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ГОЛ У СВОЇ ВОРОТА: ПОРІВНЯННЯ МЕДІАМЕТАФОР В УКРАЇНСЬКІЙ ТА ПОЛЬСЬКІЙ ЖУРНАЛІСТИЦІ



OWN GOAL: COMPARISON OF MEDIAMETAPHORS IN UKRAINIAN AND POLISH JOURNALISM

АНОТАЦІЯ. *Метафоричні вирази відіграють важливу роль у сучасній медійній мові, особливо в заголовкових назвах статей. У статті здійснено порівняльний аналіз використання виразів гра в одні ворота / grać do jednej bramki та гол у свої ворота / strzał do własnej bramki в українських та польських медіа.*

Актуальність теми зумовлена тим, що метафоричні вирази, маючи спільне походження в різних мовах, набувають унікальних відтінків значення залежно від контексту та національних особливостей. Відмінності у використанні цих фразеологізмів в українському та польському медіапросторах залишаються недостатньо дослідженими.

Метою дослідження є проведення широкої вибірки та порівняльного аналізу використання фразеологізмів *гра в одні ворота* / *grać do jednej bramki* та *гол у свої ворота* / *strzał do własnej bramki* у заголовках статей українських та польських медіа, з метою визначення їх ролі у формуванні смислового навантаження та емоційного сприйняття текстів.

Методологія базується на застосуванні типологічного, контекстологічного та описового методів, що дозволило комплексно проаналізувати структуру, семантику та функції заголовків. Використано сучасні підходи до контент-аналізу, які включають оцінку ефективності вживання фразеологічних одиниць як компонентів заголовків. Для вибірки було залучено широкий спектр матеріалів з українських та польських електронних видань.

Результати дослідження показали, що в українських медіа фразеологізм *гра в одні ворота* використовується в контексті спортивних змагань та для позначення несправедливих ситуацій у політиці, правосудді й економіці, де одна сторона має вагому перевагу. У польських заголовках фраза *grać do jednej bramki* має інше значення, акцентуючи увагу на співпраці або змові між різними сторонами, часто з прихованими або суперечливими інтересами, використовується переважно для опису ситуацій внутрішньополітичної чи міжнародної співпраці. Метафори *гол у свої ворота* / *strzał do własnej bramki* символізують критичну помилку, провал, коли дії призводять до негативних наслідків.

Дослідження виявило як спільні, так і відмінні риси у використанні фразеологізмів в українському та польському медіапросторах, що обумовлено культурними й мовними особливостями. Це підкреслює необхідність врахування національного контексту при аналізі медійних текстів та відкриває нові можливості для подальших досліджень у галузі міжкультурної комунікації та лінгвістики.

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

ABSTRACT. *Metaphorical expressions play an important role in modern media language, especially in the headlines of articles. The article presents a comparative analysis of the use of the expressions «гра в одні ворота» / «grać do jednej bramki» and «гол у свої ворота» / «strzał do własnej bramki» in Ukrainian and Polish media.*

The relevance of the topic is determined by the fact that metaphorical expressions, having a common origin in different languages, acquire unique shades of meaning depending on the context and national characteristics. The differences in the use of these phraseological units in the Ukrainian and Polish media spaces remain insufficiently studied.

The aim of the research is to conduct a broad sampling and comparative analysis of the use of the idioms «гра в одні ворота» (playing in one goal) / «grać do jednej bramki» and «гол у свої ворота» (own goal) / «strzał do własnej bramki» in the headlines of articles from Ukrainian and Polish media articles in order to determine their role in shaping the semantic load and emotional perception of texts.

The methodology is based on the use of typological, contextual and descriptive methods, which allowed a comprehensive analysis of the structure, semantics and functions of headlines. Modern approaches to content analysis were used, including an assessment of the effectiveness of the use of phraseological units as components of headlines. A wide range of materials from Ukrainian and Polish electronic media was used for the sample.

The results of the study showed that in Ukrainian media, the phraseological expression «гра в одні ворота» (playing in one goal) is used in the context of sports competitions and to denote unfair situations in politics, justice, and the economy, where one side has a significant advantage. In Polish headlines, the phrase «grać do jednej bramki» (playing to one goal) has a different meaning, emphasizing cooperation or collusion between different parties, often with hidden or conflicting interests, and is primarily used to describe situations of domestic or international cooperation. The metaphors «гол у свої ворота» (own goal) / «strzał do własnej bramki» (shot into one's own goal) symbolize a critical mistake or failure, where actions lead to negative consequences.

The research revealed both common and distinct features in the use of phraseological units in the Ukrainian and Polish media spaces, which are determined by cultural and linguistic characteristics. This emphasizes the need to take into account the national context when analyzing media texts and opens up new opportunities for further research in the field of intercultural communication and linguistics.

Keywords: media; phraseology; semantics; stylistics; Ukrainian language; Polish language.

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Introduction. Metaphorical expressions hold an important place in modern media language, particularly in headlines. The use of phraseological units in texts of various themes allows for the effective conveyance of diverse social and political situations. Metaphors not only add expressiveness and appeal but also help the audience to perceive the content of messages more deeply. Within the framework of the study, a comparative analysis is conducted on the use of the expressions “hra v odni vorota” / “grać do jednej bramki” and “hol u svoi vorota” / “strzał do własnej bramki” in Ukrainian and Polish media, where they reflect different aspects of social interaction, politics, economics, and culture.

The modern media space is saturated with metaphorical expressions that, having a common origin in different languages, acquire unique shades of meaning depending on the context and national characteristics. This applies to the phrases “hra v odni vorota” / “grać do jednej bramki” and “hol u svoi vorota” / “strzał do własnej bramki,” which are widely used in political, social, and economic contexts. The differences in usage within the Ukrainian and Polish media spaces remain insufficiently researched. The relevance of this issue lies in how these phrases are modified and how they influence the audience’s perception in various spheres of public life.

The purpose and objectives of the research. The aim of the study is to conduct a broad sampling and comparative analysis of the use of the phrases “hra v odni vorota” / “grać do jednej bramki” and “hol u svoi vorota” / “strzał do własnej bramki” in the headlines of articles from Ukrainian and Polish media, as well as to determine their role in shaping the semantic load and emotional perception of the texts.

The objectives of the research are: to clarify the peculiarities of the use of phraseological units in the headlines of articles on various topics in Ukrainian and Polish media; to investigate the semantic and stylistic nuances in the texts; to compare the functioning of metaphors in different socio-political, economic, and cultural contexts of the two countries; and to assess the impact of phraseological metaphors on the audience’s perception of media messages in Ukraine and Poland.

Research methodology. The research methodology was based on the use of typological, contextual and descriptive methods, which allowed for a comprehensive analysis of the structure, semantics and functions of titles. Modern approaches to content analysis were also used, which primarily include an assessment of the effectiveness of the use of phraseological units as

components of headlines. The sample included a wide range of materials from Ukrainian and Polish electronic media. The comparative analysis allowed us to identify common and distinctive features in the use of phraseological units in headlines in Ukrainian and Polish.

Results and discussion of the study. The phrase “hra v odni vorota” has become quite popular in the Ukrainian media space, used to describe situations where one party is significantly superior or acts on its own terms, without taking into account the interests of the other. This expression reflects injustice, one-sidedness and imbalance in various spheres of life. Let us look at the peculiarities of using the phraseology in the headlines of contemporary Ukrainian and Polish media on various topics.

The expression “hra v odni vorota” is traditionally used to reflect sports dominance. In football, it refers to matches where one team significantly superior to the other: *Hra v odni vorota: Shakhtar rozimiavsia na Mariupoli v UPL* [UNIAN, 18.09.2021], <https://salo.li/aA225C8>; *Hra v odni vorota: FK “Hremiache” zdoxuv Kubok Ostrozchyny* [RAION.IN.UA, 25.08.2019], <https://salo.li/C4b17bB>. The structure of the titles is the same: the first part is a phraseology, the second is an extended commentary on the game participants and its results. We also confirm the titles where the idiom is complicated by a verb component with the negative particle “not: *Ne bulo hry v odni vorota*”. Trener Ukrainy U19 Mykhailenko otsynyv hru komandy u prohranomu pivfinali Yevro proty Frantsii [Suspilne Sport, 26.07.2024], <http://surl.li/ngmbnz>. The context means that the Ukrainian team demonstrated a worthy level of play; the game was not one-sided.

We certify the headline with the compound phrase in the materials on political and justice issues in the Ukrainian media: “Tse *hra v odni vorota: Yuryst rozpoviv pro koliziiu mizh VRP ta Verkhovnym sudom*”. The phraseology is used to describe the situation when the Supreme Court ignores the position of the High Council of Justice, which leads to one-sided decision-making where one party has an advantage over the other [UNN, 26.12.2023], <http://surl.li/stfwhf>. An interesting example can be found in the article on international political relations titled “*Prydnistrovia: dialoh chy “hra v odni vorota”?*” The title is constructed on a contrast: dialogue (as a positive, equal interaction) — “hra v odni vorota” (as a negative, unfair interaction). This, in our opinion, is an effective technique for engaging the audience in discussing a complex political issue [Ukrinform, 20.04.2017], <http://surl.li/vsefvw>. The use of the phraseologism is noted in the title

of a military-themed material: “*Hra v odni vorota zakinchylasia*”: Ukrainskyi viiskovyi rozpoviv, yak zminylasia sytuatsiia na Kharkivshchyni pislia dozvolu na udary po RF. The idiom is complicated by a verbal component, indicating a significant change in balance — “Rosiiiany zrozumily, shcho *hra v odni vorota zakinchylasia* i holy pochaly zabyvaty vzhe yim” [Patrioty Ukrainy, 10.06.2024], <http://surl.li/ebgibi>. In a military context, we observe the phrase in a material regarding Russian propaganda surrounding the situation at Ukrainian and Russian nuclear power plants: *Hra v odni vorota: chomu MAHATE pereimaietsia lyshe Kurskoiu AES* [Korrespondent.net, 29.08.2024], <http://surl.li/bpufjk>. According to the expert, the one-sided statements of the international monitoring body indicate that there “nemaie ne te shcho balansu... tse *hra na bik ahresora*”.

We can observe the systematic use of the phraseology in economic articles. In the headline “*Hra v odni vorota. Chomu Ukraina nekhtuie investoramy*”, the phrase is used to describe the problem of the investment climate in Ukraine, when the state creates unfavourable conditions under which investors feel like they are in a “*hri v odni vorota*” [Ekonomichna pravda, 01.09.2020], <http://surl.li/kfthwh>. In the article titled “*Hra v odni vorota*” the idiom is used without further comment to highlight the monopoly in the field of public utilities. In situations of “*hry v odni vorota*”, the monopoly supplier dictates its terms, and consumers are deprived of the opportunity to influence unfair, inappropriate tariffs for services [Uriadovyi kurier, 12.08.2016], <http://surl.li/ssgvkp>.

The phraseology is also reflected in the sphere of social relations. The phrase “*Hra v odni vorota*” is used as a title in an analytical material discussing the challenges faced by mothers with children after divorce; it offers advice on raising children under such circumstances. To provide a deeper emotional insight into the topic, the text includes expressions like “*hra za novymy pravylamy*” and “*ne hraite v yoho ihry*” [uaeu, 28.06.2020], <http://surl.li/afvzqx>. We also note the use of the phrase in the title “*Oznaky toho, shcho tvoji stosunky — hra v odni vorota*”, “ which reveals the characteristics of one-sided relationships that traumatize one partner and lead to emotional exhaustion [tochka.net, 12.05.2014], <http://surl.li/ccqonq>.

During the pandemic, the phraseological unit was used in the context of medical restrictions. Thus, in the material titled “*Kyiv hotovyi bude poslabyty zhorstki obmezhenia, ale “hra v odni vorota” tsomu ne spryiatyme*”, it is emphasized that a situation where one party (the Kyiv authorities) fulfills its obligations while the other party (the

city’s residents) does not can hinder the overcoming of the pandemic. Therefore, the effectiveness of the fight against the virus depends on the coordinated efforts of all participants [Kyivvlada, 07.04.2021], <https://salolii/F83121b>.

The study of the Polish equivalent of the phraseology *grać do jednej bramki* in the headlines of media articles has revealed its widespread use in situations where two or more parties act in favor of a common goal, even if their views or interests do not coincide.

The expression “*grać do jednej bramki*” is actively used by the Polish media to describe the political situation in the country. In the headline “*Precz z Unią Europejską*” on Marszu Niepodległości. Kaczyński and *Bosak grają do jednej bramki*”, the phrase is used to highlight the united actions of the PiS president and nationalists regarding the plans of the European Union [Gazeta Wyborcza, 11.11.2023], <http://surl.li/uemby>. In the article titled “*KO złożyła listę kandydatów do rejestracji. Jej liderzy zapewniają: Gramy do jednej bramki z Giertychem*”, the phrase was used to describe the pre-election situation in Kielce [Gazeta Wyborcza, 01.09.2023], <http://surl.li/jqipij> (cooperation of the Civic Coalition leaders with Roman Giertecz in the elections). We note the phraseology in the comparative form in the article about the absence of Sejm representatives at the meetings of the Constitutional Tribunal: *Rozprawa w Trybunale Konstytucyjnym jak gra do jednej bramki* [Rzeczpospolita, 09.03.2016] <http://surl.li/uemdm>.

As a component of headlines, we record the construction in international political articles: *Dyktatorzy grają do jednej bramki* [Gazeta Wyborcza, 15.04.2015], <http://surl.li/uemcw> (having problems with Putin, the West is again ready to believe in the “lesser evil” and in the “good” dictator V. Lukashenko); *Ludmyła Kozłowska: Polska, Rosja, Kazachstan i Mołdawia grają do jednej bramki* [Rzeczpospolita, 12.10.2018], <http://surl.li/uemdk> (statement by the head of the Open Dialog Foundation, Lyudmyła Kozłowska, about attempts to block her activities). In the article “*Jan Szyszko gra do jednej bramki z Niemcami*”, the phrase was used to highlight the political activities of Jan Szyszko, which opposes both the interests of the state and the government’s position [Gazeta Wyborcza, 02.11.2017], <http://surl.li/uemcm>.

The issues of local self-government and budget are also reflected in the metaphor: *Smutne obrazki in ratuszu: Kubicki and his councilors ignore Zastalu’s temat, grają z PiS to jednej bramki* [Gazeta Wyborcza, 27.10.2021], <http://surl.li/uemcg> (regarding the rejection by the Zielona Góra authorities of a PiS-supported project to financially

support a basketball team); Poznan mało wydał na drogi rowerowe. Wiceprezydent uspokaja rowerzystów: *Gramy do jednej bramki* [Gazeta Wyborcza, 10.12.2018], <http://surl.li/uemcj> (cyclists in Poznan are concerned about the allocation of only 3.5 million PLN out of the planned 16 million for bicycle lanes). Note the context with the negative particle *nie*: Rząd *nie gra z nami do jednej bramki* [Rzeczpospolita, 15.09.2021], <http://surl.li/uemdf> (complaints of the Mayor of Lublin about the failure of government officials to coordinate the National Reconstruction Plan and other issues).

The authors also use the phrase to refer to the sexes of social and cultural life: Pracownicy zbyt rzadko *grają do jednej bramki* [Rzeczpospolita, 24.10.2021], <http://surl.li/uemcz> (results of a sociological survey on the level of teamwork among Polish employees); Po raz pierwszy od dawna można w Powszechnym obejrzeć spektakl, w którym wszyscy *grają do jednej bramki* [Gazeta Wyborcza, 11. 02.2016], <http://surl.li/uemcq> (favourable impressions of the innovative theatre production). We also highlight the construction with the noun component *gra do jednej bramki*: Udany debiut Allegro dzięki grze do jednej bramki — wywiad z Agnieszką Janicką z Clifford Chance [Rzeczpospolita, 20.10.2020], <http://surl.li/uemdr> (about the success of an online shopping platform in Poland, whose founders started their activities from a garage in Poznan)

Another phraseological expression, “hol u svoi vorota” has become established in the Ukrainian language as a symbol of critical failure or mistake. This expression is actively used in the media to describe situations where actions or decisions aimed at achieving a certain goal lead to the opposite result.

Here are examples of its use in foreign and domestic political contexts: *Hol u svoi vorota* istorychnoho masshtabu: dyrektor TsRU pro mzhlyvu vidmovu dopomahaty Ukraini [RBK-Ukraine, 30.01.2024], <https://salo.li/5B3BDe6>. The use of the phrase exhaustively demonstrates how dangerous it can be for the United States to retreat from strategic commitments, especially in the context of global geopolitical changes. There are cases of use of the idiom with the verb component *zabyvaty*: Yanukovyh *zabyv hol u vlasni vorota?* [UNIAN, 09.06.09], <https://salo.li/358555d>, when certain political decisions have negative consequences for both the politician's career and the country as a whole. Russia's crimes during the war in Ukraine are also interpreted as “Hol u vlasni vorota”. Yak zvirstva Rosii v Ukraini obiednaly NATO [BBC, 26.11.2022], <https://salo.li/c42F6eB>. Instead of intimidation, the aggressive

actions of the aggressor country only strengthened the defence alliance, which was a serious strategic miscalculation on the part of the Kremlin.

The equivalent of the phraseological unit in Polish “*strzał do własnej bramki*” (literally “a shot into one's own goal”) is a metaphor that refers to actions or decisions that harm the author or their interests, even though they were intended to achieve the opposite. This phrase is actively used to describe articles primarily related to foreign policy and international issues: “Układy z Łukaszenką *to strzał do własnej bramki*” [Rzeczpospolita, 29.09.2008], <http://surl.li/uemdu> (recognition of the results of the parliamentary elections in Belarus is a dangerous trap for the West); “Dyrektor CIA: Wstrzymanie pomocy dla Ukrainy *to strzał do własnej bramki*” [Polska Agencja prasowa, 31.01.2024], <http://surl.li/uemdy> (the withdrawal of the United States from the conflict at a critical moment and the cessation of support for Ukraine is equated to a shot into one's own goal that will go down in history). Wynik referendum w Szwajcarii *to strzał do własnej bramki* [Interia Bynes, 13. 02.2014], <http://surl.li/uemgh> (on the negative economic risks of the referendum in Switzerland on immigration restrictions); Rosołowski: Szczyt Klimatyczny *to strzał do własnej bramki* [Biznes Alert, 07.08.2013], <http://surl.li/uemgs> (on the negative aspects of the Climate Summit in Warsaw); Unia Europejska *zaorze się sama*. Ugorowanie *to strzał do własnej bramki* [Farmer.pl, 06.11.2023], <http://surl.li/uemgo> (criticism of the EU's requirement to leave land uncultivated is perceived as self-destruction).

There are numerous cases of the idiom being used as a component of headlines in articles on domestic politics: Premier na boisku, czyli *strzał do własnej bramki* [Rzeczpospolita, 10.03.2009], <http://surl.li/uemdt> (the loss of the image of Prime Minister Donald Tusk because he played football with his friends instead of voting in the Sejm); *Strzał do własnej bramki*. Poseł PiS chciał pomóc Śląskowi, klub się odciął [Gazeta Wyborcza, 13.08.2015] <http://surl.li/uemeh> (MP's attempt to help a football club was harmful: the club refused to help because of politicization); Rezolucja przeciwko Polsce — *strzał do własnej bramki* [Strefa wolnej prasy, 18. 01.2020], <http://surl.li/uemgj> (on the support of a resolution against Poland in the European Parliament by former footballer Tomasz Frankowski); “Idiotyzm” and “*strzał do własnej bramki*”. Burza po ogłoszeniu pytania na referendum [Radio Zet. Wiadomości, 11-08-2023], <http://surl.li/uemgn> (regarding the first referendum question on the day of the parliamentary elections, concerning the sale of state-owned enterprises).

It is noteworthy that in the text of the article we use the verbal version of the phrase *strzelać da własnej bramki*: “prezes PiS, proponując takie pytanie, *strzela niejako do własnej bramki*, bo to Prawo i Sprawiedliwość jest odpowiedzialne za wyprzedzając majątku państwowego”. The phrase with a verb component is also used in the title of another piece: *SLD strzela gole. Do własnej bramki*” [Rzeczpospolita, 29.11.2012], <http://surl.li/uemdv> (attempts of the Union of Democratic Left Forces to attract new supporters not only failed, but also caused the loss of trust of the electorate).

Conclusions and perspectives of research. As we can see, in Ukrainian headlines, the phraseology *hra v odni vorota* is often used in the context of sports competitions where one team dominates the other. In a broader sense, the metaphor demonstrates unfair situations in politics, justice, economics or relationships, where one side has an advantage and the other is left without protection or influence. This context conveys a predominantly negative assessment of imbalances in various spheres of social life.

In Polish headlines, the phrase *grać do jednej bramki* focuses on cooperation or collusion between different parties, often with hidden or conflicting interests. This phrase is used in the Polish press in domestic and international contexts to describe situations where different political forces or countries act together despite their differences.

The metaphors “*hol u svoi vorota*” (in Ukrainian) and “*strzał do własnej bramki*” (in Polish) in media headlines are widely used in both domestic and foreign policy contexts. In both languages, the metaphor symbolizes a critical failure or mistake, when actions or decisions have negative consequences. In both languages, verbal variants are attested, which, in our opinion, adds dynamics and expressiveness to the texts. In Ukrainian headlines, the metaphor is more often used to describe international politics, war and strategic issues, while in Polish media it is actively used in economic and environmental topics, with special attention paid to domestic political issues, in particular the image of the government or individual politicians.

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