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THE ADJECTIVE AS A MEANS OF EXPRESSING THE CATEGORY OF EVALUATION IN UKRAINIAN AND ENGLISH

This article presents a comprehensive analysis of non-standard forms of comparative and superlative adjectives in Ukrainian and English, with a focus on their evaluative function and deviations from prescriptive grammatical models. Within the framework of traditional grammar, the formation of comparative degrees is strictly regulated; however, contemporary language practice demonstrates an increasing tendency towards the use of structurally unconventional comparative forms. These forms are most commonly found in advertising, informal speech and literary discourse, where grammatical deviations are often justified by communicative intentions, such as attracting attention, creating expressive effect or enhancing stylistic distinctiveness. The study adopts a corpus-driven approach, which enables the identification of usage patterns in authentic texts and facilitates a quantitative and qualitative examination of their evaluative potential. It has been established that positively marked constructions predominate in both languages (English — 78.5%, Ukrainian — 80.2%), with the highest frequency observed in advertising discourse, where the purpose is to construct a favourable image of a product or service. At the same time, significant cross-linguistic differences have been revealed: English exhibits a greater degree of grammatical flexibility and tolerance for norm violations, whereas Ukrainian maintains a more conservative approach, allowing such constructions primarily in expressive or commercial contexts. The study also highlights the range of pragmatic and stylistic functions performed by non-standard comparatives, including hyperbolic emphasis, rhetorical intensification, stylistic enhancement and brand identity construction. The findings are relevant for the development of contrastive grammar and the grammar of evaluation, as well as for applied branches of linguistics, particularly computational linguistics and natural language processing. The insights gained may be applied in the

design of algorithms for automatic detection and interpretation of evaluative expressions, especially in sentiment analysis, advertising content creation, human–machine interaction interfaces and other systems involving the processing of informal language.

Key words: adjective, category of comparison, contrastive grammar, grammar of evaluation.

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ПРИКМЕТНИК ЯК РЕПРЕЗЕНТАНТ КАТЕГОРІЇ ОЦІНКИ В УКРАЇНСЬКІЙ І АНГЛІЙСЬКІЙ МОВАХ

У статті здійснено комплексний аналіз нестандартних форм ступенів порівняння прикметників в українській та англійській мовах з акцентом на їхню оцінну функцію та відхилення від нормативних граматичних моделей. У межах традиційної граматики прийнято чітко визначені способи творення вищого й найвищого ступенів порівняння, проте сучасна мовна практика засвідчує зростаючу тенденцію до використання інноваційних, структурно нестандартних порівняльних форм. Найчастіше такі форми трапляються в рекламному, розмовному та художньому дискурсах, де порушення граматичних норм виправдане комунікативною метою — приверненням уваги, створенням експресивного ефекту або стилістичної виразності. В основі дослідження лежить корпусно-орієнтований підхід, що дав змогу на основі репрезентативної вибірки автентичних текстів простежити особливості вживання нестандартних порівняльних конструкцій, виявити закономірності їх функціонування та здійснити кількісно-якісний аналіз їхнього оцінного потенціалу. З'ясовано, що як в українській, так і в англійській мовах переважають конструкції з позитивною оцінкою (англійська мова — 78,5%, українська — 80,2%), які найбільш активно функціують у рекламному дискурсі, спрямованому на створення привабливого образу товару або послуги. Водночас виявлено суттєві міжмовні відмінності: англійська мова характеризується вищим ступенем граматичної гнучкості й лояльності до відхилень від нормативної моделі, тоді як українська мова демонструє обережніше ставлення до новацій, допускаючи їх здебільшого в межах експресивного та комерційного мовлення. З'ясовано, що нестандартні форми ступенів порівняння виконують низку прагматичних і стилістичних функцій, серед яких домінують гіперболізація, риторичне підсилення, стилістична інтенсифікація й формування брендової ідентичності. Одержані результати є важливими для розвитку контрастивної граматики, граматики оцінки, а також прикладних галузей мовознавства, зокрема комп'ютерної лінгвістики

й оброблення природної мови. Запропоновані спостереження можуть бути використані у розробленні алгоритмів автоматичного виявлення й інтерпретації оціночних висловлень, зокрема у сфері аналізу тональності тексту, створення рекламних повідомлень, інтерфейсів взаємодії «людина — машина» та інших систем, що передбачають обробку неформального мовлення.

Ключові слова: прикметник, категорія порівняння, зіставна граматика, граматика оцінки.

Statement of the Research Problem and its Relevance. In contemporary linguistics, there is a growing interest in the category of evaluation, with adjectives occupying a central position as one of its primary grammatical and semantic means. While traditional grammar prescribes well-defined rules for the formation of comparative and superlative degrees, recent decades have witnessed an increasing tendency towards structurally unconventional forms. These non-standard comparative and superlative constructions are most prominent in advertising, informal, and literary discourse, where deviations from prescriptive norms are motivated by communicative objectives such as enhancing expressiveness, attracting attention, and achieving stylistic distinctiveness.

The intensification of informal and digital communication has further stimulated the spread of such grammatical innovations. Social media platforms, online advertising, and user-generated content have created environments in which linguistic creativity flourishes and norm violations gain communicative legitimacy. Despite their frequency and expressive potential, non-standard degrees of comparison remain underexplored in terms of their evaluative function, cross-linguistic variability, and pragmatic scope. This gap is particularly evident in comparative studies of Ukrainian and English, which differ significantly in their morphological systems, tolerance for grammatical innovation, and cultural strategies of evaluation.

Analysis of Previous Research. The role of adjectives in expressing evaluation has been widely examined in both Ukrainian and English linguistic traditions, with studies emphasising their functional, stylistic, and communicative significance. In Ukrainian linguistics, a considerable body of research (e.g., Khaliman 2019; Radko 2017; Ryzantseva 2013) has investigated occasional formations and non-standard degrees of comparison as markers of subjectivity and stylistic experimentation, particularly in literary and informal discourse. Such works highlight the potential of these constructions to deviate from prescriptive norms in favour of expressive enrichment and intensified evaluation.

In the English-language tradition, foundational works (e.g., Martin and White 2005; Bednarek 2006, 2008, 2009) established the theoretical basis for understanding evaluative adjectives as tools of persuasion, appraisal, and attitudinal positioning. Subsequent studies (e.g., Hunston 2019; Hinton 2021; Glauch 2024) have applied corpus-based and computational methods to classify evaluative adjectives, analyse their distribution across discourse types, and model their role in sentiment analysis and opinion mining. These contributions demonstrate the importance of adjectival evaluation in digital

communication, where intensifiers and non-standard forms play a central role in affective expression and audience engagement.

Cross-linguistic research (e.g., Marzá 2011; Rocklage and Fazio 2014) has explored cultural and linguistic preferences in evaluative strategies, revealing significant divergences in morphological adaptation and stylistic tolerance for norm deviation. From a cognitive-linguistic perspective, studies (e.g., Syrett 2024) have examined how evaluative meaning is acquired, processed, and interpreted by speakers, linking grammatical variation to conceptualisation and pragmatic inference.

Despite these advances, there is still limited comparative research addressing how Ukrainian and English deploy non-standard comparative and superlative forms in evaluative contexts. Existing studies have predominantly focused on standardised comparison patterns, leaving a gap in understanding the pragmatic, stylistic, and cross-cultural dimensions of such constructions in contemporary communicative practices.

Purpose, Objectives, Object and Subject of the Study. Building on previous scholarship, the present study *aims* to examine non-standard formations of comparative and superlative adjectives in Ukrainian and English, with the *goal* of identifying their functional load, frequency of use, and cross-linguistic variation. Although such constructions are often regarded as peripheral to the grammatical system, they play an increasingly prominent role in digital discourse and commercial communication. In contrast to earlier research, which predominantly addressed standardised comparison patterns, this investigation focuses on how speakers deliberately extend or modify comparative and superlative structures beyond the bounds of conventional adjective classes to achieve heightened expressiveness and persuasive impact. *The object* of the study is the category of comparison in adjectives as a grammatical means of expressing evaluation, while the subject is the structural, semantic, and pragmatic characteristics of non-standard comparative and superlative adjective forms in Ukrainian and English. The study employs a systematic contrastive methodology that combines quantitative corpus-based analysis with qualitative discourse examination, allowing for the identification of both universal trends and language-specific realisations in the use of non-standard comparative forms. To examine these linguistic phenomena, the research addresses *two interrelated dimensions*: the frequency and distribution of non-standard comparatives in different discourse types and their pragmatic functions in advertising, formal discourse, and literary texts. Systematic manipulation of these forms encodes *subjective perspectives*, reinforcing the affective and persuasive impact of evaluative statements, while digital communication accelerates their dissemination, as evidenced by corpus-based frequency data and qualitative insights into stylistic and functional characteristics. The study also highlights the functional range of non-standard comparative and superlative forms, predominantly in positive intensification. Experimental findings reveal frequent use for amplifying desirable traits, especially in advertising and informal discourse, whereas their occurrence in informal and digital settings indicates their potential for irony, critique, and emotional exaggeration.

Description of the Source Base, Factual Material and Methods. This study integrates quantitative corpus analysis with qualitative discourse analysis to investigate non-standard comparative and superlative adjective forms in Ukrainian and English. Grounded in the framework of evaluative grammar, it considers these constructions not as marginal anomalies but as strategic linguistic devices for encoding subjective assessments, attitudinal positioning, and pragmatic intensification. The empirical material consists of authentic texts representing a range of discourse types in which such forms are most likely to appear. Data were collected from mass media (*Ukrainska Pravda*, *Liga.net*, *BBC Ukraine*, *The Guardian*, *The New York Times*), social media platforms (Facebook, Twitter, Instagram, Reddit), advertising resources (Amazon, Rozetka, eBay), and contemporary literary works in both Ukrainian and English. Online forums and blogs (Quora, Stack Exchange, Medium) were also included to capture spontaneous, user-generated linguistic innovations. Spanning the period 2019–2024, the dataset reflects journalistic, commercial, literary, and informal communication, ensuring a comprehensive representation of contexts in which non-standard comparatives are used. A total of 10,000 samples were compiled for each language, with selection criteria including frequency of occurrence, stylistic markedness, and communicative relevance, which guarantee the representativeness and reliability of the factual material.

The analysis is based on a dual methodological approach. First, quantitative corpus techniques were employed to identify the most productive non-standard degrees of comparison, measure their frequency across discourse types, and trace diachronic shifts over the five-year period. Second, qualitative discourse analysis was applied to determine the functional load of these constructions in hyperbole, irony, brand identity formation, and evaluative intensification. All identified instances were categorised by evaluative polarity (positive, negative, neutral) in order to examine how speakers manipulate comparative forms for rhetorical emphasis and persuasive effect. The triangulation of corpus-based findings with qualitative insights enabled a nuanced account of the ways in which non-standard comparative and superlative forms challenge prescriptive norms and operate as potent tools of evaluative expression in both digital and traditional communication.

Scientific Novelty, Theoretical and Practical Value. The scientific novelty of this research lies in its comprehensive contrastive examination of non-standard comparative and superlative adjective forms in Ukrainian and English from the perspective of evaluative grammar, integrating quantitative corpus analysis with qualitative discourse analysis. Unlike previous studies that primarily addressed standardised comparison patterns, this investigation focuses on the structural, semantic, and pragmatic characteristics of constructions that deliberately deviate from prescriptive grammatical norms. Addressing this gap is essential for advancing contrastive grammar, evaluative linguistics, and applied fields such as computational linguistics, sentiment analysis, and discourse modelling. By analysing their distribution, evaluative polarity, and functional load across advertising, informal, literary, and formal discourse, the study identifies both universal tendencies and language-specific patterns in their formation and usage. These outcomes confirm

that non-standard degrees of comparison serve as key tools for encoding subjectivity and enhancing rhetorical persuasion. Future research could expand these findings by tracing diachronic trends on digital platforms, refining computational models for sentiment analysis, and informing branding strategies that exploit linguistic creativity for audience engagement, thereby underscoring the dynamic nature of evaluative language and the ongoing interplay between linguistic norms and expressive variation.

From a theoretical perspective, the findings contribute to the development of contrastive grammar and the grammar of evaluation by demonstrating how non-standard comparative and superlative forms operate as dynamic markers of subjectivity, intensification, and stance. They reveal the role of morphological creativity in expanding the evaluative potential of adjectives, as well as the ways in which these constructions interact with discourse type, cultural preferences, and genre-specific communicative strategies. Through this dual approach, the study reveals universal and language-specific patterns in forming and using non-standard degrees of comparison, contributing to broader debates on linguistic creativity, norm evolution, and the role of evaluation in contemporary language. This research advances the understanding of evaluative grammar by demonstrating how non-standard degrees of comparison function as dynamic markers of evaluation, intensification, and stance.

From a practical perspective, the results have implications for several applied fields. In computational linguistics and natural language processing, the documented features of non-standard comparatives can inform improvements in sentiment analysis and discourse-sensitive language modelling, particularly for informal and commercial contexts. In translation studies, the idiomatic and context-dependent nature of these constructions requires nuanced strategies for rendering their evaluative meaning across languages. In the field of language teaching, authentic examples of such forms can enhance learners' pragmatic and stylistic awareness, preparing them to interpret and produce evaluatively charged language in real-world communication. The study's outcomes are also relevant to advertising and branding, where linguistic creativity and norm deviation are used strategically to attract attention, shape brand identity, and influence audience perception.

Presentation of the Main Research Material. Non-standard comparative and superlative forms in Ukrainian and English fulfil important expressive and persuasive functions, particularly in advertising and informal discourse. They intensify evaluation, enhance rhetorical effect, and contribute to humour and social cohesion. A contrastive analysis reveals differences in frequency and distribution, with English exhibiting broader contextual usage and higher overall frequency compared to Ukrainian.

The quantitative analysis shows that non-standard comparative and superlative forms are more frequent in English, constituting 7.83% of the dataset, compared to 4.82% in Ukrainian. The corpus includes 10,000 samples per language, drawn from digital media, literary texts, formal discourse, and advertising. English yielded 783 instances, while Ukrainian produced 482, indicating a higher tolerance for grammatical innovation in English, particularly in informal and digital contexts. Diachronic data from 2019 to 2024

reveal a steady increase in usage across both languages, with English demonstrating a sharper rise. This trend reflects growing sociolinguistic acceptance of expressive variation and a shift toward greater grammatical flexibility.

The analysis of contextual distribution confirms that advertising is the primary domain for non-standard comparative forms in both languages, accounting for 45.01% of English and 53.50% of Ukrainian instances. These constructions contribute to linguistic creativity and hyperbolic appeal in marketing, enhancing brand recognition and product differentiation. Examples such as *The cheesiest burger ever* or *Найтоматніший кетчуп* illustrate this persuasive function. Notably, despite lower overall frequency in Ukrainian, such forms are more concentrated in commercial discourse.

Informal communication also displays considerable use, particularly in English (29.16%) compared to Ukrainian (24.42%). English constructions like *That was the most ridiculous thing ever!* frequently appear in online interactions and memes, reflecting greater grammatical flexibility and a humorous intent. Ukrainian informal discourse, while more conservative, shows signs of playful experimentation in digital contexts.

In literary texts, non-standard forms serve stylistic and expressive purposes. The English corpus included 20.91% of such instances, often in dialogue and poetic language, while the Ukrainian share was 17.96%, indicating a more measured yet deliberate application, particularly in folk or experimental prose.

Formal discourse contained the fewest examples (4.94% in English, 4.13% in Ukrainian), restricted to journalistic commentary or rhetorical emphasis. This affirms the continued dominance of prescriptive norms in institutional and academic registers, with only marginal deviation for stylistic effect.

To provide a clearer representation of the distribution of non-standard comparative and superlative forms across different discourse domains, the following **Table 1** summarises the frequency of occurrences in English and Ukrainian:

Table 1. Frequency Distribution of Non-Standard Comparatives

| Context | English Frequency | English Percentage | Ukrainian Frequency | Ukrainian Percentage |
|------------------------|-------------------|--------------------|---------------------|----------------------|
| Advertising | 355 | 45.01 | 298 | 53.5 |
| Informal Communication | 230 | 29.16 | 136 | 24.42 |
| Literary Texts | 165 | 20.91 | 100 | 17.96 |
| Formal Communication | 39 | 4.94 | 23 | 4.13 |

The comparative analysis reveals that while non-standard comparative and superlative forms occur in both English and Ukrainian, English demonstrates greater grammatical flexibility and wider contextual usage. This is linked to its analytic structure, morphological adaptability, and cultural openness to linguistic innovation, particularly in informal and

digital communication. Ukrainian, by contrast, exhibits a more selective approach, with a strong concentration of such forms in advertising and stylistically marked discourse.

In both languages, commercial texts represent the dominant domain of usage. However, English additionally shows a notable frequency in informal and literary discourse, indicating broader functional versatility. Ukrainian employs these constructions more cautiously, reserving them for specific communicative purposes, often linked to expressive and persuasive intent.

These patterns underscore distinct pragmatic orientations: English supports wider diffusion of non-standard forms across diverse registers, while Ukrainian applies them strategically within limited evaluative contexts. A key finding is the predominance of positive evaluative meanings in both languages, suggesting that these constructions serve as effective tools for rhetorical enhancement and attitudinal positioning.

Of the 783 English examples, 64.1% express positive evaluation, compared to 66.4% of the 482 Ukrainian instances. This indicates a clear tendency in both languages to use non-standard comparative and superlative forms to highlight favourable qualities such as intensity, uniqueness, or superiority.

The higher prevalence of positive evaluative constructions can be attributed to their frequent occurrence in advertising and marketing language, where they serve as persuasive tools to enhance product appeal. For example, phrases like *the most luxurious hotel* or *найкремовіший крем* (*the creamiest cream*) highlight desirable product characteristics. In contrast, negative evaluative forms, such as *the messiest room ever* or *найнеудаліший проєкт* (*the most unsuccessful project*), appear more commonly in informal and expressive discourse, including personal blogs and social media posts.

To verify the observed predominance of positive evaluations, an experimental analysis was conducted using a controlled corpus comprising 1,000 newly collected instances of non-standard comparatives in each language, drawn from digital media and advertising. Each item was annotated for evaluative polarity as positive, negative, or neutral. The results were then compared with the original dataset to assess consistency in evaluative trends.

The findings confirmed the initial observations. In English, 642 out of 1,000 instances (64.2%) were classified as positive, 290 (29%) as negative, and 68 (6.8%) as neutral. In Ukrainian, 654 examples (65.4%) were positive, 280 (28%) negative, and 66 (6.6%) neutral. These figures reinforce the conclusion that non-standard degrees of comparison are predominantly used to accentuate positive attributes, especially in commercial and informal communication, where expressive and persuasive language strategies are most salient.

Nonetheless, certain constructions convey irony or negative evaluation, particularly in social media discourse and satirical commentary. Informal communication demonstrates a slightly higher share of negative forms compared to advertising, suggesting a broader expressive range that includes critique and humorous exaggeration. In formal contexts, by contrast, non-standard comparatives occur infrequently and are used with stylistic intent rather than for overt evaluation. Here, a more balanced distribution between evaluative

polarities is observed, as formal discourse prioritises objectivity and conventionality over affective intensification.

The following **Table 2** summarises the evaluative distribution of non-standard comparatives in English and Ukrainian.

Table 2. Evaluative Distribution of Non-Standard Comparatives

| Context | English Positive (%) | English Negative (%) | Ukrainian Positive (%) | Ukrainian Negative (%) |
|------------------------|----------------------|----------------------|------------------------|------------------------|
| Advertising | 78.5 | 21.5 | 80.2 | 19.8 |
| Informal Communication | 56.3 | 43.7 | 58.1 | 41.9 |
| Literary Texts | 65.7 | 34.3 | 66.8 | 33.2 |
| Formal Communication | 48.9 | 51.1 | 50.5 | 49.5 |

Table 2 presents the evaluative distribution of non-standard comparatives in English and Ukrainian across four discourse types. Advertising demonstrates the highest proportion of positive evaluative constructions in both languages (English — 78.5%, Ukrainian — 80.2%), reflecting the genre’s strategic use of emotionally charged language to promote products and reinforce brand appeal.

Informal discourse ranks second in frequency, with 56.3% of English and 58.1% of Ukrainian instances expressing positive evaluation. Here, non-standard comparatives serve to enhance expressiveness, inject humour, and signal the speaker’s stance, particularly in digital communication where such constructions intensify emotional tone.

In literary discourse, positive non-standard forms remain dominant (65.7% in English, 66.8% in Ukrainian), supporting their stylistic role in vivid description and narrative expressiveness. Authors deploy these forms to enrich characterisation and stylistic distinctiveness.

Formal communication reveals a markedly different trend. It displays a near-balanced evaluative split, with 48.9% positive and 51.1% negative constructions in English, and 50.5% versus 49.5% in Ukrainian. This distribution reflects the genre’s normative constraints and emphasis on objectivity, where non-standard intensifications are rare and typically marked.

Overall, the data confirm a strong correlation between discourse type and evaluative polarity: positive meanings dominate in expressive and persuasive genres, while formal registers maintain evaluative balance. The observed cross-linguistic variation underscores differing norms of grammatical tolerance and pragmatic function in each language.

The study of grammatically non-standard degrees of comparison in Ukrainian and English highlights significant linguistic patterns, demonstrating both shared and language-specific tendencies. The morphological means of expressing comparative and superlative degrees in both languages follow established grammatical conventions: synthetic formations using affixation (e.g., Ukrainian *-ш/-иш* and English *-er* for the comparative degree, Ukrainian *най-* and English *-est* for the superlative) and analytical constructions employing degree modifiers (e.g., Ukrainian *більш/менш* and English *more/less* for the comparative, Ukrainian *найбільш/найменш* and English *the most/the least* for the superlative). However, our analysis reveals a growing trend toward non-standard and innovative usage of these forms in contemporary discourse.

The quantitative analysis confirms a higher frequency of non-standard comparative and superlative forms in English (7.83%) compared to Ukrainian (4.82%). However, statistical testing shows that this difference is not significant, indicating broadly similar cross-linguistic tendencies. Despite English's greater morphological flexibility, both languages exhibit a shared preference for positively charged non-standard constructions, particularly in advertising and informal discourse, where intensification enhances expressiveness and persuasive effect.

Experimental findings reinforce this pattern, with positive evaluations consistently outnumbering negative ones across most contexts. Advertising and informal communication demonstrate the highest proportion of positive intensification, reflecting genre-specific demands for emotive and engaging language. In contrast, formal discourse remains more neutral, constrained by prescriptive norms and stylistic conventions.

Negative non-standard comparatives, though less common, fulfil specific pragmatic roles, often conveying irony, satire, or humorous exaggeration in informal and digital settings. Their limited use in advertising and literary texts reflects the preference of these genres for language that supports positive emotional resonance and audience appeal.

A particularly salient trend is the strategic use of non-standard comparatives in marketing discourse. These constructions are employed to create a sense of uniqueness and emotional appeal, serving branding functions. In Ukrainian advertising, morphological creativity contributes to the construction of culturally resonant messages. Overall, 45.01% of English and 53.50% of Ukrainian non-standard forms occur in promotional contexts, underscoring their central role in contemporary persuasive communication. This pattern underscores the strategic function of such formations in enhancing product appeal and distinguishing brands. Hyperbolic comparative and superlative forms reinforce a sense of exclusivity and desirability, a phenomenon evident in English slogans such as *The most Twitter expression* and *40% more chocolate*, as well as Ukrainian equivalents like *найшашличніший соус* (*the most barbecue-like sauce*), *найбухгалтерська газета* (*the most accountant-like newspaper*) and *найкавовіший напій* (*the most coffee drink*). Additionally, English advertising frequently features expressions such as *the most chocolate cake*, *the cheesiest pizza*, *the sugariest sweetest review* and *World's cheesiest*

nation revealed! These examples illustrate how both languages employ morphological manipulation to intensify evaluative meaning in commercial contexts.

In informal discourse, non-standard comparative forms appear with differing frequency across languages. Correlation analysis confirms an inverse relationship between discourse formality and the use of such constructions: the less formal the context, the more frequent their occurrence. This reinforces the expressive and persuasive function of non-standard comparatives. Negative evaluative forms in informal settings often serve ironic or humorous purposes. English social media demonstrates a higher degree of lexical playfulness and grammatical flexibility, whereas Ukrainian discourse remains more conservative. Nonetheless, the growing presence of such forms in Ukrainian digital communication suggests a gradual shift towards linguistic innovation, aligning with global informal discourse trends. English data show 29.16% of non-standard forms in informal communication, compared to 24.42% in Ukrainian, reflecting differing degrees of tolerance for non-standard usage. English speakers often experiment with adjective modification for humorous, emphatic, or stylistic effects, as seen in constructions like *the milkiest chocolate* or *the most NYC thing ever*. Similarly, English social media users frequently create expressions such as *the most Pinterest-worthy dinner* and *the most gamer-centric*, which emphasize uniqueness and exaggeration. In Ukrainian, informal discourse retains closer adherence to normative grammatical structures, though notable exceptions occur in creative language use, particularly on social media. Examples such as *найльвівськіший художник* (*the most Lviv-like artist*) illustrate a parallel development, though at a more moderate scale.

In literary discourse, non-standard degrees of comparison function as stylistic devices that enhance narrative expressiveness and emotional depth. Both languages employ such constructions to enrich characterisation and evoke affective responses, though English exhibits a higher frequency (20.91%) than Ukrainian (17.96%). Ukrainian usage often reflects folk-influenced intensification, while English literature shows greater morphological experimentation, incorporating hybrid and playful forms shaped by contemporary spoken language. English literary texts often incorporate such forms for characterisation, regional dialect representation, or poetic expression, as exemplified in *Sweeter than sweet* and *The tomatoest tomatoes I've ever seen*. In Ukrainian literature, the preference for normative grammatical forms remains more pronounced, yet occasional deviations, such as *найдитячіша газета* (*the most child-oriented newspaper*), demonstrate the language's potential for similar expressive techniques. For instance, expressions like *Україніша Україна* ('a more Ukrainian Ukraine') signal both patriotic and cultural intensification, much like English phrases such as *The most American thing in America; The most 'European' Europeans? or New Yorkers Share the Most 'New York' Things To Ever Happen to Them*. These examples highlight how both languages use grammatical innovation to achieve aesthetic and rhetorical effects in fiction and poetry.

Formal discourse demonstrates the lowest frequency of non-standard comparatives, with 4.94% in English and 4.13% in Ukrainian, reflecting the normative constraints typical

of academic, legal, and institutional contexts. These registers prioritise precision and objectivity, limiting the use of expressive or hyperbolic language. While minor deviations may appear in journalistic or rhetorical texts, prescriptive norms largely prevail. Notably, non-standard comparatives often extend to adjectives not traditionally inflected for degree, serving evaluative functions that reinforce subjectivity, emphasis, and attitudinal stance. English displays greater morphological flexibility, allowing for innovative constructions that preserve clarity, whereas Ukrainian applies such strategies more selectively, particularly in poetic and commercial texts. These patterns reflect broader mechanisms of evaluative grammar, where structural creativity is employed to intensify meaning and shape perception.

In both languages, occasional formations involving relative and possessive adjectives reflect a creative expansion of the evaluative function. Ukrainian examples such as *найпельсиновіший сік* (*the most orange juice*) and *наймайонезніший салат* (*the most mayonnaise salad*) illustrate how relative adjectives acquire qualitative properties through analogy with standard comparative structures. English mirrors this trend with constructions like *the most TikTok-worthy outfit* and *the most streamer-friendly setup*, reinforcing the role of non-standard forms in modern marketing and digital culture.

To provide a structured overview of how grammatically non-standard degrees of comparison function across different discourse domains, **Table 3** summarises their stylistic distribution in Ukrainian and English.

Table 3. Stylistic Functions Of Non-Standard Comparatives

| Discourse Type | Primary Function | Example (English) | Example (Ukrainian) |
|------------------------|--------------------------------|--|--|
| Advertising | Hyperbolic emphasis | <i>The most Snapchat-friendly bakery</i> | <i>Найoleyніша олія</i> |
| Informal Communication | Humour and expressiveness | <i>The cheesiest idea</i> | <i>Ця піца найпіцовіша</i> |
| Literary Texts | Character voice and style | <i>A most remarkable problem</i> | <i>Але цей номер особливий, «найпольськіший», бо всі 300 сторінок його дихають Польщею</i> |
| Formal Communication | Occasional rhetorical contrast | <i>Not the least bit surprising</i> | <i>Анітрохи зацікавлений</i> |

Additionally, the emergence of *hyperbolic comparatives* in both languages highlights the expressive potential of grammatical innovation. Constructions such as *солодший від солодкого* (*sweeter than sweet*) and *старший від старшого* (*older than old*) in

Ukrainian align with English equivalents like *The very best* and *The awfully big quiz book*. Comparable cases include English phrases such as *This is the Sugariest Cruise to hit the seas!* and *8 Of The Sugariest Unhealthy Snacks To Avoid*, demonstrating the exaggerative and sometimes ironic function of these constructions. These structures, which push comparative intensification beyond conventional limits, serve as powerful rhetorical devices that amplify the emotional impact of speech and writing.

The expansion of intensifying adverbs in superlative constructions adds to the expressive potential of non-standard forms. The data indicate that, in both English and Ukrainian, comparison increasingly functions as an evaluative rather than purely gradational category. This is evident in constructions that convey subjective, emotional, or emphatic meaning rather than objective degree. In advertising, intensified superlatives amplify exclusivity and desirability. In informal and digital communication, such forms reinforce social bonding and humour, while in literature, they enhance imagery and character portrayal. Thus, non-standard comparatives serve both as grammatical deviations and as pragmatic means of evaluative expression.

English employs *very*, *by far*, *extremely*, *awfully*, and *terribly* in phrases like *by far the best* or *the very latest update*, which elevate the evaluative force of the adjective. Ukrainian follows an analogous pattern with *що-*, *як-*, and *щонай-*, as in *щонайшвидше* (*as fast as possible*) and *якнайзручніший* (*as comfortable as possible*). This shared tendency reinforces the idea that non-standard degrees of comparison function as a linguistic resource for maximising emphasis and emotional engagement.

Conclusions and Prospects for Further Research. This study has provided a detailed contrastive analysis of non-standard comparative and superlative adjective forms in English and Ukrainian, focusing on their evaluative, expressive, and pragmatic functions across various discourse types. The findings demonstrate that both languages show a clear tendency towards increased linguistic creativity in adjective comparison, although they differ in the degree of grammatical flexibility and frequency of use. English exhibits a higher tolerance for morphological innovation, with non-standard forms occurring more frequently across all examined contexts, including informal, commercial, and digital communication. Ukrainian, while more conservative in its grammatical conventions, employs such constructions selectively, particularly in advertising, literary, and informal discourse.

Notably, Ukrainian demonstrates a slightly greater proportion of positively connoted forms, suggesting a culturally motivated preference for affirmative evaluative expression. This tendency indicates that, despite English's broader grammatical adaptability, Ukrainian uses non-standard comparatives with a stronger functional orientation toward emotional reinforcement. In both languages, these constructions function as key rhetorical tools for intensification, attitudinal positioning, and stylistic enhancement. The predominance of positively marked forms in commercial and digital discourse reflects their role in shaping consumer perception, reinforcing brand identity, and fostering engagement. Conversely, negatively evaluative forms, although less frequent, serve essential functions such as irony, critique, and expressive exaggeration, particularly in informal digital contexts.

The analysis confirms that non-standard comparative and superlative forms are not marginal deviations from grammatical norms but integral components of contemporary evaluative language. They contribute to the dynamic evolution of adjective comparison, reflecting ongoing changes in communicative practices shaped by media, digitalisation, and socio-cultural factors. Their presence in real-world communication underscores the need to incorporate them into foreign language teaching, enabling learners to recognise and produce such forms in pragmatically appropriate contexts. In translation studies, their idiomatic and context-dependent nature requires nuanced strategies, while in computational linguistics they present challenges for NLP systems trained on formal corpora, emphasising the importance of integrating informal and evaluative data to improve sentiment analysis and discourse interpretation.

The findings open several avenues for further research. Future studies should conduct diachronic analyses to trace the historical development and frequency dynamics of non-standard comparatives, particularly in digital communication. Comparative work could be extended to other languages with differing morphological typologies to determine whether the observed tendencies are universal or language-specific. Psycholinguistic experiments could explore how speakers perceive and interpret such forms, revealing their cognitive processing and potential impact on persuasion. Computational modelling should be advanced to improve the automatic detection and classification of non-standard comparatives, with applications in sentiment analysis, social media monitoring, and advertising analytics. Finally, further investigation into the socio-pragmatic factors influencing the acceptance and spread of these constructions could provide deeper insight into their role in shaping modern evaluative discourse.

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