

PERSONAL DATA

Name	Serhiy Potapenko / Сергій Іванович Потапенко
Academic title / rank	DSc. in Philology, Professor / Доктор філологічних наук, професор
Department	English Philology and Linguistic Philosophy / Кафедра англійської філології і філософії мови
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Web of Science	https://www.webofscience.com/wos/author/record/S-6410-2017
ResearchGate	https://www.researchgate.net/profile/Serhiy-Potapenko
Google Scholar	https://scholar.google.com/citations?user=IDdOWE8AAAAJ&hl=uk
Fields of interest	Cognitive linguistics, cognitive rhetoric, media linguistics.

Two most important and three recent publications (selected)

Potapenko S.I. (2021). *Cognitive media rhetoric: Conflict-crisis in English online news* [monograph]. Kyiv: Linguistic University Publishing House (in Russian with introductions in English and Ukrainian).

Potapenko, S. & Višňovský, J. (2025). Interpreting global events locally: Glocalization of Trump's tariff announcement in American, Slovak, and Ukrainian news. In *Lege artis. Language yesterday, today, tomorrow*. Trnava: University of SS Cyril and Methodius in Trnava, X (2), p. 131-149. DOI: <https://doi.org/10.34135/lartis.25.10.2.08>

Potapenko, S. & Andriyko, V. (2025). "The speech that stunned Europe": Verbal effects produced by U.S. Vice President J.D. Vance's 2025 address in Munich. In *Inozemna philologia*, 138, p. 51-63. Lviv: Lviv University. DOI: <http://dx.doi.org/10.30970/fpl.2025.138.5067>

Talavira, N., Potapenko, S. & Mishchenko, T. (2024). News reporting of public speeches in English on-line media: A constructional perspective. In *Studies about languages*, 44 (1), p. 38-52. DOI: <https://doi.org/10.5755/j01.sal.1.44.34866>

Talavira, N. & Potapenko, S. (2023). Defining media speech effectiveness: A case of Ukrainian President Zelenskyy's addresses to national parliaments. In *Forum for linguistics studies*, 3 (5), p. 1-9. DOI: <https://doi.org/10.59400/fls.v5i3.1990>