

Between Legitimization and Accusation: Neologisms as Instruments of Power in Contemporary Wars

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Abstract. In a geopolitical context marked by the hypermediatization of armed conflicts, words have become symbolic weapons serving discourses of legitimization, resistance, or denunciation. This article examines the lexical and neological dynamics at work in media and political discourses surrounding the wars in Ukraine and Gaza. Through a lexico-discursive approach, it aims to explore how words of war, whether inherited or newly created, contribute to the construction of collective representations and ideological polarization. The study highlights the translinguistic and mediatic circulation of neologisms, as well as the processes of re-semantization taking place in digital spaces. The objective is to demonstrate that contemporary wars are also fought in and through language, a genuine “war of words” in which every term entails a political, moral, and identity-based stance.

Keywords: Neologisms, war discourse, Ukraine, Gaza, media, social networks, ideology.