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ФРАЗЕОЛОГІЗМИ В ЗАГОЛОВКАХ УКРАЇНСЬКИХ ТА ПОЛЬСЬКИХ ЕЛЕКТРОННИХ МЕДІА: ЛІНГВІСТИЧНИЙ І СОЦІОКОМУНІКАЦІЙНИЙ АНАЛІЗ



PHRASEOLOGISMS IN HEADLINES OF UKRAINIAN AND POLISH ELECTRONIC MEDIA: LINGUISTIC AND SOCIACOMMUNICATIVE ANALYSIS

АНОТАЦІЯ. У сучасному світі масової комунікації та швидкого розвитку інформаційних технологій заголовки медіа-статей відіграють важливу роль, виконуючи функції привертання уваги, зацікавлення, інформування та орієнтування читача. Створення унікальних та ефективних заголовків є ключовим завданням авторів, оскільки вдалі заголовки не лише емоційно впливають на аудиторію, але й підвищують читацьку активність, сприяють пошуковій оптимізації та визначають тон і контекст матеріалу.

Дослідження фразеологізмів у заголовках інтернет-видань є актуальним завдяки їх здатності передавати складні ідеї та емоції в стислій формі. Фразеологізми відображають мовні та культурні особливості суспільства, тому порівняльний аналіз українських та польських заголовків дозволяє виявити специфічні риси та спільні тенденції культур. Аналіз використання фразеологізмів допомагає зрозуміти комунікативні стратегії журналістів і редакторів, а також сприяє розвитку теорії медіамовлення та практики створення заголовків. Використання фразеологізмів у заголовках стимулює інновації як у лінгвістичних дослідженнях, так і в практичній журналістиці.

Метою статті є проведення лінгвістичного та соціокомунікаційного аналізу використання фразеологізмів у заголовках українських та польських електронних медіа. Дослідження здійснено з використанням контекстологічного, типологічного, описового методів, а також дискурс-аналізу та контент-аналізу. Вибірку становлять матеріали з українських та польських електронних видань, що дозволило виявити спільні та відмінні риси у використанні фразеологізмів.

Результати дослідження демонструють приклади заголовків з фразеологічними моделями, такими як «дієслово + іменник у непрямому відмінку + обставина», «дієслово + прийменник + іменник» та інші. Фразеологізми

в заголовках статей є потужним інструментом, що значно впливає на сприйняття читачами матеріалу, демонструючи багатство мовної культури та важливість емоційного контексту в комунікації.

Ключові слова: медіа, фразеологія, семантика, стилістика, українська мова, польська мова.

ABSTRACT. *In the modern world of mass communication and rapid development of information technologies, media article headlines play an important role, performing the functions of attracting attention, interest, informing, and guiding the reader. Creating unique and effective headlines is a key task for authors, as successful headlines not only emotionally impact on the audience but also increase reader activity, promote search engine optimization, and determine the tone and context of the material.*

The study of phraseological units in the headlines of online publications is relevant due to their ability to convey complex ideas and emotions in a concise form. Phraseological units reflect the linguistic and cultural characteristics of a society; therefore, a comparative analysis of Ukrainian and Polish headlines allows for the identification of specific features and common trends in these cultures. The analysis of the use of phraseological units helps to understand the communicative strategies of journalists and editors, as well as contributes to the development of the theory of media broadcasting and the practice of creating headlines. The use of phraseological units in headlines stimulates innovation in both linguistic research and practical journalism.

The purpose of this article is to conduct a linguistic and socio-communicative analysis of the use of phraseological units in the headlines of Ukrainian and Polish electronic media. The study was conducted using contextual, typological, and descriptive methods, as well as discourse analysis and content analysis. The sample consists of materials from Ukrainian and Polish electronic publications, which made it possible to identify common and distinctive features in the use of phraseological units.

The results of the study demonstrate examples of headlines with phraseological models such as «verb + noun in an indirect case + adverbial modifier», «verb + preposition + noun», and others. Phraseological units in article headlines are a powerful tool that significantly affects readers' perception of the material, demonstrating the richness of linguistic culture and the importance of emotional context in communication.

Keywords: *media, phraseology, semantics, stylistics, Ukrainian language, Polish language.*

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Introduction. In today's world of mass communication, global challenges and rapid development of information technology, headlines of media articles play a crucial role in influencing the reader and perform a number of important functions: attracting attention, interest, informing, and guiding. At the same time, one of the key tasks of the author is to create a unique, original, effective headline. After all, successful headlines can have an emotional impact, helping to engage the reader, increase reader engagement (encourage further reading of the article), implement search engine optimisation, improving the visibility of the article in search engines, and shape expectations by defining the tone and context of the material.

The study of phraseological units as components of online media headlines is relevant due to their ability to convey complex ideas and emotions in a concise form, which allows for more effective interaction with the audience. Phraseology in headlines reflects the linguistic and cultural peculiarities of society, and a comparative study of Ukrainian and Polish headlines can reveal specific features and common trends in different languages and cultures. The analysis of the use of phraseology also helps to understand

the communication strategies of journalists and editors, which makes it possible to find out what communication goals are being pursued. In addition, such studies contribute to the development of media broadcasting theory and the practice of creating headlines. The use of phraseology in headlines is a field for innovation both in linguistic research and in practical journalism. It stimulates the development of new methods of analysis and new approaches to media content creation.

The issues of structure and style of titles were studied by H. Shapovalova, I. Medvid, L. Maiboroda, V. Putrashyk. The functions of the newspaper headline were considered in the works of V. Rizun, M. Tymoshyk, L. Shevchenko and others. Semantic and functional aspects of the use of phraseological units in headlines, their role and influence on perception were studied by O. Zasnovnytska, Yu. Pradid, A. Hryhorash, N. Fihol, T. Faichuk, I. Myroshnichenko. Comparative analysis of the functioning of phraseological units in the media of different countries was studied by N. Demianenko, I. Kulyk, V. Revenko, but there are few such studies.

The purpose and objectives of the research.

The purpose of this article is to conduct a linguistic

and socio-communicative analysis of the use of phraseological units in the headlines of Ukrainian and Polish electronic media.

Research methodology. Contextual, typological, and descriptive methods were used for the research, and the structure, semantics, and functions of the headings were comprehensively analyzed. In addition, modern approaches to discourse analysis and content analysis were applied, which involve evaluating the effectiveness of using phraseological units as components of title titles. The selection was made from a wide range of Ukrainian and Polish electronic publications, a comparative analysis of the use of phraseology in the Ukrainian and Polish languages made it possible to identify common and distinctive features.

Results and discussion of the study. A number of examples of phraseological headings with the phraseological model «verb + indirect noun + circumstance» have been identified: *pidlyvaty (dolyvaty) masla (olii) u vohon (do vohniu) / dolewać oliwy do ognia*; «verb + preposition + noun»: *hraty na nerвах chych, komu / grać komuś na nerwach*; noun (substantive) phraseological units with and without a comparative conjunction: *yak (mov, nache, etc.) kholodnyi dush [na holovu] / zimny prysznic*.

The phraseological unit *pidlyvaty (dolyvaty) masla (olii) u vohon (do vohniu)* is used to reinforce or incite a certain negative feeling, experience, or dispute [10, 509]. In the headlines of media articles, it is recorded in different political contexts: foreign policy – *Putin «pidlyv masla u vohon» ukazom pro mobilizatsiiu – Blinken* [TSN, 22.09.22], <http://surl.li/tujgd>; domestic policy – *Uriad pidlyv masla u vohon. Yake rishennia pryiniav shchodo cholovikiv za kordonom* [Comments.ua, 24.04.2024], <http://surl.li/tujgn>. Both examples are intended to prove that political actions or decisions deepen or intensify a conflict or tension. The phrase is used in the title of an article about economic policy and related scandals and corruption cases: *«Pidlyly masla u vohon»: Minoborony zvyuvatylo «politykaniv» u koruptsiinomu skandalii dovkola tufel* [UNIAN, 02.07.2021], <http://surl.li/tujgw>. We consider the use of the phrase in international relations to be quite interesting: *Hlava MZS Kytaii: My ne budemo pidlyvaty «masla u vohon» ukraïnskoi kryzy* [Ukrinform, 09.05.2023], <http://surl.li/tinwg>. The construction is used with the negative particle not, so the refusal to «pidlyvaty masla u

vohon» indicates a strategy of containment or non-interference in the situation. Articles about media and public activities also use the idiom: *Ne pidlyvaty masla u vohon: yak media obiednuvaty hromady, rozpovidaiuchy pro konfliktni temy* [KZhE, 03.04.2023], <http://surl.li/tujhi>. In this context, the established expression is used in the form of the imperative infinitive with the negative particle not to emphasise the call not to deepen the conflict or increase tensions through media materials. In a piece from the world of sports news: *Yevropeïskyi zhurnalist pidlyv masla u vohon, natiaknuvshy na transfer Dovbyka do Zhyrony* [Isport, 31.07.2023], <http://surl.li/tujhs>, the phraseology is used to reinforce speculation or hypothetical scenarios in the field of sports. It is noteworthy that the well-established expression *pidlyvaty masla u vohon* is used both in quotation marks (to emphasise imagery and metaphor) and independently, intertwined in contexts in different parts of the title of the article.

In Polish dictionaries, the phraseological unit *dolewać oliwy do ognia* is recorded in a fairly broad sense of «to increase tension, incite anger, increase indignation, cause dissatisfaction» [6, 546], which contributes, in turn, to its active use in the title titles of articles in various spheres of life with different meanings: education, in the sense of «to increase indignation» as a reaction of Polish teachers to the statements of the Polish Prime Minister Mateusz Morawiecki about the advantages of teachers in comparison with other professions *Premier dolewa oliwy do ognia w sprawie nauczycieli* [Rzeczpospolita, 25.01.2019], <http://surl.li/kqzrx>, in the sense of «causing dissatisfaction» or even «increasing anger» towards distance learning in Polish schools *Nauczyciel Roku Przemysław Staron o zdalnych lekcjach: «To dolewanie oliwy do ognia i potęgowanie stresu»*. Marta, a participant in the educational process, describes her attitude to learning as follows: «Znowu będę marudzić, ale jestem taka zła na rząd i system edukacji, że muszę...» [Gazeta Wyborcza, 26.03.2020], <http://surl.li/kqzruk>; law enforcement system, in the sense of «stirring up anger and increasing public indignation» about the brutality and racism of the American police *W Ameryce nie mija gniew z nazówno brutalności i rasizmu policji. Trump dolewa oliwy do ognia* [Gazeta Wyborcza, 02.06.2020], <http://surl.li/kqzrv>; religion, in the sense of «increasing tension, causing discontent» regarding the reaction, in particular, of the Ministry of Foreign Affairs of Ukraine

and the Head of the Greek Catholic Church to the appeal of the Pope to young Russian Catholics *Papież znów dolał oliwy do ognia! Te słowa pławy prawdziwą burzę* [Fact, 29.08.2023], <http://surl.li/kqzuh>; politics, in the sense of «increasing tension» regarding the sudden resignation of the Chief of the General Staff of the Polish Army Raimund Andzheichak and the operational commander of the Armed Forces Tomash Potrovski on the eve of the presidential elections in Poland *Kulisy dymisji generalatów. Były prezydent zdradza, co dolało oliwy do ognia. «Kompromitacja»* [Fakt, 11.10.2023], <http://surl.li/timdl>; economy and politics, in the sense of «causing dissatisfaction» regarding the inefficient activities of the *Fundusz Odbudowy UE authorities. Kaczyński dolał oliwy do ognia* [Rzeczpospolita, 14.10.2020], <http://surl.li/timhq>; *Gill-Piątek: Z jednej strony NBP próbuje inflację chłodzić, z drugiej dolewa oliwy do ognia* [Rzeczpospolita, 13.05.2022], <http://surl.li/timfe>.

We distinguish (as in the contexts of Ukrainian title names) the use of a phraseological unit with a negative particle not (pol. nie): *Szef Fed nie dolał oliwy do ognia. Dzięki temu złoty złapał oddech* [Gazeta Wyborcza, 08.02.2023], <http://surl.li/timcu>.

The phraseology *yak (mov, nache i t.in.) kholodnyi dush [na holovu]* [10, 509] is used in the headlines of media articles to convey unexpected, overwhelming emotions and situations. The semantics of contexts are closely related to a sense of surprise, even shock: *Shok i kholodnyi dush: huchna zaiava Zaluzhnoho pro viinu* [TSN, 02.11.23], <https://cutt.ly/2etinjjQ>. In the title: *Mistsevi wybory u Sloviansku: kholodnyi dush dla OPZZh* [Ukrainskyi Tyzhden, 26.11.2020], <https://cutt.ly/setinrQL>, the phrase indicates an unexpected election result for a particular political party. The idiom is also used to state problems or criticism: «*Kholodnyi dush*» *dlia ukrainskoi vlady chy konstataciia ochevydnykh problem? Yak komentuiut statti pro Zelenskoho u zhurnali Time* [Voice of America, 31.10.2023], <http://surl.li/twjad>, here the constant expression emphasizes the difficult circumstances of international support for Ukraine by partners. There is a rather ambiguous context in the title of the article on diplomatic relations between the USA and Great Britain: *Kholodnyi dush dlia Trampa. Yak brytanska koroleva trolyla prezidenta SShA* [dsnews.ua, 06/06/2019], <https://cutt.ly/Hettinnt>, when the Queen, during a meeting with the American president, pointed out the long-standing

ties between Great Britain and the United States, recalled that both countries after the Second World War did extremely much to prevent new wars, creating interstate institutions, in particular NATO: «Although the world changed, we always remember the original goals of these structures» [ibid.]. We fix the phrase in the initial part of the name with the following extended comment revealing the content of the article: *Kholodnyi dush dlia vsikh. Chy vtratyt Ukraina bezvizovyi rezhym* [Vysokyi Zamok, 31.10.2020], <https://cutt.ly/ZetinAnQ> – semantics of threat prediction, consequences; *Kholodnyi dush dlia Morelia. Avtora myrnoho planu dlia Donbasu zhorstko pryinialy v Kyievi (peredbachaie reintehratsiu okupovanykh terytorii v Ukrainu)* [NV, 13.11.2015], <https://cutt.ly/8etimWQB> – semantics of negative reaction to actions or initiative. The use of phraseological unit to convey the ratio of different political events is considered spectacular: *Pidsumky roku na Zakarpatti: heneral Petrov i kholodnyi dush dlia Budapeshta* [Radio Svoboda, 27.12.2020], <https://cutt.ly/KetimLOU>, two important regional events are compared – the appearance on the Transcarpathian political arena a powerful new figure and Kyiv's reaction to Budapest's provocative actions; *Pivnichnyi potik-2: kholodnyi dush dlia Ukrainy* [Ukrainska pravda, 23.07.2021], <https://cutt.ly/Tetim4n7> – the final decisions of the United States and Germany on Nord Stream-2 and Ukraine's own pragmatic interest. We consider the context as extraordinary and attractive as possible when the direct and figurative meanings coincide due to comparison with the effect of a cold shower: *Shchob podialo, mov kholodnyi dush* [Holos Ukrainy, 13.12.2017], <https://cutt.ly/JetiQuBN>.

The phraseological unit *zimny prysznic* in the sense of «unpleasant surprise» [6, 596] is most represented in the headlines of articles in Polish sports publications, in particular, to cover the failures of football players *Czechy-Polska. Bardzo zimny prysznic. Zapomnieliśmy, że mamy grać w piłkę* [Rzeczpospolita, 25.03.2023], <http://surl.li/ksmof>, *Porażka ŁKS-u. To zimny prysznic dla kandydata do awansu przed ligą* [Gazeta Wyborcza, 18.01.2023], <http://surl.li/tivqy>; basketball players *Niecała sekunda dzieliła Rosę od awansu. Zimny prysznic dla wszystkich* [Gazeta Wyborcza, 07.01.2018], URL: <http://surl.li/ksnii>; volleyball players *Zimny prysznic dla siatkarzy AZS przed świętami* [Gazeta Wyborcza, 22.12.2010], *Zimny prysznic na początku Memoriału Huberta*

Wagnera. *Kibice siatkówki rozczarowani porażką z Słowenią* [Gazeta Wyborcza, 18.08.2023], <http://surl.li/tivsn>; riders *Zimny prysznic na biało-zielone głowy*. *Eltrox Włókniarz – Motor 43:47* [Gazeta Wyborcza, 12.07.2020], <http://surl.li/kqzud>, tennis players *Zimny prysznic*. *Alfa uległa u siebie SPAR AZS Rzeszów* [Gazeta Wyborcza, 15.11.2011], <http://surl.li/ksmxn>. We record the phraseology in economic and political articles where Russia or its leader Putin is a key figure: *Trump nie nałoży sankcji na Nord Stream 2*. *Zimny prysznic dla Dudy, radość w Moskwie* [Gazeta Wyborcza, 19.09.2018], <http://surl.li/ksnhm>; *Ekspert: Trzeba sprawić Putinowi zimny prysznic* [Fakt, 23.02.2022], <http://surl.li/kshtg>.

In the headlines: *Zimny prysznic dla Trumpa* [Gazeta Wyborcza, 11.01.2017], <http://surl.li/ksnjq>, *Wyniki wyborów 2019. Zimny prysznic Koalicji Obywatelskiej* [Gazeta Wyborcza, 15.10.2019], <http://surl.li/kqztz>, the phrase indicates an unexpected result of the presidential and parliamentary elections. Phraseology is also used to highlight the problems of the social sector, in particular the unsatisfactory work of the transport sector *Zimny prysznic dla pasażerów przed dyngusem. Zmiany w komunikacji miejskiej na Wielkanoc* [Gazeta Wyborcza, 14.04.2022], <http://surl.li/kqzuf>; increase in prices for hot water *Cena ciepłej wody dla wielu olsztyńiaków to zimny prysznic* [Gazeta Olsztyńska, 03.03.2024], <http://surl.li/tvjz>.

Examples of the transformation of a phraseology by expanding its component composition are shown: *Zimny prysznic wylany na głowy piłkarzy Radomiaka* [Gazeta Wyborcza, 17.09.2014], <http://surl.li/kslwp>, *Bruski wysła pod zimny prysznic Zaleskiego* [Gazeta Wyborcza, 31.08.2014], <http://surl.li/kslxv>, *Ewa Wójciak: Wynik tych wyborów jest jak zimny prysznic* [Gazeta Wyborcza, 27.10.2015], <http://surl.li/ksmbs>, *Zimny ukraiński prysznic* [Rzeczpospolita, 18.11.2018], <http://surl.li/ksmcn>. The transformation of the phraseology can be observed in the headline *Macedoński prysznic* due to a change in its component composition [Fakt, 10.01.2009], <http://surl.li/kshtg>.

The phraseology *hraty na nervakh chyikh, komu* «annoy, tease someone, intentionally cause someone to experience» [10, 167] is used in the headlines of media articles in order to create emotional tension and attract the attention of readers. In context: *Hra na nervakh i pochuttiakh: ukraintsiv vtiahuiut u problem, prosiachi* «zabyraty sobi ditei-syrit» [Radio Trek: NOVYNY, 15.03.2022], <http://surl.li/tuvmr>,

the idiom is extended by an additional component «pochuttiakh» to emphasize emotional stress and stress; the extended comment «vtiahuiut u problem», «zabyraty sobi ditei-syrit» is intended to draw the reader's attention to the falsity of such messages. The phrase in the initial part of the name is considered an effective tool for increasing tension and anxiety: *Hra na nervakh: navishcho Rosii yaderna zbroia u Biorusi* [Radio Svoboda, 28.03.2023], <http://surl.li/tuvmv>, extended commentary reveals their causes. Conversely, in the title: *Partiia Razumkova: hra na nervakh Bankovoi* [LB.ua, 11.11.2021], <http://surl.li/tuvnh>, we observe a change in the position of the phraseme in the structure with a corresponding change in accents: political games and influences. We fix the phraseology in the material of sports subjects: the name uses the statements of the player – the opposing team and his perception of the game results: *Zakhysnyk «Mynaiu»: «Dynamo» hralo na nervakh i peremohlo nezasluzhenno* [Pro futbol, 04.10.2022], <http://surl.li/tuvnn>. Here is the context in which the idiom is used with the negative particle not: *Vchymosia hraty ne na nervakh* [Rivne-Rakurs, 15.07.2010], <http://surl.li/tuvnw>. The phraseology is the main element of the headline, which, in our opinion, is an effective tool for attracting attention, because the content of the text can be understood only after reading it. In such an original way, the author of the material reveals the main recommendations for the first steps in the world of music. Thus, in all the identified examples, the phraseology *hraty na nervakh* performs the function of attracting readers' attention, conveying the emotional context of the situation and arousing interest in the content of the article.

The Polish equivalent of the phraseology *grać komuś na nerwach* and its transformed variants *gra na nerwach, granie na nerwach, gra nerwów* have a similar interpretation «to make someone nervous by your behaviour, causing a feeling of irritation» [6, 441]. The authors of the articles use phraseology to cover acute political topics, including the confrontation between democracy and totalitarianism in general, and the United States of America and the Russian Federation in particular: *Rosjanka wyszła z ukrycia i gra na nerwach Władimira Putina. Bohaterka* [Przegląd sportowy, 24.02.2023], <http://surl.li/tvhaa>, *Obecność wojskowa USA w Polsce gra na nerwach Rosji. Żaryn: Silna flanka wschodnia to konieczność dla NATO* [Forsal.pl, 16.12.2020],

<http://surl.li/tvgzm>; *Amerykańska obecność wolskowa w Polsce gra na nerwach Rosji* [Dzieje.pl, 16.12.2020], <http://surl.li/tvign>. Here are the sports-related phraseologies: *Będzie iskrzyć w finale Wimbledonu. Jeden obraża wszystkich, drugi gra na nerwach* [Fakt, 09.07.2020], <http://surl.li/tipap>; *Historyczny ćwierćfinał French Open. Gra nerwów na korcie* [Fact, 02.08.2022], <http://surl.li/tipbu>. We record the phrases in the initial part of the title, followed by an extended commentary that reveals the content of the article: *Gra nerwów o weto prezydenta ws. ustawy o 2 mld zł dla TVP* [Rzeczpospolita, 06.03.2020], <http://surl.li/tioxg>, *Gra nerwów w klubie PO* [Gazeta Wyborcza, 07.11.2015], <http://surl.li/tioxk>, *Granie na nerwach. Czy dźwięki mogą działać jak leki?* [Polityka, 11.06.2022], <http://surl.li/tvizj>.

Conclusions and perspectives of research. The study of phraseology in the headlines of Ukrainian and Polish online publications demonstrates their importance as a tool of influence. Analysis of the headlines showed that phraseological units perform a variety of functions: they not only attract the reader's attention, but also set an emotional tone,

contribute to better memorization of information and create a certain context for the perception of the text. The use of phraseology in the headlines contributes to a more emotional and personal perception of the articles. Readers are more likely to react to headlines with phrasemes, as they are associated with known expressions that evoke certain emotions and memories. The study revealed several main trends in the use of phraseology: the growing popularity due to the need to stand out among a large amount of information, as well as the integration of modern slang expressions and novelties that enrich the language of headlines and make them more dynamic and relevant.

Thus, phraseology in the headings of articles is a powerful resource that significantly affects the perception of the readers of the material. Their use in Ukrainian and Polish online publications demonstrates the richness of language culture and the importance of emotional context in communication. The study shows the need for further study of this phenomenon to improve methods of creating headlines and improve the effectiveness of communication in the media.

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