenko A. (2 Jan 2021). “Deadly Disease”: Aksionov About Bandera Parade in Kiev”. *Газета.ru*. https://www.gazeta.ru/politics/2021/01/02_a_13424222.shtml

⁶ Georgiy Muradov: So Called Crimea Platform to be Organized by Ukrainian Authorities is aimed at undermining Russian Federation Territorial Integrity (28 Feb 2021). ‘Government of Republic of Crimea’, Official Website. <https://rk.gov.ru/ru/article/show/10589>

gazeta.ru/politics/2021/01/02_a_13424222.shtml


газета.ру

02 января 2021, 09:50 Политика

«Смертельная зараза»: Аксенов о марше в честь Бандеры в Киеве

В Крыму оценили прошедшее в Киеве шествие в честь Бандеры

Ангелина Мильченко Прослушать новость



Title of article with Sergey Aksionov's, 'Head of Crimea', quotations, containing hate speech against Ukrainians, and an illustration to this article

against certain vulnerable groups. The target audience of such media affected psychologically by hatred content for more than eight years, make take these calls as instruction for active actions.

The situation has become worse because the occupation authorities have recently significantly intensified repressions against Ukrainians, Crimean Tatars, Muslims and Jehovah's Witnesses. According to the Crimean Human Rights Group, as of the end of November 2021, 117 people were in custody due to politically motivated criminal persecution. Most of them are Ukrainians, Crimean Tatars, Muslims and/or representatives of Jehovah's Witnesses.

In September – October 2021, the Crimean Human Rights Group documented new manifestations of ethnic discrimination against Crimean Tatars during mass arrests of peaceful assembly participants in Crimea. Thus, any impunity for the spreaders of hateful content

against the mentioned groups of people imposes additional risks, including physical violence against these vulnerable strata of the Crimean population.

Taking into account the mentioned circumstances, this report authors emphasize the need to bring the scale and consequences of the problem of the impunity for spreading hate speech against vulnerable groups in the Russian-language online media, which regularly cover the consequences of the armed conflict between Ukraine and the Russian Federation, in the focus of international community.

The purpose of this study is to reveal hate speech at the early warning stage, when the conditions are artificially created for the further escalation of violence and genocide. We aim to show the scale, ways and methods of inciting enmity in the Russian-language media referring to several online resources that have a significant impact on many people on both sides of the armed conflict, including the population of the occupied territories, as illustration.

The results of the study should draw the attention of society and the international community to the problem of hate speech spread that leads to separation in the society and escalation of internal conflict.

Apart from the mentioned, we present the results to prevent provocations, acts of violence, discrimination of certain groups based on language, nationality, sexual orientation, and other attributes.

METHODOLOGY

— Yuliya Krylova-Grek, Iryna Siedova

DEFINITION OF HATE SPEECH⁷

There is no generally accepted definition of hate speech. We based our study on the interpretations given in the Cambridge dictionary, by the UN and in the scientific study of hate speech.

The Cambridge Dictionary defines hate speech as ‘public speech that expresses hate or encourages violence towards a person or group based on something such as race, religion, sex, or sexual orientation⁸.

Jeremy Waldron, Professor of Law and Philosophy, sees the protection of human dignity from expressions of hate speech as one of the priority tasks that each national contemporary law system should be properly focused on. In his book ‘The Harm in Hate Speech’ he offers

⁷ The chapter ‘Concept of Hate Speech’ is written by Yulia Krylova-Grek.

⁸ Cambridge Dictionary. Retrieved December 12, 2021, from <https://dictionary.cambridge.org/dictionary/english/hate-speech>

the following definition of the concept: *‘What is hate speech? There is no international legal definition of hate speech, and the characterization of what is ‘hateful’ is controversial and disputed. In the context of this document, the term hate speech is understood as **any kind of communication in speech, writing or behaviour, that attacks or uses pejorative or discriminatory language with reference to a person or a group on the basis of who they are, in other words, based on their religion, ethnicity, nationality, race, colour, descent, gender or other identity factor.** This is often rooted in and generates intolerance and hatred and, in certain contexts, can be demeaning and divisive’*⁹.

The United Nations considers hate rhetoric to be any communication, be it oral, written, or behavioural, that attacks or uses derogatory or discriminatory words and expressions against a person or a group of persons on the basis of who they are; in other words, based on their religion, ethnicity, race, nationality, social origin, gender, and other factors of identity. Such expressions and words create intolerance and hatred, and can be humiliating and cause pain¹⁰.

The Encyclopaedia Britannica explains that social identity theory aims to specify and predict the circumstances under which individuals think of themselves as individuals or as group members. The theory also considers the consequences of personal and social identities for individual perceptions and group behaviour (Social Identity Theory)¹¹.

Researchers today use concepts of personal, cultural, urban, political, national, ethnic, territorial, and other forms of identity. “Identification”, as defined in sociology, means that humans can determine their belonging to any social group, phenomenon, or community. The concept of identity involves a person’s definition of quality and reference to a specific majority: a group, a nation, a gender, or a citizenship (civic identity involves human status as a member of a state and testifies to their belonging to a specific political entity).

⁹ Waldron J. 2012. The Harm in Hate Speech. Cambridge, MA: Harvard Univ. Press

¹⁰ United Nations Strategy and Plan of Action on Hate Speech, 2019 / https://www.un.org/en/genocideprevention/documents/advising-and-mobilizing/Action_plan_on_hate_speech_EN.pdf

¹¹ <https://www.britannica.com/topic/social-identity-theory>

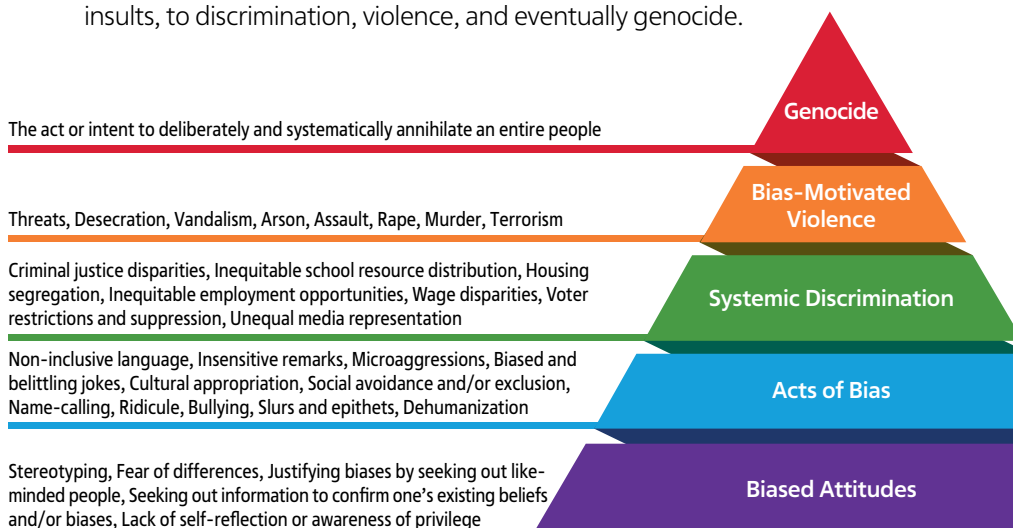
Dr Babak Bahador, a media communications researcher, has classified hate speech as differentiating between an 'in-group' and an 'out-group' (i.e. 'us vs. them'), and segmented it into three groups describing the attitude of a person or group to 'in-group' and 'out-group' people:

- Group 1** dehumanization and demonization
- Group 2** violence and incitement
- Group 3** early warning

The hate speech of Groups 1 and 2 features an explicitly negative vocabulary, and acts as a direct incitement to violence, and Group 3 is seen as the initial stages of Group 1 and 2 using hate speech.

The Anti-Defamation League (ADL) applies the concept of a 'Pyramid of Hate'.

The base of the pyramid is the level of biases and stereotypes that hate speech disseminators usually lean on. Acts of genocide and aggressive actions thus always derive from existing and newly-created biases and stereotypes. In the 'pyramid' biases such as stereotypes, disinformation, and microaggression build a platform for escalating hatred and discrimination. This results in a transfer from acts of bias, including dehumanisation and insults, to discrimination, violence, and eventually genocide.



MONITORING OBJECT

The study investigated 11 Russian language online media, including:

5 news websites, with news items on the situation in Crimea largely dominating the content, the audiences of over 1 million readers per month, and a minimum 25% share of Ukrainian readers:

- Forpost Sevastopol
- Novosti Kryma
- RIA Krym
- Krym. Realii
- KP Krym

3 Russian news websites regularly writing about Crimea and Donbas, with audiences of over 1 million readers per month, and a minimum 25% share of Ukrainian readers¹²:

- Russkaya vesna¹³
- Politnavigator¹⁴
- Novorossinform¹⁵.

2 news websites, with largely dominating content that describes the situation in Crimea, financed out of the Russian Federation budget:

- Krym24¹⁶
- Vesti Krym¹⁷.

The official website of the “government” of the Pravitel'stvo Kryma (Government of Crimea)¹⁸ which is financed out of the state budget, was also selected for study.

¹² These are websites where a large amount of hate speech content was identified during the previous CHRG monitoring campaigns.

¹³ Russkaya vesna <https://rusvesna.su/>

¹⁴ Politnavigator <https://www.politnavigator.net/>

¹⁵ Novorossinform <https://novorosinform.org/>

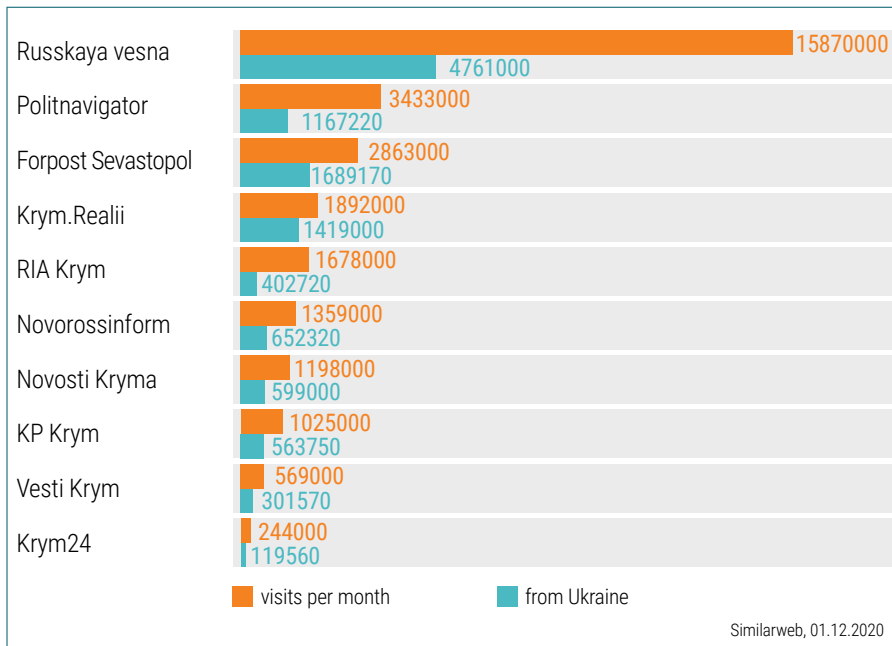
¹⁶ Krym 24 <https://crimea24.tv/>

¹⁷ Vesti Krym <http://vesti-k.ru/>

¹⁸ Pravitelstvo Kryma <https://rk.gov.ru/>



AUDIENCE OF STUDIED WEBSITES¹⁹



1. **Forpost Sevastopol** 2,863,000 visits per month, including 59% from Ukraine
2. **RIA Krym** 1,678,000 visits per month, including 24% from Ukraine
3. **KP Krym** 1,025,000 visits per month, including 54.8% from Ukraine
4. **Novosti Kryma** 1,198,000 visits per month, including 50% from Ukraine
5. **Krym.Realii** 1,892,000 visits per month, including 75% from Ukraine
6. **Russkaya vesna** 15,879,000 visits per month, including 29.72% from Ukraine
7. **Politnavigator** 3,433,000 visits per month, including 34% from Ukraine
8. **Novorossinform** 1,359,000 visits per month, including 48.47% from Ukraine
9. **Krym24** 244,000 visits per month, including 49.26% from Ukraine
10. **Vesti Krym** 569,000 visits per month, 52.63% from Ukraine

¹⁹ Website audience data as of the study start according to data of Similarweb.
<https://www.similarweb.com/>

There is no publically available information about web traffic the Pravitel'stvo Kryma website. As the website is financed from the state budget and publishes a great deal of news on the situation in Crimea, the report authors believe it should be included in the list of websites studied.

MONITORING PERIOD

The content of the websites under investigation was sampled between December 1, 2020, and May 31, 2021. The research team believes that the amount of content for this period is enough to validate the study outcomes.

KEY WORDS AND WORD COMBINATIONS

Previous studies found that articles featuring hate speech often use terms and concepts that are not recorded in the official dictionaries of the Russian language. Some of these words are 'made up', created purposefully to incite hatred. In some cases, such words are formed by combining parts of words denoting nationality and obscene lexical units.

Apart from other things, we considered a well-known vocabulary available in glossaries, and with negative connotations, that was used by journalists in the investigated media in relation to objects of hatred, ridicule, marginalisation, and so on. Most such words go back to of WWII archetypes, and common negative stereotypes.

The study materials were monitored and sampled using a content analysis program: texts were selected using set key words and word combinations. Such words and word combinations had been collected by the project's monitoring group during preliminary studies into the hate content of Russian-language online media and public social networks. Nine Russian-language sites were searched. The Russian language vocabulary used in relation to the main ethnic groups, as

The content analysis program searched the selected websites to find in which hate speech regarding such ethnic and social groups might be used:

- Ukrainians
- Crimean Tatars
- Jews
- Residents of Crimea and Donbas
- Russians
- Activists and Journalists
- Euromaidan Participants
- LGBTQ+

Groups of key words used to search for the content featuring hatred of²⁰:

Banderlogi,
Banderlozhyi, *adj.*

This word originates from *Bandar-log* – a term used in Rudyard Kipling’s “The Jungle Book” (1894) to describe the monkeys of the Seeonee jungle. Due to its similarity in sounding to the name of Stepan Bandera, a leader of Ukrainian nationalists²¹, the word refers to Bandera followers and has a strongly negative connotation. There are a lot of words linked to the name of Stepan Bandera in this group.

²⁰ Comment of translator: words are transliterated from Russian with explanations or English parallels when it is possible. Links to Wikipedia articles when it is appropriate are suggested. Variants of the same word are put together.

²¹ The Internet Encyclopedia of Ukraine. Bandera, Stepan. <http://www.encyclopediaofukraine.com/display.asp?linkpath=pages%5CB%5CA%5CBanderaStepan.htm>

Bendera, Benderovtsy, Binderovtsy, Benderovskiye, <i>adj.</i>	Follower(s) of Stepan Bandera ²² . Sometimes this surname is written with a mistake in spelling: “a” to “e” (Bendera instead of Bander).
Banderovtsy, Banderovskiye, <i>adj.</i>	Banderites.
Bydloukraitsy	A compound word composed of two words: ‘bydlo’, a rude word that means ‘cattle, herd, sheep’; and ‘ukraitsy’ (rus.), which means ‘Ukrainians’(ukr.).
Banderopidery	A compound word composed of two words ‘bandero’, originated from S.Bandera — see explanation above; and ‘pidery’, a rude word that means ‘faggots’.
Banderonatsyssty, Banderonatsisty, Bandero- natsistkiye, <i>adj.</i>	A compound word composed of two words ‘bandero’, see explanation above; and ‘natsyssty/ natsisty’ (rus.) for ‘Nazi’ (historically members of Nazi Party in Germany, today followers of the Neo-Nazi movement) ²³ .
Galichane	Inhabitants of Halychyna (Galicia), a Western area of Ukraine.
Zhovtoblakitnyye	A figurative word for ‘Ukrainians’, with reference to the national flag of Ukraine which consists of blue and yellow colours.
Zapadentsy	Inhabitants of Western Ukraine (Zapad is ‘West’ in Russian).
Kakly, Khokhly Khokhliatskiye, <i>adj.</i> Khakhliatskiye, <i>adj.</i> Khokhliary	Contemptuous, derogatory for ‘Ukrainians’. The word originates from the Russian word for a national haircut style of Ukrainian Cossacks.
Kaklozhopyye Khokhlozhopyye	A compound word made up of a derogatory word for Ukrainians and the Russian word for ‘ass’.

²² See link above²³ <https://www.britannica.com/topic/Nazi-Party>



Kastriulegolovyve	Literally ‘pot-heads’. See Annex 1 .
Kriptobanderovtsy	A compound word made up of ‘crypto’ and ‘Banderite’.
Malorossy	Pejorative for Ukrainians, literally meaning Little Russians. The word originates from the historical name of Ukraine, used in the times of the Russian Empire (originally due to the incorrect translation from Greek), with intention to stress subordination of Ukraine to Russia. Nowadays this word means that the Ukrainian territory and people (“Little Russians”) belong to one, indivisible Russia.
Natsgady	A compound word made up of a shortened form of Nazi/Nationalists that sounds similar and is used by Russian media as a play on words; and the word ‘gady’ that is similar to ‘foul people’ in English (skunk, despicable).
Obyvateli khataskrayschiki	A compound word made up of obyvateli that means ‘ordinary people’, the laymen and khataskrayschiki that literally means ‘people who live in the house located on the edge of the village’.
Svidomity	A compound word made up of Ukrainian for svidomye and a part of the word ‘sodomite’ (see Annex 1 for both words).
Svidomyshi	A compound word made up of Ukrainian for svidomye (see Annex 1) and the word for ‘mice’ ([myshi] / ukr./- mice/eng./).
Svidomo-vatnyye	A compound word made up of Ukrainian for svidomye (see Annex 1) and Russian ‘cotton wool’ (or [vata] /n/- [vatnyye] /adj., pl./about people) with a negative connotation (people who have cotton wool instead of a brain). A political slur, used in Russia and other post-Soviet states, based on an internet meme that was introduced in 2011 by Anton Chadskiy, which denotes a steadfast jingoistic follower of propaganda from the Russian government.

**Revoliutsionno-
Maidannye**

A compound word made up of the Russian word for revolution and Ukrainian ‘Maidan’ for square (eng.) ([maidannye] /*adj.*, pl./about people) with a negative connotation. However, in the contemporary Ukrainian language and the Ukrainian history, the word Maidan refers to the events of the 2014 Revolution of Dignity (see [Annex 1](#)).

**Raguli,
Roguli,
Ragul’skiye, *adj.*
Rogul’skiye, *adj.***

See [Annex 1](#)

**Ragulizatory,
Rogulizatory**

A specially created word made up of ragul (see [Annex 1](#)) and a part of the Russian word for popularize (eng.) ([popularizatory] (ukr.) about people), that means literally ‘people popularizing all Ukrainian’ with a derogative connotation.

Svinomovnyye

A compound word made up of the Russian word for swine ([svin’ya]/n./, [svino-] /*adj.*/), and the Ukrainian word for language (‘mova’ /n/, [movnyye]/*adj.*/ — the second part of the compound word that describes what language people speak, e.g. Ruskomovnyye for people who speak Russian, Anglomovnyye for people who speak English). So, this word literally means that the Ukrainian language is a language of swine.

TomosoMaidannyye

A compound word made up of ‘tomos’, a Greek word used to refer to a decree of the head of a particular Eastern Orthodox church on certain matters (such as the level of dependence of an autonomous church from its mother church) — in terms of Ukraine, it means that on January 6, 2019, by Tomos of Ecumenical Patriarch Bartholomew, the Orthodox Church of Ukraine got separated from the Russian Orthodox Church; and Maidan (see above).



Ukry	A shortened pejorative word for ‘Ukrainians’, similar to ‘Ukes’.
Usry Usrainsy Usaintsy Ussaintsy, Usranskiye, <i>adj.</i>	Pejorative variants for ‘Ukrainians’, shortened and full, based on the Russian word ‘usratsia’ (‘shit one’s pants’).
Ukrofashysty	A compound word literally meaning UKRAINIAN FASCHISTS
Ukropy, Ukropovskiye, <i>adj.</i>	A Russian word for ‘dill plant’ [ukrop]. The use is based on phonetical similarity with the word UKRAINE, UKRAINIANS. The idea is to illustrate Ukrainians as plants for eating.
Ukrosuki	A compound word made up of Ukry (see above) and the Russian word for bitches (suki /ukr., pl./).
Ukropridurki	A compound word made up of Ukry (see above) and the Russian word for jackasses (pridurki /rus., pl./).
Ukrograzhdane	A compound word made up of Ukry (see above) and the Russian word for citizens (grazhdane /rus., pl./) with a derogative meaning.
Ugroby	A word that sounds similar to Ukropy, though provokes associations with the Russian word for screw-up (ugrobit’ /rus., verb).
Ukrosvolochi	A compound word made up of Ukry (see above) and the Russian word for bastards (svolochi /rus., pl./).
Khokhlodauny	A compound word made up of ‘khokhly’ (see above) and the Russian word for Down’s syndrome sufferers ([douny] /n., pl.(ukr.)/).
Khlopchyky strybuntsi	Transliterated Ukrainian words for ‘boys’ and ‘grasshopper’, used sarcastically. This was a derogative name for Ukrainians who ‘jumped’ at the Maidan in 2014.

Khokhlopidary	A compound word made up of 'khokhly' (see above) and the Russian word 'pidary' — "ass rammers" (eng.).
Khokhlochmoshniki	A compound word made up of 'khokhly' (see above) and the Russian word chmoshniki — "schlub" (eng.).
Sharovarniki	Contemptuous, derogatory for 'Ukrainians'. The word originates from the word 'sharovary', which are pants that are used as a part of national Ukrainian men's clothes.
Banderostan	A political slur for 'Ukraine' made up of the name of Stepan Bandera (see above) and suffix '-stan' used in the names of the countries in Russia (e.g., Tatarstan, Kyrgyzstan).
Nezaliezhna, Nezaliezhna, Nezalezhna	Nezaliezhna (ukr.) — 'independent' (eng.). In analysed texts, Ukrainian words transliterated in Russian language that demonstrate a sarcastic attitude and are used instead of Ukraine since Ukrainians implore this attribute when speaking proudly about their country.
Nen'ka, Nien'ka	This word transliterated from Ukrainian as 'mother' or 'motherland'. In Russian media, it used sarcastically as a substitute name for Ukraine since this word is often used in Ukrainian poetry, as well as in the articles of Ukrainian nationalist movement figures, in the meaning of the motherland.
Ruina	The Russian word for ruins.
Ugrobiya	An artificially created word to name Ukraine, rooted from "ugrobit' (to ditch, to kill /eng./), and suffix '-ia', used in the names of the countries in Russia (e.g., Armenia, Estonia).
Ukropiya	See above, rooted from Ukropy.
Usraina	See above, rooted from Usry.



Urina The Russian word for ‘urine’, used rudely to name Ukraine.

Khokliandia
Khokhlostan An artificially created word to name Ukraine, rooted from ‘khokhly’ (see above) and suffix ‘-iandia’ or ‘-stan’ used in the names of the countries in Russia, Finland (Finlandia), or Uzbekistan.

CRIMEAN TATARS

Abiziany A Russian ethnic slur. The Russian word for monkeys used pejoratively, speaking about people of Oriental origin and intentionally spelled the wrong way. Similar to ‘macaca’.

Balamuty Russian for troublemakers.

Dzhykhadisty Russian for members of Jihadist terrorist groups.

Islamisty Russian for radicalised Muslims, in this meaning.

Kollaboranty Russian for collaborators, used in the meaning of ‘quislings’.

Marodiery Russian for looters.

Modzhahedy Russian for Mujahids.

Predateli Russian for traitors.

Raby Russian for slaves.

Radikaly,
Radikal’nyye, *adj.* Russian for fringe.

Rusofoby Russian for Russophobes (see [Annex 1](#)).

Tatary-vakhkhability Russian for Wahhabi Tatars.

Uzkolobyey A Russian ethnic slur. The Russian for ‘zipperhead’.

Churki A Russian ethnic slur for people of Oriental origin. Similar to ‘gook’.

Extremisty Russian for extremists.

RESIDENTS OF CRIMEA AND DONBAS

Vatany



Russian word ‘vata’ (see above), people created a suffix ‘-an’, usually used to refer to a group of people informally. The word originated from the Russian wool jacket ‘vatnik’ that is worn in villages in cold weather. Now pejorative, used in Russia and other post-Soviet states, to denote a steadfast jingoistic follower of propaganda from the Russian Government (Image 1).

Vatostopol’ Vatostopol’tsy

An artificially created word implying the city, Sevastopol’ (Crimea), replacing the first part with ‘vata’ (see above); a word referring to the residents of this city.

Vatnyenebrat’ya

A compound word based on the Russian phrase “Vatnyye ne Brat’ya”, that means vata (see above); people are not brothers.

Vatanchiki

Russian word ‘vata’ (see above), people created a suffix ‘-nchiki’, usually used in diminutive (derogatory) words.

Vpopuchlentsy

A vulgar word similar to ‘fudge packers’.

Donbasiata Donbasienyshy

A diminutive (derogatory) word to name residents of Donbas, created with relevant Russian suffixes (-iata/-ienyshy; plural).

Daunbasovtsy

An artificially created word for residents of Donbas, with the part ‘don-’ substituted with ‘daun-’, implying Down’s syndrome sufferers (as spelled in Russian).

Dolbokvostyye

A vulgar word similar to ‘fudge packers’.

Dyryndovtsy

An artificially created word meaning ‘fools’.

Kiziaki

Russian for dung cakes, used as slur.

Krymnash Krymnashysty

Russian for “Crimea is ours”, a slogan of Russian occupation of the peninsula in 2014, and a derivative referring to those who supported it.



Krysostopol'	An artificially created word implying the city, Sevastopol' (Crimea), replacing the first part with the Russian word for rat.
Kryschane	An artificially created word for residents of Crimea (Krymschane), replacing the first part with the Russian word for rat.
Lugandon Lugandoniya Lugandontsy	Artificially created words related to the name of the Luhansk Region (Lugansk, in Russian). The first word is composed of the beginning of Luhansk and the word 'gandon', a slang word for 'condom', meaning the Luhansk territory. The second word includes a suffix used to create the names of countries in Russia (for example Estoniya = Estonia). The third word means residents of these territories.
Mokshantsy	Literally meaning 'Moksha people', implying Moscow supporters. This is based on the hypothesis that the history of present-day Russia, and first Moscow, was started by the Moksha (a Finno-Ugric people), not by the Slavs.
Opushchentsy	A Russian word originated from jail jargon, 'opuschennyi' in plural, referring to a person victimized by other prisoners in the penal colony, including sexual abuse.
Obdrochentsy	A Russian word for people who masturbate (similar to 'jerk off'), formed with a suffix creating a derogative and pejorative connotation.
Rus'kamirnyye Ruskomirnyye, Ruts'kamirnyye Russkomirtsy Russkomirye	Words derived from the Russian expression 'Russkiy mir' (Russian world/Russian space) referring to residents/supporters of this concept, or a territory to which this concept may be applied (see Annex 1).
Separy Separatory	Words derived from 'to separate', to name the people, plural or collective, who support the separation

Separnia Separye	of the occupied Ukrainian territories — in fact, these are informal/derogative/pejorative for ‘separatists’.
Skotostopol’ Skotostopol’tsy	An artificially created word implying the city, Sevastopol’ (Crimea), replacing the first part with the Russian word ‘skot’ (‘fuckers’), and a word to name the residents of this city.
Sovkovo-vatnyye	An artificially created word composed of two Russian words ‘sovok’ (pejorative for the Soviet Union) and ‘vatnyye’ (vata, people) (see above).
Stsyklovatoye	An artificially created word to define something in a pejorative, even vulgar, way that may mean vata (see above); people being wimps.
Dombabve	A pejorative name for Donbas, composed of Do- (from Donbas) and -mbabve (from Zimbabwe).

JEWS

Val’tsman Zel’tsman Zel’mán Kapitel’mán	A Russian antisemitic slur based on a Jewish family name pattern.
Zhydy Zhydiary Zhydovnia Zhydovskiye, <i>adj.</i>	Insulting and contemptuous Russian terms for Jewish people based on ‘jude’. Similar to kike or sheeny.
Zhydokhabadniki Zhydokhabadnye	See above. In addition, referencing Habad as one of the religious Jewish movements.
Zhydo-Neonatsisty	A compound word composed of the Russian antisemitic slur (see above) and the Russian word for neo-Nazi.
Siono-Natsisty Siononatsisty	A compound word composed of the Russian words for Zionists (Siono) and Nazi.
Yafrei Yavrei	A derogative form for standard Russian word for Jews (‘Yevrei’).



RUSSIANS

Katsapy, Kasapy, Katsaby, Katsapnia, Katsapskiye, <i>adj.</i>	An ethnic slur for Russians, especially from Ukrainian perspective.
Katsapo-fashysty	A compound word made up 'kaysapy' (see above) and fascists.
Laptenogiye	A derogatory term for Russians referring to the Russian peasant historical footwear, bast shoes. Literally meaning 'people wearing bast shoes'.
Mokshantsy	See above (residents of Crimea and Donbas).
Putinoidy	A derogatory term for Vladimir Putin, President of Russia. Supporters composed a suffix, usually used to name a race or creatures with similar features, like humanoids, mongoloids.
Raseyany, Raseyskiye, <i>adj.</i>	Words used sarcastically (derogatively) to refer to Russians based on a colloquial word for Russia as pronounced by poorly educated people – Raseya instead of Rossiya.
Rashynskiye, <i>adj.</i>	A sarcastic word for Russian (<i>adj.</i>) based on the pronunciation of this word in English.
Riuts'kiye Ruz'ge, Riuz'ge	Sarcastic words for Russians playing on the pronunciation of this word in Russian.
Rakshasy	A derogatory word for Russians based on sounding like Rakshasas, a race of usually malevolent demi-gods, acting as man-eaters and being the embodiment of evil.
Rus'kamirnyye	See above (Residents of Crimea and Donbas).

Svinorylyye	A pejorative word composed of the Russian words for swine and snout, literally ‘people with swine snout’.
Svinosobaki	A pejorative word composed of the Russian words for swine and dog.
Vatnostan	A derogatory word meaning the country or territory of ‘vata’ (see above), composed with a suffix ‘-stan’ (see above).
Zales’ye	An old historical name for a territory of present-day central Russia, dating to the times of Kyivan Rus’, literally meaning ‘behind the forest’, because in the 11 th –12 th cc. this was a far borderland.
Zaporebrik	A sarcastic name for Russia originated from the internet meme that appeared when the Russian-Ukrainian war started in 2014. It may be interpreted as ‘behind the border’; in this case, meaning ‘behind the borer of the civilized world’.
Mordor	A figurative, sarcastic name for Russia referring to the realm and base of the evil Sauron in J.R.R. Tolkien’s fictional world of Middle-earth.
Skolenovstansk	An illusion of some city located on the occupied territory whose name ends in ‘-ansk’. The name is made up of the phrase “S Koleney Vstan” or ‘to rise from one’s knees’ (i.e., ‘to become free’).
Khuylostan	A slur for Russia made with suffix ‘-stan’ (see above). The first part originates from the slogan, Putin-Khuylo, literally meaning “Putin is Dickhead”.

ACTIVISTS AND JOURNALISTS

Sorosiata Sorosionysh Sorosienysh Sorosiatnia	Pejorative words originated from the name of George Soros and created with the help of diminutive and derogative suffices (see Annex 1). https://en.wikipedia.org/wiki/George_Soros
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Borzopistsy	A compound word composed of the Russian word 'borzyj, borzet' (i.e., 'to be a cheeky fellow') and the Russian word 'pistsy' ('writers').
Gey Lobbi	Russian for gay lobby.
Grantoyedy Grantoyedskiye , <i>adj.</i>	A pejorative word to name those who work on grants, literally meaning 'grant eaters'.
Yevromaydauny	A slur to name Euromaidan participants. For Maydaun, see Annex 1 .
Zhurnashliukhi	A slur referring to journalists, composed of the Russian words for journalist and loose woman.
Zhurnalizdy	A rude slur referring to journalists, composed of the Russian words for journalist and coochie.
LGBT Lobbi	Russian for LGBT lobby.
Levaki	Russian for leftists.
Liberasty	A slur referring to liberals, composed of the Russian words for liberal and ass rammer.
Podpindosniki	A slur used to refer to journalists as servants of 'Pindosy'. Pindosy is a 21 st c. colloquial Russian ethnophaulism regarding US citizens.
Tolerasty	A slur referring to people supporting tolerance, composed of the Russian words for tolerant and ass rammer.
Feministki	Feminism movement participants (negative connotations in Russian).
Feminism	Feminism as a movement has negative connotations in Russian.
Femen Femki	Shortened words referring to Feminism movement participants.

LGBTQ+

Vmestoseksualy	Russian for instead sexual.
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Gey Geyskiye , <i>adj.</i>	Russian for gay.
Geyropeytsy	A derogative word composed of the Russian words for gay and Europeans.
Gey-praid	Russian for gay pride.
Gey-parad	Russian for gay parade.
Gey-braki	Russian for gay marriage.
Gey- para	Russian for gay couple.
Gey-propaganda	Russian for gay propaganda.
Gey-diktatura	Russian for gay dictatorship.
Gey-otnoshheniya	Russian for gay relations.
Gendior Gender Gendernyye , <i>adj.</i>	Russian for gender.
Gomoseki Gomiki	An anti-gay slur similar to ‘pansy boy’.
Gomoseksualisty Gomoseksualism	Russian for homosexuality and homosexualism.
Gomosiatina Gomosiatskiye , <i>adj.</i>	An anti-gay slur similar to faggism.
Daiviorsiti	‘Diversity’ transliterated in Russian.
Izvrashchentsy	Russian for sexual freaks.
Kvir – kultura	Russian for queer culture.
Lesbiyanki	Russian for lesbians.
Lesby	Russian for lesbians.
LGBT – dvizheniye	Russian for LGBT movement.
LGBT	Russian for LGBT.
LGBT – diktatura	Russian for LGBT dictatorship.
LGBT – soobshchestvo	Russian for LGBT community.
LGBT – praid	Russian for LGBT pride.



LGBT – revolutsiya	Russian for LGBT revolution.
LGBT – model’	Russian for LGBT model.
LGBT – propaganda	Russian for LGBT propaganda.
Netraditsionshchiki	Russian for non-standard sexually oriented people.
Pederasty	Russian anti-gay slurs similar to ass rammers, etc.
Pediki	
Pedrily	
Pidriily	
Pidry	
Pidory	
Pidorskiye, <i>adj.</i>	
Pederastiya	Russian for pederasty.
Pederasticheskiye, <i>adj.</i>	
Pedoder’mo	A Russian anti-gay slur made up of the Russian words for ass rammer and shit.
Seks-men’shynstvo	Russian for sexual minority/ies.
Seksmen’shynstvo	
Seksmen’shynstva	
Seks-men’shynstva	
Sodom	Russian for Sodom and sodomist.
Sodomity	
Sodomskiy, <i>adj.</i>	
Sodomitskiy, <i>adj.</i>	
Transtransgendior	Russian for transgender.
Transgenderno-kvirnyi	Russian for transgender-queer.

The bot artificial intelligence (AI) designed to select the content also searched for and selected articles on the websites chosen for the study with the help of various words and word forms. If the words from Group 1 and Group 2 were found next to each other in the text, such article was also included in the study sample.

Word Group I

Aktivisty	Russian for activists.
DNR	Russian acronym for Donetsk People's Republic.
Donbass	Russian for Donbas (in the Ukrainian version).
Donetskiye	A term used to refer to people associated with Donetsk/living in Donetsk with a pro-Russian position. In some contexts, this word may also have a connotation of 'related to mafia'.
Gosdep Gosdepovskiye, <i>adj.</i>	Russian for US State Department.
Kiyev, Kiyevskiy, <i>adj.</i>	Russian for Kyiv (a previous English spelling of Ukraine's capital — Kiev — was based on it).
Krym Krymskiye, <i>adj.</i>	Russian for Crimea.
Krymskiye tatory Krymskotatarskiye, <i>adj.</i> Krymsko-tatarskiye, <i>adj.</i>	Russian for Crimean Tatars.
LDNR	Russian acronym for Luhansk and Dinetsk People's Republic together.
Liberaly Liberal'nyye, <i>adj.</i>	Russian for liberals.
LNR	Russian acronym for Luhansk People's Republic.
Luganskiye	A term used to name people associated with Donetsk/living in Donetsk with a pro-Russian position. In some contexts, this word may also have a connotation of 'related to mafia'.
Novorossiya	Russian for New Russia, a political project of establishing separatist republics on the Ukrainian territory that once was known as New Russia Province of the Russian Empire.

ORDLO

Abbreviated from Ukrainian as ‘ORDLO’ (certain areas of Donetsk and Luhansk Oblasts) or so called LDNR.

Pravozashchitniki
Pravozashchitnyye,
adj.

Russian for human rights defenders, human rights defense.

Pravozashchita

Sevastopol’
Sevastopol’skiye,
adj.

Russian for city of Sevastopol.

SOROS

Refers to George Soros (see above).

Ukraina
Ukrainskiye, *adj.*
Ukraintsy

Russian for Ukraine, Ukrainian, Ukrainians.

Feminitiv

Russian for feminine gender-specific job title.

Word Group II

Abortyschi

A Russian derivative from the word ‘abortus’ used to refer to ‘victims of abortion’ (i.e., ‘defected underdeveloped subhumans’).

Alkonavty

An artificially created word composed of alko- (from Russian for alcohol) and -navty (as in astronaut, in Russian transliteration). Similar in meaning to alky.

Arii

Russian for the Aryan.

Bydlo

See [Annex 1](#).

Vata,
Vatnoye, *adj.*
Vatniki
Vatnyye

For the meaning and use of vata and derivatives, see above.

Vyrodki

Russian for bastard, degenerate, pull-out.

Gitlerovtsy

Russian for Hitlerites.

Gopniki

Russian for yobbos.

Zabembanyye	A Russian transliteration of a Ukrainian jargon word, similar in meaning to ‘fed up with’.
Zaslanyshi	A derogative word referring to someone sent on a secret mission, built up with a diminutive suffix.
Zombi Zombiki	Russian for zombies, zomboids. The second word with a strong diminutive pejorative meaning.
Karateli	Russian for death squads.
Kozlomordyye	An artificially created Russian slur that can be translated as ‘billy goat mugged’.
Lishnekhromosomnyye	An artificially created Russian slur that can be translated as ‘with unnecessary chromosome’.
Loshary	Russian for jerk.
Mrazi	Russian for human scum.
Natsyki	Russian diminutive pejorative for Nazi (see Annex 1).
Natsi Natsisty Natsistskiye , <i>adj.</i>	Russian for Nazi (see Annex 1).
Natsional-ekstremisty	Russian for national extremists.
Neliudi	Russian for bad people, monsters.
Neonatsisty , Neonatsistskiye , <i>adj.</i>	Russian for neo-Nazi (see Annex 1).
Neofashysty , Neofashystkiye , <i>adj.</i>	Russian for neo-Fascists.
Nechist’	Russian for scum, vermin.
Obrazovanshchina	An artificially created Russian derogative word to name processes/phenomena related to education.
Ogoltelyye	Russian for frenzied, blatant.
Orki	Russian for Orcs/Orks, known today mainly from the fantasy writings of J. R. R. Tolkien.
Perevertni	Seems to be Russian transliteration of Ukrainian for renegades, turncoats.

Poganyye	Russian for evil, shitty.
Posobniki	Russian for abettors, flunkies.
Prikvostni	Russian for lapdogs, lackeys.
Predateli	Russian for traitors.
Rusofoby	Russian for Russophobes (see Annex 1).
Radikal-natsionalisty	Russian for radical (ultra) nationalists.
Smerdy	Historical Russian for serfs.
Seliuki	A Russian transliteration of Ukrainian for country bumpkins, yokels.
Telezombi	An artificially created Russian word referring to people who are zombified (brainwashed) by TV.
Tupogolovyye	An artificially created Russian slur that can be translated as blubberheaded or fathead.
Ubliudki	Russian for sons of a bitch, bastards.
Yupany	Russian for fucked.
Fashysty Fashystskiye, <i>adj.</i>	Russian for fascists.
Khunta	Russian for Junta.
Khuntiata	A Russian diminutive pejorative word to name Junta supporters/members, built up with a suffix used to refer to kids.

The content analysis (AI) application was used to electronically process the content of the selected websites for the indicated period regarding abovementioned key words and word combinations. The sample of publications produced by the content analysis program was subject to a psycholinguistic analysis exercise. The content was divided into two groups based on the exercise results: publications featuring hate speech, and publications with other types of manipulations. The first group was classified into three types, as presented below. An Explanatory Glossary was also compiled to interpret concepts that are

understandable only in Ukrainian and Russian cultural spaces, and to explain the meanings of concepts with denotations and connotations that are different in these spaces²⁴.

Hate speech used by journalists is intended to promote unfriendly, hostile, superior and contemptuous attitudes towards a person or a group of persons based on identity factors such as religion, ethnicity, nationality, language, race, gender, sexual orientation, citizenship, social descent, and so on, and to humiliate and marginalise; it can cause acts aimed at discrimination and aggravated aggression, and, under favourable circumstances, may result in violence²⁵.

TYPES OF HATE SPEECH²⁶

Type 1 Direct use of hate speech in text by a journalist. The first type, direct hate speech, is characterised by:

- the use of obscenities
- the use of direct insults, dehumanisation (e.g., comparisons with animals ‘these are not humans, these are animals’)
- calls for violence, etc.

Type 2 Indirect use of hate speech in text by a journalist. The second type, indirect hate speech, is characterised by:

- marginalisation of the other party (e.g., by using such words as ‘BANDEROVTSY’²⁷, ‘IDIOT’, ‘PODONOK’, etc.²⁸)
- use of ethnophaulisms (offensive ethnonyms) to denote an ethnicity or ethnic community: a family /dynasty, a tribe, a tribal confedera-

²⁴ See Annex 1 Explanatory Glossary – definition of certain concepts identified in the content investigated.

²⁵ See Annex 1 Explanatory Glossary – definition of certain concepts identified in the content investigated.

²⁶ The chapter ‘Types of Hate Speech’ is written by Yulia Krylova-Grek.

²⁷ See Annex 1 Explanatory Glossary – meaning of the word ‘banderovtsy’ in the Russian cultural space

²⁸ Comment of translator: banderites, idiot, scum, jerk)



tion, a people, an ethnic group, or a nation, in order to marginalise them (e.g., ‘KHOKHLY, ‘ZHYDY’, SALOYIDY’, etc.)²⁹

- polarisation, dividing a society on principle into an ingroup (my people, good people) and outgroup (the other people, bad people), which contributes to internal conflict, and the splitting of society, and may be used to escalate conflict, and spread hatred and acts of violence across the country (e.g., these narratives were used during the occupation of Crimea, and partially the Donbas and Luhansk regions)
- generalisation (e.g., ‘they all are the same’ or attributing an individual case to an entire group of people), or attributing the actions or personal features of one person to an entire group based on religion, nationality, ethnicity, race, language, gender, sexual orientation, and other identity aspects
- the creation of new concepts with negative connotations (e.g., UKRAINIAN NAZISM)
- the demonstration of disrespect and contempt for other groups, cultures, and religions veiled by sarcasm and irony, tinged with disdain, and marked with other negative content. For instance, the humiliation and marginalisation of another people’s language by distorting the phonetic sound of words for sarcastic or mocking reasons, and bracketing the phonetic spelling of words (the transliteration of Ukrainian words into Russian in terms of our study), which contextually, in the publications, is sarcastic and expresses contempt for the Ukrainian language and its speakers (e.g., ‘SVIDOMYYE’, ‘NIEZALEZHNA’)³⁰
- the use of archetypes and stereotypes that develop a certain world view and attitude (e.g., archetypes of WWII: NAZISTS, FASCISTS) and the creation of negative associations based on them.

Type 3 Use of manipulative narratives of hate speech by a journalist. The third type, indirect hate speech, is characterised by:

²⁹ Comment of translator: for translation of the first two words, see the chapter ‘Key Words and Word Combinations’, the third one means ‘salo eaters’ where ‘salo’ (a pork back fat is known to be traditional, even national, Ukrainian food) / [https://en.wikipedia.org/wiki/Salo_\(food\)](https://en.wikipedia.org/wiki/Salo_(food))

³⁰ Comment of translator: for the translation, see the chapter ‘Key Words and Word Combinations’

- substituting the meanings of concepts and creating new interpretations of concepts that create negative associations and form a negative image;
- using an artificially created negative statement (a fake) or an opinion expressed by a third party as the fact on which the publication is based, and that generates negative associations and a negative image;
- citing biased experts or 'pseudo-experts' (people who have little or no experience or knowledge about the problem on which they comment);
- arbitrarily (subjectively) distorting and interpreting historical facts;
- justifying aggression or violence against a certain group of persons on the basis of speculative conclusions that they might be dangerous, and justifying aggression as preventive actions;
- enhancing informative messages with non-linguistic means used to intensify the impact of verbal content on emotions and feelings. For example, illustrating a publication with a photograph that makes no reference to the event, or with photographs in which some elements have been added or deleted, or using font types and effects to highlight certain information, including photo caricatures;
- using manipulative titles that implant a certain idea about the subject into the reader before they read the article. A title is considered manipulative if it does not match, or distorts, the information presented in the text of the article³¹.

³¹ According to the Poynter Institute, only two thirds of users read the text to the end. The perception of information by scanning is common: the user pays attention to pictures, photographs, headlines, and the synopsis of the article. (S. Outing. (2004) *Eyetrack III: What News Websites Look Like Through Readers' Eyes*. Poynter Institute. <https://www.poynter.org/archive/2004/eyetrack-iii-what-news-websites-look-like-through-readers-eyes/>).

RESULTS OF THE STUDY

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The project monitoring group obtained 1,284 publications (articles) when keyword-based electronic content sampling had been completed. The content was processed according to the study methodology, and the result was that 560 publications featuring hate speech elements selected from the entire content were received by the project analytical experts. These include 16 texts with Hate Speech Type 1, 341 texts with Hate Speech Type 2, and 203 texts with Hate Speech Type 3.

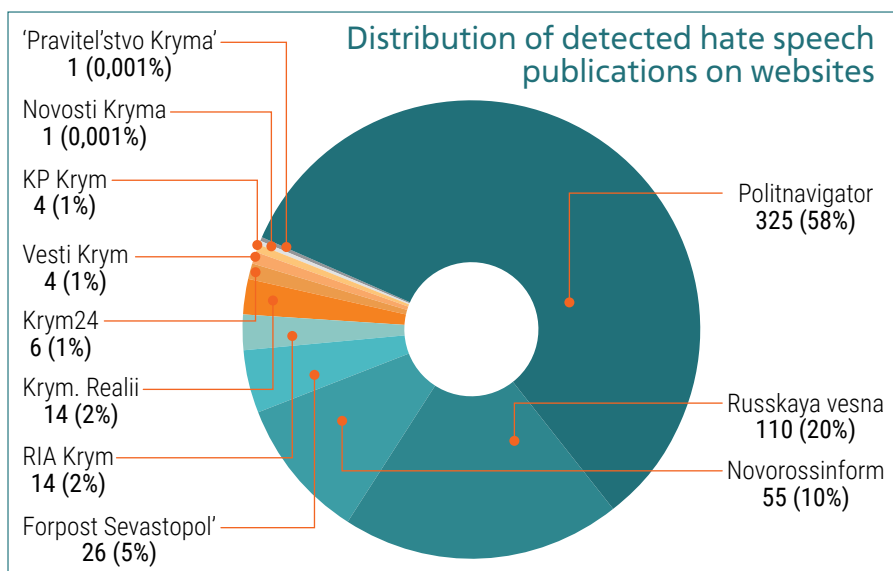
Most of publications on ten of the eleven websites selected for the study have hate speech manifestations against Ukrainians, Crimean Tatars, LGBTQ+ members, journalists, and activists. The exclusion is the Krym.Realii website where hate speech is usually found in publications directly citing speakers, and social network users. These citations spread hatred against the residents of occupied Crimea³² and Russians³³.

³² Козырева, М. (04.03.2021). "Где мы свернули не туда?" — из крымских сетей". *Крым.реалии*. <https://ru.krymr.com/a/gde-my-svernuli-ne-tuda-iz-krymskikh-setey/31130075.html> / Kozryeva M., 'Where We Have Turned the Wrong Way' — from Crimean networks. Krym.Realii (in Russian)

³³ Евчин, Д. (21.05.2021) "Крымчане, "вон ваша конура"! Кто на полуострове рушит "русский мир". *Крым.реалии*. <https://ru.krymr.com/a/krym-russkiy-mir-razocharovanie-krymchan/31262466.html> / Yevchin D. 'Crimeans, 'Here is Your Doghouse!' Who is destroying 'the Russian world' on the peninsula. Krym.Realii (in Russian)

The number of articles with hate speech elements identified on the websites selected for the study was divided in the following way:

Website	Number of articles with hate speech elements
Politnavigator	325
Russkaya vesna	110
Novorossinform	55
Forpost Sevastopol'	26
RIA Krym	14
Krym. Realii	14
Krym24	6
Vesti Krym	4
KP Krym	4
Novosti Kryma	1
'Pravitel'stvo Kryma'	1





PSYCHOLINGUISTIC MANIPULATIONS AND METHODS OF INCITING HATRED³⁴

The hate speech in the analysed content takes the form of direct attacks on the target of hate (Type 1), indirect attacks through ridicule, sarcasm, marginalisation, and the development of archetype-based negative associations (Type 2), and as manipulations and suggestions (Type 3).

Major manifestations of hate speech were inspired by anti-Ukrainian and anti-American (US) narratives. Crimean Tatars and LGBTQ+ community members are also the subjects of negative stories of analysed mass media. This list also includes people criticising certain aspects of Russian governmental home and foreign policy, namely journalists, civic activists, political opposition, and the citizens of other countries whose activity somehow contradicts the interests of Russia (e.g., protests against Mr Lukashenko, the now disputed President of the Republic of Belarus).

The indirect impact of such language is achieved by actively using psycholinguistic manipulations affecting a reader's outlook through both verbal and non-verbal means. Dealing with emotions of the content audience, the media may shape readers' beliefs. The recurrence of the same narratives and their frequency indicate the purposeful nature of their effect. The method of repetition is used to convince an audience about something, and fix negative information in their subconscious.

Cause-effect relationships and event coverage logic are often disrupted in the texts in order to create a negative impression and suggest negative thoughts. The mass media also often resort to compilations of negativity and one-sided coverage of the situation.

The media analysed actively used the technique of actualising WWII archetypes, such as "fascists", "Nazis", and so on, as well as the technique of substituting concepts, for example, where the concept of "nationalists" is deliberately replaced by the word "Nazis" due to the similarity of the phonetic system.

³⁴ The chapter 'Psycholinguistic Manipulations and Hatred Incitement Methods' is written by Yulia Krylova-Grek.

**ПОЛИТ
НАВИГАТОР**

О проекте Форум

Фашизм прошел: Киевский режим проводит смотр и мобилизацию нацистов

Тимур Комаров. 29.04.2021 16:34 (Мск), Харьков.

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▶ 0:00 / 0:00

Даже самым недалеким избирателям президента Украины Владимира Зеленского должно быть понятно, что главным его проектом стала «большая стройка» такого «скотного двора», где найдется применение всем сортам коричневого дерьма и нацистского навоза.

Марш вышиванок по случаю 78-й годовщины дивизии СС «Галичина» в Киеве — не единственное подтверждение этой тенденции. И не суть важно, кто больше подмахивает инициаторам нацистского шашаба — столичная власть во главе с дуболомом Кличко или ограниченный Зеленский с его ничтожным офисом.

Example of using WWII archetypes in the article on the Politynavigator website, intended to incite hatred against Ukrainians³⁵.

The polarisation of society by dividing Ukrainian citizens according to the “good (us) vs. bad (them)” principle is a dangerous technique used in the texts. The BAD label is assigned to Western Ukrainians, pro-Ukrainian patriotically-minded citizens, the Ukrainian-speaking population, and Revolution of Dignity³⁶ supporters. This is aimed at escalating conflict within society. Such a technique contributes to inciting an internal conflict, raising unfriendly and hostile attitudes in one part of Ukrainian society against the other, and eventually dividing society. The purpose of this technique is to influence a certain part of the population, the group of “us, i.e., pro-Russians”, who, under favourable conditions, would support military intervention, and to incite hatred against ‘them, i.e., pro-Ukrainians’ (the behaviour of some of the population during the 2014 events in Donbas and Crimea may illustrate this). One method is to create new stereotypes and biases that construct a negative, marginalised, and de-humanised image of the so-called ‘them’. Such ‘innovations’ may also be

³⁵ Комаров, Т. (29.04.2021). Фашизм прошел: Киевский режим проводит смотр и мобилизацию нацистов. Политнавигатор. <https://www.politnavigator.net/fashizm-proshel-kiievskij-rezhim-provodit-smotr-i-mobilizaciyu-nacistov.html> / Komarov T. Fascism Accepted. Kiyev Regime Inspecting and Mobilizing Nazis (in Russian)

³⁶ Comment of translator: https://en.wikipedia.org/wiki/Revolution_of_Dignity



used in the future if the situation escalates, or when wanting to provoke some readers affected by these negative narratives (to provoke acts aimed at discrimination, aggression, military intervention support, etc.).

The publications also demonstrate the use of overgeneralisation as a technique when one negative event is presented as a systemic fact, and if a representative from a specific group or region (being a part of the ‘them (bad)’ group) is involved in such an event, the negativity is represented as a typical trait — a ‘they all are the same’ statement — and applied to the entire group.

One of messages used is denying the national sovereignty of Ukraine, and the Ukrainian national identity. Such messages are imprinted in the minds of content users by suggesting that Ukrainians are an ethnographic group of Russians, that Ukraine is an artificial state entity, and the Ukrainian language is a regional dialect.

The authors in the publications also make use of techniques such as the sarcastic and mocking juggling of Ukrainian language words, so that the meaning of the words are distorted, and marginalisation, emphasising the alleged weakness of Ukrainian as an official language, as well as the stupidity of its speakers.

Phenomena such as BANDEROPHOBIA and UKRAINOPHOBIA are also found in the publications, function as ‘horrors’ for the Russian language content readers.

BANDEROPHOBIA is a fundamental and basic Russian mentality pattern in relation to Ukraine and Ukrainians, although it has little in common with Bandera³⁷ Phenomenon as a real fact of Ukrainian history, and is in fact a mythologised Ukraine construct. The words BANDERA, BANDEROVTSY (Banderites), and other derivatives of his family name have been transformed into a generalised negative horror symbol, actively used in many publications to purposefully craft a negative image of Ukraine, and particularly its individual regions and political forces³⁸.

³⁷ Comment of translator: see Annex 1

³⁸ Лосев, І. (2001). Явище бандерофобії в російській свідомості. *Сучасність*. <https://www.rulit.me/books/yavishche-banderofobii-v-rosijskij-svidomosti-read-222294-1.html>. / Losiev I., Phenomenon of Banderophobia in Russian Mentality // *Suchasnist'* (in Ukrainian)

UKRAINOPHOBIA is a system of views and actions that minimise, deny or devalue socio-political and cultural processes in Ukraine, the Ukrainian national state identity, the consolidation of the Ukrainian people and nation, specific ethno-cultural attributes and ideas of Ukrainians, and the state-building potential of Ukrainians. They aggressively impose strange ethno-cultural traits upon Ukrainians, ignore the Ukrainian language and culture, and despise national state symbols. Instruments used to implement Ukrainian-phobic principles include an information war against the bearers of the Ukraine-centred image of history, culture, and religion; the creation of groups of supporters inside and outside the countries — professional Ukrainophobes — campaigns discrediting fighters against Ukrainophobia, and advocates for the rights of Ukrainians; the spreading of negative stereotypes among Ukrainians, instigation of non-Ukrainians against Ukrainians, and the manipulation of general humanistic principles³⁹.

One of the techniques used by journalists to spread hate speech involves referring to the opinions of third parties that they choose to interview. Such people are represented as experts, or witnesses of events whose opinion deserves trust. When applying this technique the journalist may disclaim formal responsibility for words that incite hatred, while simultaneously spreading hate speech through the text of the publication; having formally no relation to the hate speech, the journalist demonstrates the intention to distribute information aimed at raising a negative attitude towards the objects of hatred. The journalist's editorial policy and purpose are imprinted in the questions they ask the interlocutor, in the journalist's comments to the interlocutor's statements, and in the title of the text and its illustrations (pictures, photo and video documents, hashtags at the beginning of the article). For example, news about Ukraine has hashtags that translate as #”Nazism” #”Death Squads” #”Punitive Operation” #”Fascism”, and so on.

³⁹ Музичко, О. (2014). Українофобія: тягар історії та виклики сучасності//Українофобія як явище та політехнологія. Збірник статей / НАН України. ІУАД ім. М. С. Грушевського. Львівське відділення. (140 с.). / Muzychko O., Ukrainophobia: Burden of History and Contemporary Challenges // Ukrainophobia as Phenomenon and Political Technology. Collected Papers, NAS of Ukraine, M.S.Hrushevsky Institute of Ukrainian Archeography and Source Studies, Lviv Branch (in Ukrainian)

PSYCHOLINGUISTIC ANALYSIS OF SELECTED ARTICLES (EXAMPLES)⁴⁰

1. Article titled: **History-Making Message by Putin Closes Donbass Issue**⁴¹

This article denies the Ukrainian identity and identifies Ukrainians as a Russian ethnographic group — ‘as Ukrainians and Russians are brothers’, ‘Ukraine is an integral part of Greater Russia!’ in the fragment ‘Ukrainians and Russians are brothers. And our mental kinship will not be crossed out by any Western “partners” and their Ukrainian vassals. Ukraine is an integral part of Greater Russia!’⁴²

The next citation demonstrates that such anti-Ukrainian narratives are targeted at a certain part of the population that is nostalgic for the Soviet past (which is associated with modern Russia); these people can be seen as a passive force that, under favourable circumstances, will support a military intervention, and that can be imbued with hatred for “RADIKALY”⁴³ (the concept used in the Russian mass media referring to both the military and to supporters of developing Ukrainian culture, European integration, etc.).

“I have to admit a temporary unfairness regarding our Ukrainian brothers, who today actually live under the occupation of the puppet authorities of Ukraine, interested in the civil war. Ukrainians have learned through their bitter experience that their rulers, who came to power after the coup d’état in 2014, are simply squeezing the country and its citizens like a lemon ...

⁴⁰ The chapter ‘Psycholinguistic Analysis of Selected Articles (Examples)’ is written by Yulia Krylova-Grek.

⁴¹ Муратов, А. (18.12.2020). Историческое заявление Путина ставит точку в вопросе Донбасса. Политнавигатор. <https://www.politnavigator.net/istoricheskoe-zayavlenie-putina-stavit-tochku-v-voprose-donbassa.html> / Muratov A., History-Making Message by Putin Closes Donbass Issue. Politnavigator (in Russian)

⁴² Comment of translator: Hereinafter translated from Russian

⁴³ For translation see chapter ‘Key Words and Word Combinations’

...conducting a harsh Russophobic policy ... a total genocide of Ukrainians who, like the Donbass people, want reunification with the Russian Federation. People do not agree with the ongoing total lawlessness in the former Ukrainian Soviet Socialist Republic, and, to some extent, consider themselves abandoned by Russia. But this is not the case. Russia does not leave its own behind! And the proof of this is the ability for citizens of Ukraine (and Belarus) to be granted citizenship of the Russian Federation under a simplified scheme.

After all, we know that present-day ukropraviteli (a slur: 'RULERS OF UKRAINE'⁴⁴) are trying to force the Donbass to surrender, and Radikaly are eager to kill our residents.

2. Article titled: **To Get Accustomed to Life in Ukraine? Riot or Death!**⁴⁵

One of the most common techniques for spreading hate speech is using WWII archetypes in the text to name Ukrainians: 'NATSYKI'⁴⁶, or 'OTBITYE NA GOLOVU FASHYSTY' ('crackpot fascists'). In the analysed publications these words denote Ukrainian nationalists and Revolution of Dignity participants. For example, *'...In the sense that (we are) anyway Russian and Soviet, and not crackpot fascists from the bunkers.'*

The article author also uses a standard technique for separating and polarising society according to the in-group (we or pro-Russian) vs out-group members (they or pro-Ukrainian) principle. For example, *'...the country has long been firmly divided into two parts. And none of our people will again stand shoulder to shoulder bearing pitchforks with the Maidan's trash'*⁴⁷

⁴⁴ Hereinafter comments by translator

⁴⁵ Беляя, Т. (09.01.2021). "Надо привыкать к жизни на Украине"? Или бунт, или не выжить! Политнавигатор. <https://www.politnavigator.net/nado-privykat-k-zhizni-na-ukraine-ili-bunt-ili-ne-vyzhit.html> / Belaya T., To Get Accustomed to Life in Ukraine? Either to Uprise or to Die! Politnavigator (in Russian)

⁴⁶ For translation see chapter 'Key Words and Word Combinations'

⁴⁷ "Maidan's trash" is about people who participated or support the protests in 2013-2014



Another standard technique also found in the article is compiling negative information: attention is focused on sensitive issues, and narratives about unbearable life on the edge of subsistence are exaggerated and generalised. These messages are intended to influence emotions and feelings to increase public dissatisfaction. The extreme phrase ‘riot or death’⁴⁸ suggests thoughts of riot, and changes of power. The idea of ‘riot’ runs through the entire text: in the title and in the middle of the text. For example, in the middle of the text: *‘In social networks, there are calls every now and then — both in Russian and in Ukrainian — to riot’*.

These standard techniques, as illustrated, are aimed at catalysing the anti-Ukrainian sentiments of a certain group of people, who, under favourable conditions, would be engaged as a destabilising force (as was done in the occupied territories of the Crimea, Donbas and Luhansk regions).

3. Article titled: **SVIDOMYYE⁴⁹ are in Dolour: ‘Voice of Truth’ Keeps Silence in Crimea⁵⁰**

Hate speech in this article refers to Ukrainian journalists and human rights activists who have the courage to criticise the actions of Russia in Crimea. In addressing them, the author uses insulting and dehumanising word combinations and words, and an obscene vocabulary; for example, *primaty, grantososy, golovy, torchashchiye iz kuchi navoza, sborishche kanalizatorov, liubiteli pomoynykh oshchushcheniy, ukrovs-kiye mediapomoyki, pravozatychki, ukrainskiye telepomoi* (these words can be translated as *apes, grant suckers, heads sticking out of manure pile, crowd of sewage cleaners, cesspool sensing fans, Ukrainian (rude*

⁴⁸ According to New Russian Language Dictionary by T.F.Yefremova (2000), Lexicon with word building aspect, published in Moscow, Russkiy Yazyk, the Russian word BUNT used in the article title denotes 1) a spontaneous uprising, coup d’état; 2) any violent encroachment on power and the existing order 3) coll. Any manifestation of disobedience, disagreement

⁴⁹ For translation, see Annex 1

⁵⁰ Ростовцев, А. (03.09.2018). Сильна свідомая печаль: в Криму не слышен “Голос Правды”. Политнавигатор. <https://www.politnavigator.net/silna-svidomaya-pechal-v-krymu-ne-slyshen-golos-pravdy.html> / Rostovtsev A., Svidomye Are in Dolor: ‘Voice of Truth’ Keeps Silence in Crimea, Politnavigator (in Russian)

“ukrovskiye”) media cesspools, human rights tampons(in Russian this word sounds similar to human rights activists, compare: pravozatyckhi vs. pravozashchitniki), Ukrainian TV hogwash).

The author creates new terms for Ukrainian journalists and human rights activists with rude and dirty connotations: *pravozatyckhi*, *grant-ososy*, *mediapomoyka*, and *telepomoyka*.

For instance, ‘... a group of specially trained apes monitored the situation within Ukrainian media resources, both the internet and TV channels, in the Russian Crimea’, and ‘... talking heads sticking out of manure pile, criticising other people for not wiping their feet on the floor mat’.

4. Article titled: **Khar’kov: Lyrics by Terekhov, Chords by Kolomoysky⁵¹**

The article author expresses negative emotions, and hatred against that part of the Ukrainian population who supports the national independence agenda, and preserving the national identity (the Ukrainian language and culture). Such Ukrainian citizens are classified by the author as ‘svidomye’⁵² (written in quotation marks in a sarcastic and sneering manner), marginalising and dehumanising them: ‘Nazis’, “single-track minded” (*uporotyie* in Russian) who “bark at” things (comparison with animals): ‘*By the way, the political spin machine is aimed at getting Terekhov barked at as often as possible by SVIDOMYYE, the SINGLE TRACK MINDED and NAZIs ... This will be surely done by the mouths of the most obsessed patriots and fundies ...*’

According to the author, those who support renewing a memorial sign to George Yuriy Shevelov, a Ukrainian-American professor of Slavic philology⁵³, are ‘idiots’: ‘*Now Kharkov Nazis are collecting ‘dinero’ from idiots to restore this memorial sign*’.

⁵¹ Буров, А. (30.04.2021). Харьков: Слова Терехова, музыка Коломойского. Политнавигатор. <https://www.politnavigator.net/kharkov-slova-terekhova-muzyka-kolomojskogo.html> / Burov A., Khar’kov: Lyrics by Terekhov, Chords by Kolomoysky. Politnavigator (in Russian)

⁵² For translation, see Annex 1

⁵³ https://en.wikipedia.org/wiki/George_Shevelov



5. Article titled: **MIA⁵⁴ to Coup D'Etat Supporters: If You Cross the Line — No Captives⁵⁵**

The author invokes hate speech in this article through the third party — Mr Nikolay Karpenkov from the Committee of State Security in the government of Aleksandr Lukashenko in Belarus. The opinion of Mr Karpenkov is presented as a news item in the news feed. Using direct and indirect speech, the author of the article positions Mr Karpenkov's words as a description of the situation and the official viewpoint of the government. The article text is unbalanced: the journalist does not ask questions, and does not cover an alternative view of the other side.

The concept substitution technique is used in the article, and marginalises the protesters. For example, peaceful protests are called a “coup” — a word with a negative connotation, which means a violent and unconstitutional change of power in the state as a result of a secret conspiracy⁵⁶, and participants in the process are equated with thieves. The text contains undisguised threats to the opposition and those who show dissent or disagree with A. Lukashenko's policy.

The Belarusian opposition and participants in peaceful protests are described in the text in an extremely negative manner. *“The people who prepared the coup d'état and the assassination of the President of Belarus, Alexandr Lukashenko, were not terrorists, but fraudsters”; “petty swindlers, these are pick pocketers ... They are like thieves who want to steal from each other. They look like simple crooks”. “He promised the supporters of the extreme scenario among the Belarusian opposition a harsh reprisal.” “To those who have become radicalised, I will say one thing: if you try to do something not only through your actions, but also through your thoughts and plans, we*

⁵⁴ Ministry of Internal Affairs

⁵⁵ Острякова, Е. (04.05.2021). МВД — сторонникам переворота: Перейдёте черту — пленных не будет. Политнавигатор. <https://www.politnavigator.net/mvd-storonnikam-perevorota-perejjdjote-chertu-plennykh-ne-budet.html> / Ostriakova E., MIA to Coup D'Etat Supporters: If You Cross the Line — No Captives', Politnavigator (in Russian)

⁵⁶ Зеленько, Г. (2011). Переворот державний. Політична енциклопедія. (с.549) / Zelen'ko H. Coup d'état. Political Encyclopedia (in Ukrainian)

will neutralise all of you. You will be severely punished under the law. It is possible that if the line is crossed somewhere, then there will be no captives in this situation,” Mr Karpenkov said.

6. Article titled: **BERKUT⁵⁷ Ex-EO: A Chaos That May Start in Moscow Will Be Very Difficult to Stop⁵⁸**

The author of this article uses hate speech to refer to the opposition, Revolution of Dignity participants, Ukrainian nationalists, and football fans. In addition to citing the interlocutor’s words, the author demonstrates his own position by supporting hate words against certain groups that were said by a BERKUT ex-commander.

The author spreads hate, retranslating the interlocutor’s opinion as the categorical and right point of view. He demonstrates his approval for what was said, and his support of the hate speech in the text through a short comment included in the introductory paragraph at the beginning of the interview, and the questions he asks the interlocutor: *‘We are talking with Sergey Bondarenko, the former executive officer of the Kharkov “Berkut” battalion, about those essential facts of Kiev coup-d’état that ‘navalniata’⁵⁹ ‘as well as their parents’ do not want to hear and know. The special forces officer, who left Ukraine, is the bearer of an uncomfortable truth that enrages the Nazis and Maidanophiles.’*

The journalist also applies WWII archetypes, a marginalising vocabulary, and negative neologisms as ‘NATSYKI’⁶⁰, ‘MAIDANOPHILY’⁶¹, ‘KASTRIULEGOLOVYYE’⁶², ‘NAVALNIATA’⁶³. Examples of the journalist’s questions include: *‘What do you think why Tuka’s and other ‘do one’s*

⁵⁷ A special police force in Russia (and in Ukraine in 1992 – 2014)

⁵⁸ Клименко, А. (12.02.2021). Экс-начштаба “Беркута”: В Москве может начаться такой хаос, который очень трудно остановить. *Политнавигатор*. <https://bit.ly/3rdmgcp> Klimenko A., BERKUT Ex-EO: A Chaos That May Start in Moscow Will Be Very Difficult to Stop *Politnavigator* (in Russian)

⁵⁹ Comment of translator: a pejorative word formed with a diminutive suffix from the name of A.Navalny, a Russian opposition figure. May be translated as the Navalny chicks

⁶⁰ NATSYK (See Explanatory Glossary) – is used in the reviewed mass media regarding Ukrainian nationalists and those who support their worldview

⁶¹ See Explanatory Glossary

⁶² See Explanatory Glossary

⁶³ See Explanatory Glossary



up' NAZIs' cookery is scorching⁶⁴?' 'What can you say about a phenomenon such as drugs in the Maidan?' (the author shows that he has no doubt that drugs were taken in the Maidan, but in the context of the article they are only asking the interlocutor to provide more information. Asking this question thus helps generalise the behaviour of the 2013–2014 Maidan participants, and marginalises them).

The interlocutor calls on people to "stamp out"⁶⁵ (exterminate) certain groups of the population in Ukraine "... will exterminate Ukropstvo, Nationalism, and Radicalism; in a word, this brown plague."

The concept of 'UKROPSTVO',⁶⁶ which should be stamped out, refers in the article to the rightists, nationalists and hypothetical 'fascists'. Within the context, the author classifies the Revolution of Dignity participants ('KASTRIULEGOLOVYYE', 'UPOROTYYE'), and groups of football fans as UKROPSTVO: '...pander to all aggressive actions on the part of ultras and other bandits from various extremist organisations'.

The journalist himself is thus spreading hate speech: he publishes a story in which he supports the subjective opinion of one person and presents it as a coherent informational message.

7. Article titled: 'It was Concluded in Moscow: 'Fascist Ukraine Has No Right to Exist'⁶⁷

The title contains hate speech expressed as Russia's threat to Ukraine. Given the current events (occupation of Crimea, secession of

⁶⁴ Priogaryet, russ. for scorching (slang) – when a person gets very angry, irrespective of the reason, and shows a furious emotional reaction (Словарь молодежного сленга. <https://cutt.ly/vEowaoQ>) (Dictionary of Youth Slang, in Russian)

⁶⁵ Vytravit', russ. for stamp out 1) To destroy, eradicate using chemicals; 2) To exterminate, to kill by poisoning. (Словарь русского языка. (1999). РАН, Ин-т лингвистич. исследований; Под ред. А. П. Евгеньевой. (Dictionary of Russian Language, under the editorship of A.P.Yevgen'yeva, Russian Academy of Sciences (in Russian)

⁶⁶ For translation, see chapter 'Key Words and Expressions'

⁶⁷ Москаленко, В. (29.04.2021). В Москве пришли к выводу: "Фашистская Украина не имеет права на существование". Политнавигатор. <https://www.politnavigator.net/v-moskve-prishli-k-vyvodu-fashistskaya-ukraina-ne-imeet-prava-na-sushhestvovanie.html> / Moskalenko V. It Was Concluded in Moscow: 'Fascist Ukraine Has No Right to Exist, Politnavigator (in Russian)

the territories of Donetsk and Luhansk Regions, etc.), such a title appears to be a threat to Ukraine and its citizens.

WWII archetypes associated with Ukraine are widely used in the article. Possible future aggression is justified as a means of protection against fascists and Nazis in Ukraine; future potential aggression is also presented as a pro-active self-defence, since “aggression against Russia is definitely about to begin.” The journalist compiles an article from the statements of Russian public figures, with accusations and threats towards Ukraine:

“The march of Nazis dedicated to the “Galichina” Nazi SS division in Kiev testifies to transforming Ukraine into a fascist state, and this means that Ukraine falls into the zone of Russia’s strategic interests, which cannot allow the revival of Nazism in Europe.

Aggression against Russia will definitely begin. We must make it clear: guys, if you are reviving Nazism there, sorry, this becomes our zone of strategic interests. That’s what we have to say, and these overseas bastards.

The fascist Ukraine has no right to exist. Therefore, this is our existential threat, we cannot allow the revival of fascism in the centre of Europe, and if our partners in the anti-Hitler coalition keep silence, we will not be silent, we will act.”

The author of the article uses quotes that demonise and marginalise Ukraine and its citizens:

- › with the help of verbal expressions in the article, the current status of Ukraine is changed, from a recognised national state to an outsider, and marginal; the negatively connoted words and phrases “fascists”, “brown plague”, “fascism”, and “Nazis” are used; for example, and “transformation of Ukraine into a Nazi state” (*in Russian: ‘...transforming Ukraine in a Nazi state; March of fascists in Ukraine ...’*, etc.). In light of the fact that WWII is still actively discussed in Russia, and is a sensitive point, the “fascist state” label gives rise to a negative image of Ukraine and Ukrainians as a threat and a danger that must be defended against;



- banderophobia is a specific feature of the article : groups of people — supporters of Ukrainian nationalism — are presented as death squads with a low IQ: *‘...fools and half-fools are here and there, — I do not dispute intelligence abilities. But these fools being used to banderise the country, to intimidate the population, to suppress any dissent is the fact, indeed ... These jerkoffs wandering here are here for a purpose. This is not a flash mob. These are scumbags who are purposefully pumped up, who must come to power, replace this Zelensky;*
- the use of undisguised insults against the US politicians “overseas bastards”.⁶⁸

The author thus compiles quotes from public figures in Russia, which are presented as an integral text and are perceived as an informative message analysing the situation in Ukraine. These quotes serve to spread citizenship-based hate speech against certain groups, and include calls for aggressive actions expressed as self-defence, or the prediction of a military attack on Russia.

8. Article titled: **‘Ukraine as Anti-Russia and Day of Slavic Writing — Two Inconsistent Things: Expert Blamed Kiev for Schizophrenic Distortion of History’**⁶⁹

In this article, hate speech refers to the Ukrainian nation by denying it as a subject of existence: *‘The rollout of Ukrainians and the Ukrainianness has not been launched today, this dates back to Austria-Hungary, which is now non-existent. But the anti-Russianness campaign reached*

⁶⁸ Ubludok, Russ. for bastard, son of a bitch, etc. (in contemporary Russian) 1) Developmentally disabled person, bananahead, jerkoff. 2) fig., An illegitimate child, bastard (usually used contemptuously) [Єфремова, Т. *Новий словник російської: Тлумачно-словотворчий*] / According to New Russian Language Dictionary by T.F.Yefremova (2000), Lexicon with word building aspect, published in Moscow, Russkiy Yazyk,

⁶⁹ Украина-АнтиРоссия и День славянской письменности — две вещи несовместные: эксперт обвинил Киев в шизофреническом извращении истории. (24.05.2021). *Новороссинформ*. <https://bit.ly/3qlwHvg> / Ukraine as Anti-Russia and Day of Slavic Writing — Two Inconsistent Things: Expert Blamed Kiev for Schizophrenic Distortion of History’, *Politnavigator* (in Russian)

a special scale and became systematic after the collapse of the USSR. First, the Ukrainian language was invented, since there was no Ukrainian language.’ ‘...the UKRAINE Western project was concocted by Austria-Hungary’; ‘The term ‘Ukrainian’ began to be promoted as a kind of denoted non-Russianness, since the attempt to replace Russians with somebody else, opposite to Russians, is a long-lived dream of the West.’

The author of the article not only popularises hate speech through a third person’s words, but at the same time demonstrates his own positive attitude towards discriminatory statements: in particular, in the title, where the opinion of the third person is described as that of an expert, so it is trustworthy, and the history of Ukraine is called a ‘schizophrenic distortion’.

9. Article titled: ‘ATO⁷⁰ Guys Seized a House in the Centre of Odessa and Took the City Government Hostage’⁷¹

Hate speech in the article is used to refer to disabled citizens of Ukraine whose disabilities were caused by the military conflict. The ATO veterans with disabilities are marginalised; and the author uses mockery and sarcasm to describe them:

- ATO veterans with disabilities ‘are acting as die-hard orcs’⁷².
- ATO veterans with disabilities are “...blackballed and awarded by the State with a bag of plastic tops for artificial limbs, they have just survived”⁷³.

⁷⁰ Comment of translator: ATO is acronym for Anti-Terrorist Operation, https://en.wikipedia.org/wiki/Anti-terrorist_Operation_Zone

⁷¹ Беляя, Т. (22.03.2021). АТОшники захватили дом в центре Одессы и взяли в заложники городскую власть. Политнавигатор. <https://www.politnavigator.net/atoshniki-zakhvatili-dom-v-centre-odessy-i-vzyali-v-zalozhniki-gorodskuyu-vlast.html> / Belaya T., ATO Guys Seized a House in the Centre of Odessa and Took the City Government Hostage’, *Politnavigator* (in Russian)

⁷² Orcs are a fictional species or race of creatures. They are usually depicted as stocky barbarians with beastly features. According to J. Tolkien, these are evil Horde creatures, similar to people, but squat, with large fangs, sharp ears

⁷³ This refers to the campaign launched by the “OVES” Charitable Foundation, when plastic tops were collected that were allegedly processed into prostheses for crippled Ukrainian Armed Forces military. Therefore, the saying about the caps is a sarcastic mockery of disabled veterans.



- ATO veterans with disabilities prefer ‘...living in the south, where it is more pleasant than in their native Stryi and Hadiचे’s’⁷⁴.
- ATO veterans with disabilities ‘...have been terrorising the city for five years. I feel that a new trouble is just around the corner.’

10. Article titled: **A Single Way Left to Stop Ukrainian Nazism**⁷⁵

The author uses the artificially created negative concept ‘*Ukrainian Nazism*’, built on WWII archetypes. With the help of this concept, the author aims to show Ukrainians as agents of neo-Nazi ideology condemned and considered dangerous in the civilised world. Such phrases marginalise Ukrainians, provoking dislike, and hostile attitudes towards them⁷⁶. It is important to note that the term “Ukrainian Nationalism” itself is absent in the text, and instead, it is used by the third person the author refers to.

The author demonstrates his own attitude with titling, presenting the article as a news message, choosing the expert, and offering an unbalanced interpretation of the situation. the author also relies on the opinion of a third person introduced as a trustworthy expert to spread hate speech. According to data collected online, however, the expert makes comments on the subject that is not his scientific research matter, and his research experience does not seem convincing⁷⁷.

⁷⁴ Town of Stryi, Town of Hadiach. The author names cities in the Lviv and Poltava Regions, and pluralizes them (Russian), thus generalizing all the cities of western and central Ukraine. This generalization has ironic, mocking and contemptuous connotations regarding small towns and their residents in these regions of Ukraine. (Халіман, О. Граматичні засоби моделювання тропів як продуктивні репрезентанти оціночних значень: лексико-граматичний оксюморон. (2020). *Slavia Centralis*. (83-97). (Khaliman O., Grammar Means to Model Tropes As Productive Representants of Attitudinal Meanings: Lexical and Grammar Oxymoron (in Ukrainian)

⁷⁵ Гладков, В. (23.05.2021). Остался один способ остановить украинский нацизм. *Политнавигатор*. <https://www.politnavigator.net/ostalsya-odin-sposob-ostanovit-ukrainskij-nacizm.html> / Gladkov V., Single Way Left to Stop Ukrainian Nazism, *Politnavigator* (in Russian)

⁷⁶ Gay, K. (1997). Neo-Nazis: A Growing Threat. Enslow. *Ideologies: Neo Nazi*” *Southern Poverty Law Center*. (114); Information about Neo Nazism. *Euronews*. <https://ru.euronews.com/tag/neo-nazism>; UN Expert: UN Expert: Neo-Nazism and Populism Fuel Hatred and Intolerance. *UN News*. <https://news.un.org/ru/story/2018/11/1341942>

⁷⁷ Mr. Artem Bobrovskyi, PhD (History), works in the ‘DNR’ acting as Head of Political Sciences Department. His comments are far from the subjects indicated in three papers (one as co-author) published in local journals that are not included into the international databases. (<https://donnu.ru/hist/plsc/bobrovskiy-artem-sergeevich>)

The article differentiates society in Ukraine according to the principle of in-group (pro-Russian) vs out-group members (in this article people who live in the territory of Halychyna or “Halychane” (*traditionally called Galicia in English, and who usually speak Ukrainian — translator’s comment*). In the article Halychane was charged with nationalism and opposed to other regions where residents speak Russian, communicating interpersonally. Among other things, the article equates Halychyna with Nationalism, presented as a threat to the Russian-speaking population: *‘The Ukrainian samostiyna (the Ukrainian word for INDEPENDENT transliterated in Russian — translator’s comment) propaganda is targeting its major effort particularly at Russian-speaking regions in order to raise a generation infected with Galician Nationalism, who will feel it natural to fight with everything ‘Russian’ in the territories of historical Novorossiia’.*

Given the danger of ‘Galician Nationalism’ being described, the article implies a call for military intervention in the territory of Ukraine to prevent the spread of the Ukrainian language and culture equated with ‘Galician Nationalism’: *‘...An effective and quick advance is needed here — political, military, cultural, ideological, educational, complex; ... if they bring up this generation in this specific system of values, then there will be no quick advance without a large-scale guerrilla war and street battles. They will raise mankurts⁷⁸ there.’*

11. Article titled: **‘Ours in Ukraine: Lone Rangers, Intimidated Oppositionists and Ordinary People’⁷⁹**

The author spreads hate speech regarding the Ukrainian military by juggling and reproducing the phonetic sound of Ukrainian words in a sarcastic and sneering manner. For example, phrases such as ‘ATO kheroes’, ‘to kheroes killed in action’, ‘Glory to Ukraine! Glory to Kheroes’ are transliterated from Ukrainian into Russian by replacing the

⁷⁸ Comment by translator: <https://en.wikipedia.org/wiki/Mankurt>

⁷⁹ Наши на Украине: герои-одиночки, запуганные оппозиционеры и дремлющие обыватели. (6.01.21). Новоросинформ. <https://bit.ly/3GGDnKI> / Ours in Ukraine: Lone Rangers, Intimidated Oppositionists and Ordinary People, Novorossinform (in Russian)



first letter ‘r’ in the word ‘heroyi’ i.e. heroes) with the letter ‘kh’, which has indecent and vulgar connotations⁸⁰.

The author spreads hate by using contemptuous nicknames, and the sarcastic and sneering juggling of Ukrainian words (phonetically),. The marginalisation is expressed by referring to the statement of a journalist Ms Snezhana Yegorova, whose opinion the author further supports. The Ukrainian speaking population is marginalised and humiliated with words such as ‘RAHULI’⁸¹, ‘hayseed lingo’, and ‘the idiot has become fully mova speaker (the Ukrainian word for LANGUAGE transliterated in Russian – translator’s comment), while, according to the author, Snezhana’s refined family speak standard Russian.

The journalist: *Ms Yegorova has been waging her war with ‘Rahulism’ for six years already – with her husband, who became ‘Rahul’ crazy, the complete Russophobic bonehead Anton Mukhasrky, who changed his name to Antin. Who under the pseudonym of Orest Liutyi was singing chansonettes about Moskals, Katsaps⁸² and the Ukrainian apostle Bandera in a Soviet song style. In everyday life, this plain idiot has become fully mova speaker⁸³, after which the TV presenter stopped letting him communicate with children, since their proper refined family communicates in Standard Russian, not in hayseed lingos.*

The author uses artificially created negatively connoted concepts that humiliate supporters of a national identity: ‘Ukroparanoiki’, ‘Ukromarazm’ (can be translated as “Ukronoids”, “Ukromarasmus”). The words consist of two parts: the word ‘Ukrainian’ (shortened to ukro-) and words that name mental disorders (degeneracy, paranoia) and create a concept intended to show that Ukrainians who support the national identity suffer mental disorders.

Hate is also addressed to participants in the Revolution of Dignity, which the article author calls ‘Maidan scum’⁸⁴.

⁸⁰ Comment by translator: Russian taboo words for ‘penis’ start with this letter

⁸¹ See the Explanatory Glossary

⁸² Comment by translator: both are derogative words used mainly by Ukrainians to name Russians

⁸³ language speaker – about people who speaks Ukrainian

⁸⁴ See the Explanatory Glossary

12. Article titled: ‘Zelensky ‘Was Allowed to Push A Button’: Biden Gave Green Light To Kill’⁸⁵

The author uses statements which deprive Ukraine of its legal status and deny the fact of its existence. The journalist calls Ukraine a colony and a post-Ukrainian space, and positions Ukrainian cities as part of the Russian Federation (which marginalises its residents (people who live in the colony): *‘The post-Ukrainian space, controlled by Kiev, is a typical US colony’, ‘... the cities of Novorossiia and Malorossiia’.*

The phrase *‘post-Ukrainian space’* (*‘postukrainskoye prostranstvo’* in Russian, repeated five times in the publication) means that Ukraine does not exist as a legally stated country, it is just a territory that exists on the place of (instead/ after) Ukraine⁸⁶. In the context of the article, the purpose of this phrase is to make readers falsely believe that Ukraine no longer exists as a state, and that its territory is a domain of disorder and chaos. Such a position is aimed at discriminating against the country and its citizens.

The journalist labels cities in the territory of Ukraine *‘novorossiyskiye’* (*‘New Russian’*) and *‘malorossiyskiye’* (*‘Little Russian’*): those that belong to some part of Russia. Such a statement deprives the country of its legal status and makes the reader feel that there is no Ukraine or Ukrainians, or their culture, and language. The article claims: Ukraine is a part of Russia, and Ukrainians are a part of Russian ethnicity.

The mental constructs used by the author in the article model the situation of occupation and attack on Ukraine as a desired scenario. The author talks about the reunification of Russian lands (Russia’s annexing Ukraine and Belarus) by military means.

Such phrases are indirect calls to violence, and suggest this opinion to readers outside Ukraine: *‘If the members of the CSTO and the Union*

⁸⁵ Зеленского “допустили к ручке”: Байден разрешил убивать. (04.04.2021). Новоросинформ. <https://novorosinform.org/zelskogo-dopustili-k-ruchkeya-bajden-razreshil-ubivat-10130.html> / ‘Zelensky ‘Was Allowed To Push A Button’: Biden Gave Green Light To Kill’, *Novorossinform* (in Russian)

⁸⁶ Post- (Russ.) – prefix, corresponding to the Russian “after”: A word-forming unit distinguished in nouns denoting a concept or phenomenon, already called by a motivating noun, but one that indicates the continuity of existence (post-impressionism, post-editing, etc.).



State of Russia and Belarus manage together to liberate the post-Ukrainian space from the cancerous tumour of the terrorist Kiev regime, it will be the best step towards integration within the framework of the Union State and reunification of historical Russian territories inhabited by the Russian population, in the single space, from Odessa and Brest to Vladivostok and Petropavlovsk-Kamchatsky’.

The journalist also uses the substitution technique in this sentence: he uses the words ‘liberate’, ‘integration’, and ‘reunification’ with the Russian Federation instead of ‘a military attack’, and ‘occupation’ to make it sound positive.

The author creates images of enemies that must be eliminated and calls for military intervention, or ‘liberation: *‘If the enemy, and the Kiev regime is an enemy not only of Russia and Donbass, but also of its own peaceful population, and is not able to fulfil its commitments to end military actions, it must be eliminated, and the cities of New Russia and Little Russia must be liberated from its terror.*

The peaceful population, brought by Kiev terrorists to a state of total poverty and a ban on speaking the mother tongue, will meet the liberators with understanding and hope for a new life, free from the terror of yokels⁸⁷ and Sprechenführers’. The author attributed the authorities, pro-Ukrainians, and the Ukrainian-speaking population (yokels) as enemies.

13. Article titled: **‘Voice of Odessa Anti-Maidan: A String of Special Operations is Needed. We Must Win’⁸⁸**

In this article, the interlocutor uses mental constructs, leaning toward the thought that military intervention in Ukraine is needed,

⁸⁷ Yokel /Eng./ – Roguls /ukr./ in Russian original. See the Explanatory Glossary

⁸⁸ Топоров, А. (02.05.2021). Голос Одесского Антимайдана: Нужна серия спецопераций. Мы должны победить. Политнавигатор. <https://www.politnavigator.net/golos-odesskogo-antimajdana-nuzhna-seriya-specoperacii-my-dolzny-pobedit.html> / Toporov A., ‘Voice of Odessa Anti-Maidan: A String of Special Operations Is Needed. We Must Win’, *Politnavigator* (in Russian)

against the background of anti-military intentions, which looks like a manipulative technique inciting others to consider and implement the idea of military aggression against Ukraine.

The author uses the interlocutor's thoughts to spread calls for violence. The journalist's own position in spreading hate speech and calls for violence is demonstrated in the introductory paragraph before the interview, and with a question in the middle of the text:

- *Are there any opponents of the neo-Bandera regime capable of rebelling among Odessans?” After seven years, what do the residents of the LDNR expect from Russia? The correspondent of “PolitNavigator” talked about this and many other things with the author-performer from Odessa ...*
- *So, what must happen for Moscow to decide on special operations? So far, we can only see how these operations are being worked out by Washington.’*

Below are the mental constructs used by the author to translate the thoughts of the interlocutor, who models the possible situation of overthrowing the governmental system of Ukraine (which constitutes an indirect call for certain forces to consider such actions and create a plan of violence, because these acts will be accompanied by the use of weapons and other violent actions):

- *Are there any opponents of the neo-Bandera regime capable of rebelling left among Odessans? ... If talking about an uprising in Odessa, then I also do not see the prerequisites for this uprising. To be precise, these prerequisites do exist, but there are no people who would go for it, a united force of some kind, nothing ... And it is impossible to rise up without support from the outside. These are illusions.*

“...when I say that I want a solution to the Ukrainian question, I feel like a bloodthirsty scoundrel who wants blood. But, on the other hand, you understand, as a reasonable person, that this issue cannot be resolved without a war. And the opposite party is a priori non-negotiable.”



The phrase “solution to the Ukrainian question” sounds like the “Final Solution to the Jewish Question” which was used by Nazi Germany’s leaders during WWII.

“Without a lightning-fast invasion and the restoration of constitutional order in the territory of Ukraine, nothing will change.”

“Well, at the very least, it is necessary to liberate the part that is historically Novorossiia. This program is a minimum.”

“This is a string of special operations, which is quite real, because the combat-ready Ukrainian army is concentrated at the borders of the republics. Everything else is practically open. Naturally, this involves blood and victims, and not only among the military’.

14. Article titled: **‘LGBT in Each House! Kiev Perverts Rushing to Donbass (photo, video)’⁸⁹**

Hate speech spreads to the LGBTQ+ community in this article, insulting and threatening them directly. About LGBT: a group of ‘...sexual perverts united in the Kyiv Pride community’, ‘excited perverts’, ‘vermin’⁹⁰. Threats: ‘... there will be more desire to shoot in that direction.’

The author resorts to the falsification of historical facts “...Donetsk and Lugansk Regions” (territories of the DNR and LNR occupied by Kiev) ...’

15. Article titled: **‘BLM Kingdom or What Future Awaits America’⁹¹**

The article contains racist statements that marginalise African Americans, representing them as wild creatures: a “rebellion of monkeys”, and “slaves”.

⁸⁹ “ЛГБТ в каждый дом!": киевские извращенцы врываются на Донбасс. (19.05.2021). *Русская весна*. <https://rusvesna.su/news/1621415757> / ‘LGBT in Each House! Kiev Perverts Rushing To Donbass (photo, video) *Russkaya vesna* (in Russian)

⁹⁰ See the Explanatory Glossary

⁹¹ “Царствие BLM, или Какое будущее ожидает Америку”. (11.04.2021). *Русская весна*. <https://rusvesna.su/news/1617465440> / BLM Kingdom or What Future Awaits America, *Russkaya vesna* (in Russian)

‘...a poor 25-year-old unfortunate black guy with mental problems, Noah Green, who lost his job ... was shot No, do you seriously think that people, like the murdered guy, if they come to the polls, will vote for all these bastards, white for them... . This will be a country of former slaves. An uprising of the monkeys! ...A slave who has been freed can only build a new slavery around himself, more cruel to his former masters and other passers-by.’

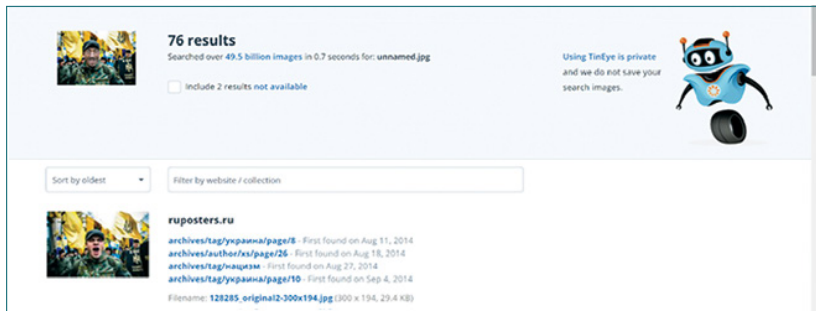
Anti-American statements are noted below, which are based on modelling an unfavourable situation for the country, through which the author relays his own hopes for the events that, if they occurred, would threaten the well-being and safety of US people: *‘Anarchy, which will overwhelm and flood them with banditry and lawlessness, like in the Wild West times.’* The author uses a compilation of negativity throughout the history of the United States as the main argument for their demonisation: *“But this would be a fair result for a country that legalised slavery, banned communism, extradited Chaplin and Fisher, that punishes everyone for dissent, asserts egoism and the profits of its corporations by force, that dropped an atomic bomb, that is fighting everywhere, bringing death and poverty to nations. ...A very fair finale, which should be taken by those who can see and hear as proof of God’s existence, but no.’*

16. Article titled: **‘A Kiev Nazi had a Tantrum on the Broadcast Live when asked about Common Sense’⁹²**

This is a manipulative photo. The photo shows an unattractive dirty man. The image of this person’s face is repulsive (bulging eyes, a mouth twisted into a grimace, with partly missed teeth). He is standing backed by Ukrainian flags, the national coat of arms, and the flag of the Azov Battalion.

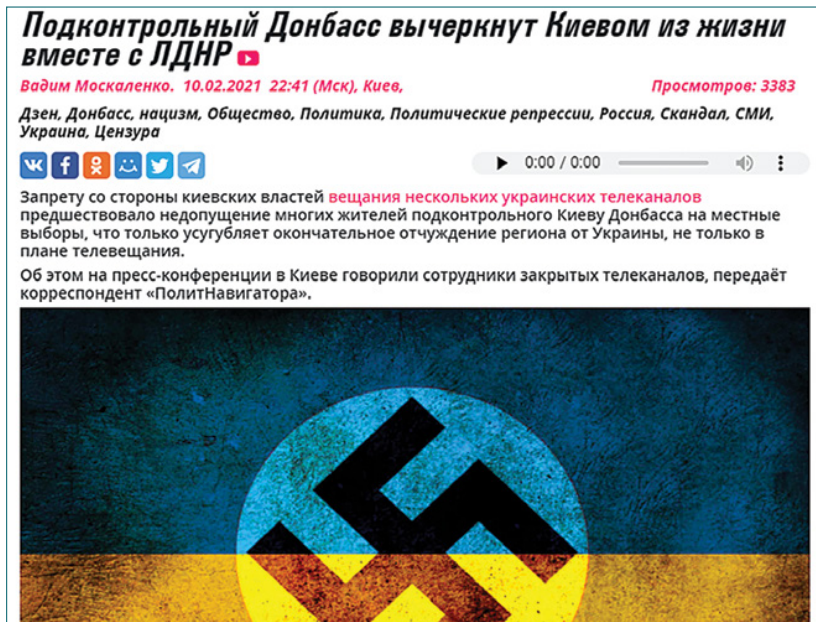
The original photo appeared in August 2014, showing an ordinary young man. According to the content of the article, the purpose of this information is to marginalise Ukrainian nationalists.

⁹² Москаленко, В. (26.05.2021). У киевского нациста случилась истерика в эфире из-за вопроса о здравом смысле. *Политнавигатор*. <https://bit.ly/3zZplkb> / Moskalenko V., A Kiev Nazi Had a Tantrum On the Air When Asked About Common Sense, *Politnavigator* (in Russian)



17. Article titled: ‘Kiev Erased Controlled Donbass From Life Together with LDNR’⁹³

A manipulative photo. There is a Ukrainian flag with a German Nazi swastika from WWII times in the photo. This suggests negative associations based on WWII archetypes.



⁹³ Москаленко, В. (10.02.2021). Подконтрольный Донбасс вычеркнут Киевом из жизни вместе с ЛДНР. Политнавигатор. <https://bit.ly/3qINyV8> / Moskalenko V., Kiev Erased Controlled Donbass From Life Together with LDNR, Politnavigator (in Russian)

OTHER TYPES OF CONTENT

The content analysis program sampled 724 articles that were not included in the list of hate speech articles. Most of this content features other types of psycholinguistic manipulations, such as propaganda for waging an aggressive war, false news, messages created with gross violations of journalistic standards in covering events on the front line, and content aimed at demonising and dehumanising the Ukrainian military.

At least 25 publications were identified in the analysed content in which the Ukrainian military were labelled ‘karateli’: death-squads⁹⁴. In other articles, the Ukrainian military men are called ‘fascists’, ‘Nazis’ and ‘descendants of Hitler’s men’. Using WWII archetypes, these texts are aimed at inciting hatred towards the Ukrainian State and the Armed Forces of Ukraine. They were not included in the list of articles with hate speech manifestations because they incite hatred specifically against the armed forces of Ukraine, however, the authors of the study believe that such stories are a powerful tool in preparing social differentiation according to the ‘in-group (we or pro-Russian) vs out-group members (they or pro-Ukrainian) principle, because they name Ukrainian citizens living in the occupied territories of Crimea and Donbas Russians and victims of “Ukrainian death squads”, which demonstrates the authors’ attempts to divide the residents of Ukraine on ethical grounds.

These texts not only include calls to eradicate the Ukrainian military, but also threats to their family members. For example, such intimidation can be found in a message on the “Novorossinform” website entitled ‘Burn in hell’: LNR Youth Placed a Farewell Video for Brigade 14th of Ukrainian Armed Forces⁹⁵, made as a video clip.

⁹⁴ Тер “каратели” на сайті “Русская весна”: <https://rusvesna.su/tags/karateli> / KARATELI Tag at RUSSKAYA VESNA website

⁹⁵ “Горите в аду”: молодёжь ЛНР опубликовала прощальный ролик для 14-й бригады ВСУ. (17.05.2021). *Новороссинформ*. <https://novorossinform.org/860199> / Burn in Hell: LNR Youth Placed a Farewell Video for Brigade 14th of Ukrainian Armed Forces, *Novorossinform* (in Russian)

Об этом сообщает пресс-служба Управления Народной милиции ДНР, передаёт корреспондент «ПолитНавигатора»

In addition to the names of the military men who are called ‘death squads’, ‘Nazi’, and ‘killers’ in the video, the video discloses personal data (names, surnames and photos of the families of servicemen), and juxtaposes bright peaceful photos of Ukrainian families against the background of photos of destroyed buildings and videos of the destruction of civilian objects. The video was shot against the background of ruins, and a teddy bear, so, the negativity is extended to the families of the military who live happily (according to the photos), while their husbands and fathers kill children in Donbas.

In this video, hatred is aimed at civilians — the families of the military. The publication of their names, surnames and photos may threaten their personal security. Such content contributes to the destruction of the Ukrainian identity among residents of the frontline and occupied territories. The hate for the Ukrainian army and the Ukrainian State caused by such messages becomes a strong springboard for further inciting hatred against all Ukrainians, based specifically on ethnic grounds.

There were some texts selected by the content analysis program according to keywords that we didn't include in the list of hate speech articles, however, at least six of them contain propaganda for military aggression*⁹⁶.

Most of the website pages selected by the content analysis program that had no hate speech manifestations in the articles, had messages with this content in the comments under the articles⁹⁷. These comments are often filled with manifestations of dehumanisation and undisguised calls for violence aimed at vulnerable groups of the population involved in the armed conflict between Ukraine and the Russian Federation. The authors of the study believe that web-based media editors should constantly monitor xenophobic comments and manifestations of hate speech against vulnerable groups of the population. Editors should remove such content from online media pages, because comments under articles are often perceived by these sites readers as article follow-up.

It is also worth paying attention to the fact that hate comments under articles contain many more manifestations of hate speech, and the impunity of its dissemination contributes to the increasing number of such comments, and their recurring use. We believe that, the owners of online media and the authors of the comments should be jointly responsible for the hate speech spread in the comments under news articles.

⁹⁶ Если завтра война: готова ли Народная милиция защитить жителей Донбасса. (10.12.2021). Новороссинформ. <https://novorosinform.org/esli-zavtra-vojnaya-gotova-li-narodnaya-miliciya-zashitit-zhitelej-donbassa-16405.html> / If War Starts Tomorrow: Is the People's Police Ready To Protect Donbass Residents, *Novorosinform* (in Russian) and so on. *The propaganda was not the aim of our research.

⁹⁷ Москаленко, В. (23.12.2020). Кравчук: Мы выбираем ЛГБТ, а не Россию. *Политнавигатор*. <https://www.politnavigator.net/kravchuk-my-vybiraem-lgbt-a-ne-rossiyu.html> Moskalenko V., Kravchuk: We Choose LGBT, But Not Russia, *Politnavigator* (in Russian)

CONCLUSIONS

— Iryna Siedova

The project monitoring group obtained 1,284 publications (articles) when keyword-based electronic content sampling was completed. The content was processed according to the study methodology, and the result received by the project analytical experts was 560 publications featuring hate speech elements that were selected from the entire content. There are 16 texts with Hate Speech Type 1, 341 texts with Hate Speech Type 2, and 203 texts with Hate Speech Type 3.

Hate speech is represented in the analysed content as direct attacks on a target (Type 1), as indirect attacks through ridicule, sarcasm, marginalisation, and the development of WWII archetype-based negative associations (Type 2), and as manipulations and suggestions (Type 3).

Major hate speech manifestations include messages related to anti-Ukrainian and anti-American (US) narratives. The Crimean Tatars and LGBTQ+ community members are also among the subjects. This list also includes people criticising specific aspects of the Russian

governmental home and foreign policy, namely journalists, civic activists, political opposition figures, and citizens of other countries whose activity somehow contradicts the interests of Russia.

The indirect impact in the media is achieved through actively used psycholinguistic manipulations affecting the emotions of the content readers through both verbal and non-verbal means. The recurrence of the same narratives and their frequency indicates the purposeful nature of the impact. Repetition is used to convince the audience and fix negative information in the subconscious of content users.

RECOMMENDATIONS

Iryna Siedova

The territory of Crimea has been occupied by the armed forces of the Russian Federation since February 2014, and for all these years Crimea has been de facto under the effective control of Russia. This section contains recommendations to the government of the Russian Federation, that should be taken into account immediately in order to stop the unpunished purposeful incitement of hate against vulnerable groups of the population living in the occupied territory, and the marginalisation of those Ukrainian citizens who prefer not to become part of the 'Russian world'. Considering that an analysis of website visits (SimilarWeb, see this study, p. 13) shows a rather high percentage of readers from Ukraine, we believe that disseminating information messages which exacerbate the conflict within Ukrainian society by dividing people according to the 'good-bad' principle (see this study, pp. 39-40) should be stopped.

We demand that the Russian Federation and its occupying authorities in Crimea stop the use of hate speech, and take all necessary measures to counter and prevent hate crimes and

discriminatory practices that may result from the impunity of using hate speech against vulnerable population groups. Persons guilty of inciting enmity, calling for discrimination, advocating violence and waging an aggressive war must be held accountable and punished proportionately.

As a party to international armed conflict, Russia must respect the norms of international humanitarian law and international human rights law, and fulfil its obligations to protect the civilian population from any acts of violence and intimidation, and insults contained in hate speech, and prevent discriminating against the civilian population of Crimea based on signs of ethnicity, religion, or political beliefs.

The numerous hate speech manifestations present in Russian-language online resources strongly affect the level of aggression in society. One of the consequences of impunity for people who spread such statements may be manifestations of physical aggression against Ukrainians and Crimean Tatars, as well as cases of vandalism against Crimean Tatar and Ukrainian national and religious monuments.

The long-term armed conflict between the Russian Federation and Ukraine leaves minimal opportunities for the Ukrainian side to solve the problem of spreading hate speech in Russian and Crimean online media, however, the authors of the study consider it necessary to draw the attention of the government of Ukraine, the media community and civil society to recommendations that can more effectively counteract the spread of hate speech in the Russian-speaking segment of the internet.

In order to increase the performance of such actions, we recommend that:

- the Ukrainian authorities' representatives:
 - increase the effectiveness of regular monitoring of human rights violations in the occupied territories, and increase the communication of its results;
 - initiate and effectively investigate criminal proceedings regarding facts of ethnic discrimination and manifestations of hate speech against Crimean Tatars in the Russian media;



- establish the facts when the law enforcement agencies of the Russian Federation have failed to react against the incitement to enmity and demand foreign countries intensify their sanctions against the Russian Federation for xenophobia, discrimination, and other violations of human rights in the occupied territory;
- assist representatives of civil society in countering the spread of hate speech;
- actively popularise the values of human rights among the residents of Ukraine, in particular in the occupied territories;
- the Prosecutor's Office of the Autonomous Republic of Crimea and the City of Sevastopol consider the most harsh statements, and carry out a check on the possible corpus delicti under Art. 161 of the Criminal Code of Ukraine. Initiating criminal proceedings in the most egregious cases may be a clear signal from the Ukrainian State that inciting enmity on the territory of the occupied Crimea will be subject not only to public condemnation, but also to legal assessment with the relevant legal consequences;
- the Ministry of Foreign Affairs of Ukraine address the situation inciting enmity in the information space of Crimea in order to increase international pressure on Russia as an occupying power;
- the online media that incite hatred remove xenophobic articles and comments with hate speech from their pages;
- the owners of social networks and search engines step up work on identifying hateful content and countering its spread on the internet.

We also address the journalistic community of the Russian Federation and Ukraine with an appeal to contribute to improving the quality of content, to countering violations of journalistic standards and journalistic ethics in the media, and to properly assessing the situation of inciting enmity in the online media in the context of the international armed conflict between the Russian Federation and Ukraine and the occupation Crimea.

We recommend that civil society make the maximum effort to develop initiatives for countering hate speech, and particularly initiatives

involving IT experts who are able to more effectively detect hateful content on the internet with the help of computer technologies. Public condemnation of such content authors, complaints and statements of violations addressed not only to law enforcement agencies, but also directly to the xenophobic site owners, as well as to the owners of search engines and social networks, with a demand to stop disseminating the hateful content, would be an effective way of countering such dissemination.

Until Crimea is occupied by Russia, the representatives of international organisations, and the world community must be active in the spheres where such violations are recorded.

The UN Committee on the Elimination of Racial Discrimination should take into account the situation with the spread of hate speech in the information space of Crimea when assessing Russia's compliance with the International Convention on the Elimination of All Forms of Racial Discrimination. The facts of the systematic use of hate speech in the popular Russian Federation online media, as well as in mass media controlled by the occupation authorities, in particular formally, should become an argument in the "Ukraine v. Russia" case at the International Court of Justice of the United Nations in terms of Russia's non-compliance with the Convention on the Elimination of All Forms of Racial Discrimination.

Given the danger of the consequences, we call on relevant international organisations, in particular the European Commission against Racism and Intolerance (ECRI) and the ODIHR OSCE, to take full responsibility for the spread of hate speech in the media in the territory of the occupied peninsula.

ANNEX 1

EXPLANATORY GLOSSARY⁹⁸

In the glossary we define the words used in the Russian language mass media to provoke inciting hate speech. In order to explain the meanings of the words we use articles from Russian language dictionaries presented in original because our intention is to help a reader understand a word meaning connotation in the Russian language cultural space, given the publication context.

BANDEROVTSY (Rus) (Banderites or Banderovites) (*In pro-Russian mass media this concept is used as negative connotation label*).

This name was most often used by Soviet propaganda. This was a general term used by Soviet propagandists regarding the entire Ukrainian nationalist underground resistance during and after WWII as well as Ukrainian nationalists abroad and opponents to the Soviet national politics who lived in Ukraine. With time passed, ‘Banderovtsy’ as term became nominative in the USSR and referred to all Ukrainian nationalists regardless of their membership in the OUN (Organization of Ukrainian Nationalists).

In the present-day Russian-language discourse, the term ‘Banderovtsy’ implying a negative connotation is most often used when speaking about Ukrainian nationalists of extreme right-wing, radical-nationalist views, who idealize and heroize personalities of S. Bandera, R. Shukhevych, SS- Division ‘Galicia and all Ukrainian anti-Soviet resistance movement in general’⁹⁹.

It is also used to name Ukrainians who support independence, the Ukrainian language and culture. Kremlin commentators and participants of pro-Russian rallies in Crimea call those who came to power in Kyiv ‘Banderovtsy’, imagining them inhabitants of Hell¹⁰⁰.

⁹⁸ The glossary compiled by Yulia Krylova-Grek, includes definitions of some concepts identified in the content under the study.

⁹⁹ Sources: <http://doc20vek.ru/node/334>; http://history.org.ua/LiberUA/e_dzherela_Ukrainskiy_zdvig_1/e_dzherela_Ukrainskiy_zdvig_1.pdf; <https://www.sovross.ru/articles/1130/19614>

¹⁰⁰ Кречетников, А. (27.02.2014). Четыре мифа о Степане Бандере. *Русская служба BBC*. https://www.bbc.com/russian/russia/2014/02/140227_bandera_myths / Four Myths about Stepan Bandera, A.Krechetnikov, BBC Russia

BOYEVIK (Rus) (*about a person or a group of persons (unit of boyeviks) (militant)*)

A member of armed terrorist — usually nationalist — group¹⁰¹.

This term triggers hostility, dislike, psychological tension. If such a word is applied to a person or group of persons, it labels them as a socially dangerous person or group that terrorizes the civilian population with the use of weapons. The term is used to denote people being on the other side of the conflict to dehumanize an image of the enemy.

BYDLO (Rus)

1) Cattle

2) Figur., inf., derog. People submissively obeying someone's will, allowing to exploit themselves. (*Herd*)¹⁰².

BYK (Rus) (*fooligan*)

1) a bad man, country bumpkin.

2) a blockhead, a stupid man, a fool though physically strong¹⁰³

Use of words 'SVIDOMYYE' (civically minded), 'NEZALEZHNA' (independent), 'MOVA' (language), etc. in quotation marks
Ukrainian

To highlight words (expressions) that are cited as “foreign” or with an ironic, contemptuous, mocking attitude towards someone else's statement as well as unusual words, words used for the first time or, on the contrary, obsolete, etc., in the text¹⁰⁴.

Russian (from *Guide on Spelling and Proofreading by D.E.Rozental*)¹⁰⁵...

5) words used ironically, for example: *'We, in the literature, respect 'table of ranks' and are afraid of speaking loud about 'VIPs' (Bielinsky).*

¹⁰¹ Ефремова, Т. Современный толковый словарь русского языка: *Русский язык*. (2000). <https://www.efremova.info> / Dictionary of Contemporary Russian by T.Yefremova

¹⁰² Ефремова, Т. Современный толковый словарь русского языка: *Русский язык*. (2000). <https://www.efremova.info> / Dictionary of Contemporary Russian by T.Yefremova

¹⁰³ Словарь современной лексики, жаргона и сленга: *Академик*, 2014. <https://cutt.ly/UW0rwMH>. (Dictionary of Contemporary Words, Jargon, and Slang)

¹⁰⁴ Український правопис, 2019. (Постанова Кабінету Міністрів України № 437 від 22 травня 2019 р.). <https://bit.ly/3Kka16E> (Ukrainian Spelling Rules, 2019. Resolution of Cabinet of Ministers of Ukraine no 437 of 22 May 2019)

¹⁰⁵ Розенталь, Д. Э. Справочник по правописанию и литературной правке / Д. Э. Розенталь; под ред. И. Б. Голуб. — 16-е изд. — М.: Айрис-пресс, 2012. — 368 с. — (От А до Я).

‘Derzhavna identychnist’ (Ukr) (*gosudarstvennaya identichnost’*) (Rus) (*State Identity*)

The concept of ‘state identity’ is largely used when analysing international relations and interpreted as a kind of the country’s brand having a decisive role in its home and foreign policy¹⁰⁶.

KASTRIULEGOLOVYYE (Rus) (*pot heads*)

When speaking about persons who participated in the protests of 2013–2014 and were wearing kitchen ware as protection on their heads when a ban to wear helmets had been introduced¹⁰⁷.

MAIDAUN (Rus)

A compound of two words MAIDAN (a Ukrainian word for square, Maidan Nezalezhnosti or Independence Square, a place of Revolution of Dignity in Kyiv, Ukraine), and derogative for a person suffering Down’s syndrome (DAUN is Russian spelling for DOWN). Actually, this means a Maidan imbecile (commented by translator)

When speaking about participants of political rallies in Kyiv, in 2013–2014. It should be specified that using this word — MAYDAUN — is purely unfair interpretation of these events¹⁰⁸.

A negative fringing meaning (see pictures), and insult of Down’s syndrome sufferers¹⁰⁹.

MAIDANNAYA NECHIST’ (Rus) (*Maidan vermin*)

Nechist’ — a Russian colloquial word that can be translated in English depending on its meanings¹¹⁰

- 1) Unworthy, despicable people who personify everything dark, cruel, hostile; ‘SCUM’, ‘VERMIN’

¹⁰⁶ Ham, P. The Rise of the Brand State: The Postmodern Politics of Image and Reputation. (2001). Foreign Affairs. (N 5. P. 2–6).

¹⁰⁷ Закон України 721-VII від 16.01.2014, який втратив чинність на підставі Закону № 732-VII від 28.01.2014. (Law of Ukraine 721-VII of 16 Jan 2014 repealed by Law 732-VII of 28 Jan 2014)

¹⁰⁸ Словарь молодежного сленга. (2018). <http://www.termyny.info/jargon/dictionaries-of-teen-slang/maydaun/> Dictionary of Teens’ Slang

¹⁰⁹ Украина — трудный подросток. (19.08.2016). Yablor. <https://yablor.ru/blogs/ukraina-trudniy-podrostok/5724868/> Ukraine — A Troubled Teenager (in Russian)

¹¹⁰ Ефремова, Т. Современный толковый словарь русского языка: Русский язык. (2000). <https://www.efremova.info/> Dictionary of Contemporary Russian by T.Yefremova

- 2) Evil spirits, fantastic creatures, hostile to humans (forest and house deities, witches, etc.);
- 3) Dirt, garbage, waste;
- 4) Unpleasant, disgusting insects.

A word combination created from the words 'MAIDAN' and 'NECHIST' gets a negative connotation describing the participants of the Revolution of Dignity (Maidan) as vile, cruel creatures, that should make a reader feel enmity and contempt for them as inferior, unpleasant beings.

MAIDANOFIL (Rus) (*Maidanophile*)

A sarcastic and derogative label for those who supported the Revolution of Dignity.

Phil, phila, m. (from Greek philos — friend, loving) (book). — The second part of compound nouns meaning a friend who is fond of/ greatly admires smb/smith (who or what is indicated by the first part of the word), e.g. Germanophile, Anglophile, Slavophile¹¹¹.

MOSKAL' (Ukr)

In modern Ukrainian culture¹¹², this exoethnonym usually has a negative connotation, that is, it is an ethnophaulism¹¹³ (expressive ethnonym¹¹⁴). Moskal', ia, m. (pre-revolutionary, derogative). A chauvinistic nickname applied by residents of Ukraine and Belarus to Russians, representatives of the Moscow State, and also to soldiers¹¹⁵.

¹¹¹ Ушаков, Д. Толковый словарь Ушакова. (2008). <https://ushakovdictionary.ru/> / Dictionary of Russian Language by D.Ushakov

¹¹² Грищенко, А., Николина Н. Экспрессивные этнонимы как приметы языка вражды. Язык вражды и язык согласия в социокультурном контексте современности. *Россия и русские глазами инославянских народов: язык, литература, культура*. (2006). 175–187. / Grischenko A., Nikolina N. Expressive Ethnonyms As Hate Speech Signs. Hate Speech and Consent Speech in Socio-Cultural Contemporary Context, *Russia and Russians By Eyes of Non-Slavic People, Language, Literature, Culture* (in Russian)

¹¹³ Ethnophaulism, id. expressive ethnonym is an exoethnonym with negative connotation. Classified as pejorative vulgar tongue.

¹¹⁴ Ethnonym (from Greek *ἔθνος* (ethnos) is a term to name any ethos or ethnic community: family, tribe, tribal alliance, people, nationality, nation.

¹¹⁵ Ушаков, Д. Толковый словарь Ушакова. (2008). <https://ushakovdictionary.ru/> / Dictionary of Russian Language by D.Ushakov



Therefore, the purpose of using the word *Moskal'* in the mentioned pro-Russian articles is to show the chauvinistic nature of the attitude of Ukrainians towards Russians, to show the atmosphere of intolerance towards Russians in the Ukrainian society. Highlighting such sentiments is intended to raise a hostile attitude towards Ukrainians and Ukraine, to suggest a sense of danger in neighboring Ukraine and communicating with Ukrainians as bearers of Ukrainian culture and mentality.

A substantial part of the texts contains a narrative about the Ukrainians — Banderites as speakers of the Ukrainian language and bearers of the Ukrainian culture that the authors of articles usually refer to representatives of Western Ukraine (Halychyna), while other residents of Ukraine, according to the statements of these authors, belong to Ukraine only geographically, being in fact Russian language speakers, and Russian culture bearers. This is the way how these texts intend to artificially separate a significant part of Ukraine and include it in the 'Russian World' mental space.

NATIONALISM

Nationalism is an ideology and politics area, which backbone principle is the message about the value of the nation as the highest form of social unity, about its primacy in the state-building¹¹⁶. As a political movement, nationalism aims at creating a state that covers the territory of nation's residence and defends its interests. Nationalism advocates the creation and maintenance of a single national identity based on common socio-cultural factors — culture, language, religion, politics, the idea of a shared historical path¹¹⁷. Nationalism lobbies interests of certain nation, particularly to gain and support sovereignty (self-government) of the nation in the own state¹¹⁸.

The confusion, based on a certain phonetic similarity of NATIONALISM with NAZISM and NEO-NAZISM¹¹⁹, is a manipulative technique used to form a hostile attitude towards nationalism and all those related to it.

¹¹⁶ Міллер, Д. Енциклопедія політичної думки (2000). / Miller D. Encyclopedia of Political Thought

¹¹⁷ Triandafyllidou, A. (1998). National Identity and the Other. *Ethnic and Racial Studies: journal*. (P. 593, 612).

¹¹⁸ Smith, A. (2010). Nationalism: Theory, Ideology, History. Polity. *Nation Formation: Towards a Theory of Abstract Community*. (P. 9, 25–30).

¹¹⁹ Comment by translator: in Russian NATIONALISM is spelled as NATSIONALIZM

NEONAZISM

(This word in Russian mass media is often replaced with NAZISM as a WWII archetype component to generate negative associations).

A general name for ideologies of political or civil movements that appeared after WWII.

National Socialism — or Nazism — is a form of social structure that combines socialism with pronounced nationalism (racism). This is also a name for an ideology that justifies this kind of social order. A typical example of N.S. is the Germany of 1933 – 1945. N.S. and communism represented the two main varieties of totalitarianism of the 20th century. The N.S. worldview relied on vulgar social Darwinism, supplemented by racist views, interpreting history as a demonstration of the superiority of some races over others, the superiority due to the ‘purity of blood’ preserved by creative races¹²⁰.

Neo-Nazism borrows elements from Nazi doctrine, including chauvinism, fascism, racism, xenophobia, homophobia, and anti-Semitism. Denial of the Holocaust is its characteristic trait¹²¹.

If an organization is called neo-Nazi, and the people are neo-Nazis, it means that they support fundamental (radical) views and actions against other races, nationalities, people with non-standard orientation (LGBT). Such organizations cause fear, anxiety, and hostility among other races, nationalities, and LGBT people in Ukraine and beyond.

If the information about belonging to neo-Nazism does not correspond to reality, then labelling organizations (people) neo-Nazi (neo-Nazis) is a veiled, manipulative form of hostile attitude towards them. And it is why some Ukrainians and Ukrainian organizations that position themselves as supporters of the national idea and policy of de-Russification are often called neo-Nazis in the Russian media (This mainly concerns such organizations as ‘Svoboda’ (*Freedom*), ‘Pravyi Sektor’ (*Right Sector*), ‘Natsional’ny Korpus’ (*National Corps*), etc. and groups of Ukrainians with the above-mentioned views).

¹²⁰ Ивин, А. Энциклопедический словарь. (2004). <http://philosophy.niv.ru/doc/dictionary/encyclopedia/articles/836/nacional-socializm.htm> / Ivin A. Encyclopaedic Dictionary

¹²¹ Czechkid. (11.01.2010). <http://czechkid.eu/si1310.html>



‘Neo-Nazism is a rather narrow term that covers a small segment of right-wing extremist groups focused on issues of racism, ethnic purity, etc.’. There are no Neo-Nazi concepts and ideas in the ideology of either the SVOBODA, the PRUVAYI SEKTOR, or the NATSIONAL’NY KORPUS¹²².

NAZISM, NAZI (from *National Socialism*), a shortened form **NAZ(TS)YKI** is also often used.

The concept refers to the WWII, in particular, National Socialism in Germany at that time, an ideology based on the theories of racial hierarchy and social Darwinism. In the Russian mass media, the word “Nazism” is deliberately used to substitute the word “Nationalism” in order to create negative associations based on the WWII archetypes.

NATSYKY (Rus)

A sarcastic, pejorative derivative from NAZI (NATSYSTY) labelling as group of marginals.

NAVALNIATA (Rus) (*can be translated as Naval’ny chicken*)

From the family name of A.Naval’ny. The word is used referring to the people who support the opposition in Russia (formed by the same pattern as the other sarcastic contemptuous concept ‘SOROSIATA’ from the family name of G.Soros).

PATRIOT (Ukr)

A person who loves his/her homeland, is devoted to his/her people, is ready for sacrifices and feats for them¹²³.

PATRIOT (Rus)

- 1) A person who loves his/her homeland, is devoted to his/her people, is ready for sacrifices and feats for the Motherland interests;
- 2) coll. A person devoted to smth, passionate about smth¹²⁴.

¹²² Визначення Вячеслава Ліхачова у статті “Хто такі неонацисти та чи є вони в Україні”. <https://hromadske.ua/posts/neonatsysty> / Definition by V'yacheslav Likhachov in the article ‘What Are Neo-Nazi and Are They Present In Ukraine’ (in Ukrainian)

¹²³ Словник української мови: в 11 томах. (1975). Том 6, стор. 97./Dictionary of Ukrainian Language

¹²⁴ Ефремова, Т. Новый словарь русского языка. Толково- словообразовательный. New Dictionary of Russian Language by T.Yefremova. Explanatory with a word formation aspect

REZHYM (Rus) (regime)

In the articles, the word is used in statements about the state system, e.g. ‘*a vile Maidan regime*’.

In the dictionary: *state/ constitutional/ political system; reactionary/ regressive regimes* (with a negative connotation)¹²⁵.

RUSOFOBIA, RUSSOFOB (Rus) (Russophobia, Russophobe)

A concept that means a hostile attitude towards Russians, Russia. Considered on par with other national phobias, such as anti-Semitism. ‘Russophobia, -i, f. [from words RUSSIAN and PHOBOS — fear, dread) — Dislike, enmity for the Russian people, Russia¹²⁶.

RUSSKIY WORLD, NOVOROSSIYA (Rus) (Russian World/ Space/ Community; New Russia)

In the Russian media, these concepts have a positive connotation and mean a community that unites Russian-language speakers, bearers of Russian culture and mentality, who share a historical past (nostalgic memories of the USSR, victory in the Second World War, the idea of ‘a single Russian people’, etc.). This circle can also potentially include people dissatisfied with their economic situation (articles about high tariffs), language policy (articles about language genocide), people who resonate with stereotypes of the past (negative ones about Bandera, OUN-UPA¹²⁷; positive ones about social security and cheap products in the USSR). Being consistently affected, a certain group of population that positively perceives such a narrative turns into ‘sleeping’ agents, potentially ready to support external Russian aggression and invasion. Then, such group can be also used for provocations and other actions (similar situations occurred during the occupation of Crimea, parts of the territory of Donbas and Luhansk, and are occurring in the conditions of inciting enmity between citizens of Ukraine on linguistic, cultural and territorial grounds).

¹²⁵ Ожегов, С., Шведова, Н. Толковый словарь русского языка. / Explanatory Dictionary of Russian Language by S.Ozhegov and N.Shvedova/

¹²⁶ Кузнецов, С. “Большой толковый словарь русского языка” (2009). / Big Explanatory Dictionary of Russian Language by S.Kuznetsov

¹²⁷ https://en.wikipedia.org/wiki/Organization_of_Ukrainian_Nationalists; https://en.wikipedia.org/wiki/Ukrainian_Insurgent_Army

RAHUL' (or ROHUL') (*transliterated from Ukrainian in Russian*) (*Yocal*)

Invective: An ill-mannered, primitive, stupid, uneducated person, a country bumpkin. // An inhabitant of any settlement or city who arrived there mostly from the countryside, sloppily dressed, with primitive habits. // In Russian, it is a contemptuous and insulting name for Western Ukrainians¹²⁸.

Ukrainian words used in Russian mass media with sarcasm, mockery, and contempt connotations

The Ukrainian language words used for the purpose of distorting the sense, mockingly and contemptuously, are written in quotation marks, i.e., they have a negative connotation (for example, the words “MOVA” (Ukrainian for LANGUAGE), “SVIDOMYYE” (Ukrainian for CIVICALLY MINDED, etc.). Such public mockery is a demonstration of a superior, disrespectful attitude towards Ukrainian-speaking people as well as the stratum of population who supports the independence aimed political agenda, first of all, the governmental policy of de-Russification in Ukraine (Pursuant to draft law No. 5670 “On the Official Language”, humiliation of the official language in public or disdain for it (similar to insulting state symbols) shall be subject to criminal liability).

SARKAZM (Ukr) (*sarcasm*)

1. An angry, caustic mockery, caustic irony. 2.fig. in pl. sarkazmy, iv. Biting, maliciously mocking remarks¹²⁹.

‘SVIDOMOYYE’ about Ukrainians (*close to woke with negative meaning*) (*with negative connotation*)

1) political slang., often ironical: nationally conscious (about Ukrainians)
2) substantive, political slang: a Ukrainian nationalist, as well as a Ukrainian in general, an adherent of a similar worldview¹³⁰.

¹²⁸ Словник UA. Портал української мови та культури. <https://clck.ru/Z4faz> / Dictionary UA/ Web Portal of Ukrainian Language and Culture

¹²⁹ Словник української мови: в 11 томах. (1975). Том 9. / Dictionary of Ukrainian Language

¹³⁰ Викисловарь. (2021). <https://cutt.ly/dW14aGg> / Wikidictionary

‘SVIDOMIT’¹³¹

A bearer of Ukrainian — ‘orange’¹³² — political views: supporter of the isolation of Ukraine from Russia, pro-American and/or pro-European foreign policy, opponent of the existence of Russian language and culture in Ukraine, etc.¹³³

SLANG

An urban sociolect, which arose from jargons of various self-isolated social groups (criminals, shopkeepers, artisans, prisoners, students, soldiers, Internet communities) as an emotionally colored vocabulary of a low and informal style (occasionally also word-forms: *vypyvón* — snootful, *zakusón* — munchies), common among the urban social underworld and certain age groups (artisans, school youth). Slang is informal, living and extremely dynamic vocabulary¹³⁴.

SOROSIATA (Rus) (*can be translated as SOROS CHICKS/ CHICKEN*)

the plural noun for singular SROSENOK, derived from the surname of G.Soros (according to the context of the analyzed articles). In the Russian language, the suffix -ОХОК-(-ёнок-) forms words with the general meaning of a person or an animal characterized by childish immaturity. In the context of the analyzed articles, it is a scornfully humiliating label for a certain social group // (in this case, people who received grants for public activities).

Suffix ОХОК- (opt. -ёнок-) (ONOK / IONOK)

A word-formative unit that forms nouns with the common meaning of a person or an animal characterized by childishness, immaturity:

- 1) young animals (Russian baby animals, e.g., a wolf cub, mousekin, fawn, etc., as well as evil spirit kids, e.g., devilkin);
- 2) a representative of a nationality, a social stratum, a profession named by the motivating word (a male child of or a little boy, e.g.

¹³¹ Comment of translator: see Section ‘Key Words and Word Combinations’

¹³² https://en.wikipedia.org/wiki/Orange_Revolution

¹³³ Онлайн-словарь молодежного сленга. <http://www.onlinedics.ru/slovar/slang/s/svidomit.html> / Online Dictionary of Youth Slang (in Russian)

¹³⁴ Нестерович, В. (2020). Виборча кампанія: Словник сленгових термінів та виразів. / Election Campaign. Dictionary of Slang Terms and Phrases by V.Nesterovych (in Ukrainian)



a boy — farm servant, a Cossack / Chinese / Turkish / Gypsy boy,
a boy — cook, a son of priest as well as a grandson)¹³⁵.

POSTUKRAINSKOYE PROSTRANSTVO (Rus) (*post-Ukrainian space*)

By its meaning the phrase ‘post-Ukrainian space’ (*postukrainskoye prostranstvo* in Russian) relays the idea that Ukraine does not exist as a country, the concept that should raise a scornful discriminatory attitude towards the country and its citizens who live in a territory that is not a national state, so they do not have citizenship.

Post- (Rus.) is a prefix, corresponding to the Russian “after”: A word-forming unit distinguished in nouns denoting a concept or phenomenon, already called by a motivating noun, but one that indicates the continuity of existence (post-impressionism, post-editing, etc.).

UKRAINSKIY PROYEKT (Rus) (*Ukrainian Project or Ukraine as Project*)

The phrase ‘Ukrainian project’ indicates the insufficiency, dependence, and weakness of the State of Ukraine. In the present-day narrative of the Russian Federation, Ukraine as Project is an unsuccessful attempt doomed to failure¹³⁶.

UPOROTYI (Rus) (*one track minded*)

fig., slang — overly engrossed in something, fixated on something; possessed, crackpot¹³⁷.

In the articles of the Russian media, it is used to label Ukrainians who are steadfast in their own beliefs, who support the Ukrainian language, culture, statehood, and independence from the Russian Federation, and characterizes them as perverted, abnormal and dangerous people.

¹³⁵ Ефремова, Т. (2012). Новый толково-словообразовательный словарь русского языка. <https://russkiiyazyk.ru/orfografiya/pravopisanie/suffiksy-onok-jonok.html>. / New Dictionary of Russian Language by T.Yefremova. Explanatory with a word formation aspect

¹³⁶ Наприклад, Чемшит, А. (2016). Украинский проект: от политического романтизма к национальной катастрофе. *Ученые записки Крымского федерального университета имени В. И. Вернадского. Философия. Политология. Культурология*. 2 (68) (4), 115-126. / For instance, Chemshyt A. Ukrainian Project: From Political Romanticism To National Catastrophe. / Proceedings of V.I.Vernadsky Crimean Federal University. Philosophy. Political Sciences. Cultural Sciences. (in Russian)

¹³⁷ Викисловарь. (2021). <https://cutt.ly/JW0qw9H> Wikidictionary

Participants of 2014 Revolution of Dignity, MAIDAN

People who participated in the Revolution of Dignity and supported European integration.

At the end of 2013, 'FOCUS' magazine named MAN OF MAIDAN the most influential person of the past year in Ukraine, according to the rating of '200 most influential Ukrainians. 'LIUDYNA MAIDANA' (MAN/ PERSON OF MAIDAN) is described as 'the bearer of sovereignty and the only source of power in Ukraine.' For the first time in the history of its rating, the 'FOCUS' top rated a generalized image instead of a specific person¹³⁸. Examples of negatively connotated words to name participants of the 2014 Revolution of Dignity in the pro-Russian mass media: *maidan-naya nechist'*, *maidaun*, *fashysty*, *kastruilegolovy*. (for translation, see above — comment of translator). The Russian mass media use these worlds as well as other insulting marginalizing vocabulary.

UBLIUDOK (Rus) (*bastard, son of a bitch, etc.*)

- 1) Developmentally disabled person, bananahead, jerkoff.
- 2) fig., An illegitimate child, bastard (usually used contemptuously)¹³⁹.

Hizb-ut-Tahrir (*Full name Hizb-ut-Tahrir Al Islami*)

'Islamic Party of Liberation' is an international Islamic political party founded in 1953 in East Jerusalem. Hizb ut-Tahrir al-Islami is recognized as a terrorist organization in Russia and Kazakhstan. The party members are also persecuted in some countries of Central Asia, its activities are banned in Germany, and the organization's activities in other countries are treated as spiritually contributing to the radicalization of society, and provoking extremist actions.

¹³⁸ Джерело: Звернення Секретаря РНБО України О.Турчинова з нагоди Дня Гідності та Свободи "Майдан. Простір гідності, свободи і єднання" До 10-ї річниці Помаранчевої революції та річниці Революції гідності". <https://focus.ua/rating/archive/2013/293049> / Source: Statement of O.Turchynov, NSDC of Ukraine on the Day of Dignity of Freedom 'Maidan. Space of Dignity, Freedom, and Union'. To the 10th Anniversary of Orange Revolution and 1st Anniversary of Revolution of Dignity' (in Ukrainian)

¹³⁹ Ефремова, Т. (2012). Новый толково-словообразовательный словарь русского языка / New Dictionary of Russian Language by T.Yefremova. Explanatory with a word formation aspect



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