




**Ілона Мирошніченко,**  
кандидат філологічних наук, доцент,  
старший науковий співробітник  
відділу слов'янських мов  
Інституту мовознавства  
імені О. О. Потебні НАН України

**Ilona Myroshnichenko,**  
PhD (Philology), Associate Professor,  
Senior Research Fellow of Department  
of Slavic Languages of O.O. Potebnia  
Institute of Linguistics of National Academy  
of Sciences of Ukraine  
 <https://orcid.org/0000-0003-1681-3893>  
✉ [Ilona\\_in\\_kiev@ukr.net](mailto:Ilona_in_kiev@ukr.net)


**Тетяна Файчук,**  
кандидат філологічних наук,  
старший науковий співробітник  
відділу слов'янських мов  
Інституту мовознавства  
імені О. О. Потебні НАН України

**Tetiana Faichuk,**  
PhD (Philology),  
Senior Research Fellow of Department of  
Slavic Languages of O.O. Potebnia  
Institute of Linguistics of  
National Academy of Sciences of Ukraine  
 <https://orcid.org/0000-0001-6357-8158>  
✉ [tatyanafaichuk@gmail.com](mailto:tatyanafaichuk@gmail.com)

**Ірина Стогній,**  
старший викладач кафедри іноземних мов  
Національної академії статистики, обліку і аудиту

**Iryna Stohnii,**  
Senior Lecturer of the Department  
of Foreign Languages,  
National Academy of Statistics,  
Accounting and Audit  
 <https://orcid.org/0000-0002-1436-1195>  
✉ [istogniy@ukr.net](mailto:istogniy@ukr.net)

**Алла Вільчинська,**  
кандидат філологічних наук,  
молодший науковий співробітник  
відділу слов'янських мов  
Інституту мовознавства  
імені О. О. Потебні НАН України

**Alla Vilchynska,**  
PhD (Philology),  
Junior Researcher of Department of  
Slavic Languages of O.O. Potebnia  
Institute of Linguistics of National  
Academy of Sciences of Ukraine  
 <https://orcid.org/0000-0001-9443-8676>  
✉ [vilchynska.ag@gmail.com](mailto:vilchynska.ag@gmail.com)

## ФРАЗЕОЛОГІЗМИ З ЧИСЛОВИМ КОМПОНЕНТОМ У ЗАГОЛОВКАХ УКРАЇНСЬКИХ ТА ПОЛЬСЬКИХ ЕЛЕКТРОННИХ МЕДІА

## PHRASEOLOGY WITH A NUMERICAL COMPONENT IN HEADLINES OF UKRAINIAN AND POLISH ELECTRONIC MEDIA

**АНОТАЦІЯ.** Фразеологізми є невід'ємною частиною мови, додають текстам експресивності, образності та стилістичної виразності. У сучасному медіапросторі спостерігається активне використання фразеологічних конструкцій у заголовках політичних, економічних, соціальних і військових матеріалів, що актуалізує їх детальний аналіз.

Метою дослідження є з'ясування особливостей функціонування фразеологізмів (п'яте колесо до воза (пол. *piąte koło u wozu*), на два фронти (пол. *na dwa fronty*) та вставити свої п'ять копійок (пол. *wtrącać swoje trzy grosze*) у заголовкових назвах українських і польських медіа. Визначено основні контексти використання зазначених фразеологізмів, оцінено їхнє емоційне забарвлення й дискурсивне значення. Досліджено функціональні особливості заголовків із фразеологізмами у політичному, економічному, військовому, спортивному та соціальному контекстах, а також їхній вплив на сприйняття інформації аудиторією.

Методологія дослідження базується на контент-аналізі, дискурсивному та лінгвістичному аналізі. Використано корпусний аналіз для збору та систематизації заголовків із фразеологізмами, а також методи семантичного та прагматичного аналізу для визначення контекстуальних значень і функцій досліджуваних виразів. Засвідчено, що фразеологізми виконують у медіа не лише експресивну, а й концептуальну функцію, відображаючи суспільні настрої та риторичні стратегії журналістів.

Результати дослідження підтверджують, що фразеологізм «п'яте колесо до воза» використовується як метафора зайвості або непотрібності явища, що особливо поширене в політичних та економічних заголовках. Фразеологізм «на два фронти» характеризує ситуації подвійної гри, боротьби або суперечливих стратегій, зокрема у військово-політичному дискурсі. Фразема «вставити свої п'ять копійок» та її польський відповідник мають іронічне забарвлення та вказують на недоречність висловлювань певних осіб. Крім того, вона може набувати нестандартних значень у креативних контекстах, що свідчить про високий ступінь мовної гри та експресивний потенціал фразеологізмів у сучасному медіапросторі.

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

**ABSTRACT.** Phraseological units are an integral part of the language, adding expressiveness, imagery, and stylistic expressiveness to texts. In the modern media space, there is an active use of phraseological constructions in the headlines of political, economic, social, and military materials, which makes their detailed analysis relevant.

The purpose of the study is to clarify the peculiarities of the functioning of phraseological constructions (*piate koleso do voza* (pol. *piąte koło u wozu*), *na dwa fronty* (pol. *na dwa fronty*), and *vstavyty svoi piat kopiok* (pol. *wtrącać swoje trzy grosze*) in the headlines of Ukrainian and Polish media. The main contexts of use of these phraseological units are identified, and their emotional colouring and discursive meaning are assessed. The functional features of headlines with phraseological units in political, economic, military, sports, and social contexts, as well as their impact on the perception of information by the audience, are investigated.

The research methodology is based on content analysis, discourse, and linguistic analysis. The corpus analysis was used to collect and systematize headlines with phraseological expressions, as well as methods of semantic and pragmatic analysis to determine the contextual meanings and functions of the studied expressions. It is shown that phraseological expressions perform not only an expressive but also a conceptual function in the media, reflecting public sentiment and rhetorical strategies of journalists.

The results of the study confirm that the phraseology *piate koleso do voza* is used as a metaphor for redundancy or an unnecessary phenomenon, which is especially common in political and economic headlines. The phraseology *na dwa fronty* describes situations of double play, struggle, or contradictory strategies, in particular in military and political discourse. The phrase *vstavyty svoi piat kopiok* and its Polish equivalent have an ironic connotation and indicate the inappropriateness of certain people's statements. In addition, it can acquire non-standard meanings in creative contexts, which indicates a high degree of language play and the expressive potential of phraseological units in the modern media space.

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

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**Introduction.** Phraseological units are an integral part of speech that give the texts expressiveness, imagery, and emotional richness. They are widely used in the media, especially in headlines, to attract the attention of the audience and emphasize certain aspects of the topic. In modern media space, there is an active use of phraseological constructions in political, economic, and social materials. The study of phraseological units in the titles allows us to find

out their role in the formation of public opinion and the communicative strategy of publications.

#### **The purpose and objectives of the research.**

The aim of the study is to analyze the peculiarities of the functioning of phraseological units (*piate koleso do voza* (pol. *piąte koło u wozu*), *na dwa fronty* (pol. *na dwa fronty*), and *vstavyty svoi piat kopiok* (pol. *wtrącać swoje trzy grosze*)) in the headlines of Ukrainian and Polish media. To achieve this goal, the following tasks

have been set: to determine the main contexts of the use of the specified phraseological units in headlines; to assess the emotional connotation and discursive meaning of the phraseological units in the media; to investigate the functional features of phraseological headlines in political, economic, military, sports, and social contexts; to clarify the impact of phraseological units on the audience's perception of information.

**Research methodology.** The study is based on the methods of content analysis, discourse analysis, and linguistic analysis of headlines. Corpus analysis was used to collect and systematise headlines with phraseological expressions, as well as semantic and pragmatic analysis methods to determine the contextual meanings and functions of the studied expressions. The socio-political and economic aspects of the use of phraseological expressions in media discourse are also considered.

**Recent research and publications.** A number of studies by contemporary scholars are devoted to the study of phraseological units in headline titles. Modified phrases are of particular interest to scholars (T. Faichuk, N. Fihol [11], T. Faichuk, I. Myroshnichenko, I. Stohnii [1], Zh. Zhunusova [7], N. Demianenko [6]). Contrastive studies allow scientists to identify common and distinctive semantic features of phraseological units of related languages (T. Faichuk, I. Myroshnichenko, I. Stohnii, A. Vilchynska [9, 12], A. Shvets [13]), to make assumptions about their common origin (M. Jež [2]). The relationship between the symbolic meaning of numbers and the frequency of use of certain numerical components in phraseological units is studied (L. Kulishenko, S. Chechel [8]).

**Results and discussion of the study.** The phraseology *piate koleso do voza* (pol. *piąte koło u wozu*) is widely used in Ukrainian and Polish media as a headline. The main meaning of the phrase is 'superfluous, unnecessary' [10, 304; 3].

Let us consider the peculiarities of using the construction in the titles of different publications, analysing the functions and contextual colouring.

We note the use of phraseology in the headlines of materials related to political processes and decisions: *Piate koleso do voza chy ostannia nadiia: cpetstrybunal dlia Putina y ne tilky* [24 Kanal. 25.01.2023], <https://surl.li/ojamt>; the phrase is used in a comparative context, thus emphasising the need to create a special tribunal for Russia's aggression against Ukraine and its strategic importance for the international le-

gal order. The title of Ekspert: *Zjazd Ludowy to piąte koło u wozu w systemie władzy Łukaszenki* [Polska agencja prasowa. 26.04.2024], <https://surl.li/cerzrz>, the phraseology emphasises the unnecessary nature of the National People's Assembly, because with the outbreak of a full-scale war in Ukraine, Putin needs Lukashenko as an ally, and plans for a change of government are a thing of the past. In the article *Koszmar Donalda Tuska. Kumple potraktowali go jak piąte koło u wozu* [Super express. 19.06.2019], <https://surl.li/jua-sub>, the statement states the gradual withdrawal of Donald Tusk from an active role in Polish politics and the lack of support from his associates.

Polish media use this phrase in the context of not only global but also regional problems. The article *Platforma Obywatelska w Komornikach, czyli... piąte koło u wozu starosty* [Głos Wielkopolski. 24.07.2015], <https://surl.li/kenopi> describes the intra-party conflict of the Civic Platform (pol. Platforma obywatelska), as a result of which one of the cells in Poznan County interferes with the organization and creates difficulties rather than benefits.

Phraseology becomes critical in the headlines regarding the assessment of various social phenomena. In particular, in the title "*Piate koleso do voza*": *Taras Topolia "proikhavsia" po ukhyliantakh* [UNI-AN.Lite. 30.12.23], <https://surl.li/jzotmh> expression strengthens the position regarding persons who evade military service. In another fixation, *Isnuicha DPA – piate koleso do osvitianskoho voza* [Osvita. ua. 11.04.2023], <https://surl.li/plxayv> – the phrase expresses a negative attitude to the State final certification as an outdated or unnecessary phenomenon in education. *У чотирі Чвврта влвдзв півте коло у во-зу* [Rzeczpospolita. 11.04.2015], <https://surl.li/ailcmc> phraseology focuses on the inability of the Polish media to perform its controlling function, which is the most important from the point of view of the state and society.

Alienation in relationships is the subject of media articles in which we record a phraseological comparison as if it were a *piąte koło u wozu*. Headline *Jestem stary, więc syn – wielki dyrektor – traktuje mnie jak piąte koło u wozu. Obcy stali się moją rodziną* [Polki.pl. 15.07.2021], <https://surl.li/qomsl> reveals the pain of a father whose son has drifted away and perceives him as a burden. In the article *Odkąd mama znalazła nowego faceta, czuję się jak piąte koło u wozu. Mam wrażenie, że ciągle im przeszkadzam* [Styl.fm. 23.09.2023],

<https://surl.li/xcgaym>, we observe the opposite situation – the son feels that his mother does not need him. Material *Nie mam ani męża ani dzieci, więc rodzina traktuje mnie jak 5 koło u wozu. Nie mają czasu dla starej panny z kotem* [Polki.pl. 12.10.2022], <https://surl.li/djirvf> describes the experience of a person who is no longer perceived by her family as an important part of the family because of her status as a childless unmarried woman.

Sometimes the use of phraseology draws attention not so much to the problem as to people's feelings. The headline *Traktowani jak piąte koło u wozu* [Turyki.pl. 27.01.2021], <https://surl.li/vzqbtq> emphasises that residents of a small village are dissatisfied with the unfair distribution of funds and feel unnecessary and ignored by the local authorities. The connotation of betrayal is emphasised in the piece by another expression that has a precedent-setting name – *Władze i radni okradli nas judaszowskim sposobem* [ibid].

In the context of linguistic discussions, the expression is used to criticise Russianisms in language practice: *Rosiiianizm: Navishcho piate koleso do voza?* [Ukrainskyi interes. 10.06.2024], <https://surl.li/hafxbi>.

There is a considerable number of headlines with a phraseological component for assessing legal and economic phenomena. In the title *Zakonoprojekt No. 8369: piate koleso do voza* [Ferner Prydniprovnia. 03.04.2023], <https://surl.li/gwsvvw>, the phrase states that the draft law is inappropriate in terms of implementing agricultural policy, not taking into account the specifics of the agricultural sector. Another material *Nederzhavnyi universytet v Ukraini: piate koleso do voza?* [Osvita.ua. 19.01.2019], <https://surl.li/kqsjqk> presents an analysis of the draft version of the Law of Ukraine 'On Higher Education'. The interrogative tone ('?') creates the effect of a discussion: whether the situation is really justified, whether non-state higher education institutions have prospects in the Ukrainian education system. Thus, the headline not only attracts attention but also raises a problematic issue. The article *Hih-kontrakty v IT: vdalyi kompromis chy piate koleso do voza?* [Yurydychna Hazeta. 13.07.2022], <https://surl.li/dortgd>, assesses the newly created legal model in the IT sector, which can either be a useful solution or an unnecessary element. The title *Ofiara wypadku jak piate koło u wozu* [Wyborcza.biz. 29.05.2014], <https://surl.li/zmwslz> raises the issue of unfair treatment of the road accident victim who should have received assistance, but instead feels 'superfluous' in the entire insurance

compensation system. In the article *Burza w NBP. 'On się czuje jak piąte koło u wozu'* [Money.pl. 08.11.2023], <https://surl.li/gtbfbi>, the phraseology emphasises the complexity of the relationship between the head office of the National Bank of Poland and NBP board member Paweł Mucha. Economic analytics *Statutnyi kapital – 'piate koleso do voza' or nedootsinenyi atrybut hospodarskykh tovarystv?* [Advokatske obiednannia 'Bachynskyi ta partnery'. 29.08.2023], <https://surl.li/bkkjrj> considers the authorised capital as a tool that can help a company achieve its goals. It is noteworthy that the phrase is quite often used in contrasting constructions. Compositionally, such constructions are alternative questions that involve two opposing assessments of the same phenomenon, focusing on the possibility of its perception as a successful solution, a successful compromise, an underestimated attribute, or, conversely, an unnecessary and ineffective *piate koleso do voza*.

We can observe the systematic use of the phraseological comparison *jak piąte koło u wozu* in sports articles: *MŚ U-20 w Polsce jak piąte koło u wozu. Duże kłopoty dla polskich klubów* [Sport.pl. 03.04.2019], <https://surl.li/seecno> highlights the unjustified financial losses and organisational difficulties at the 2019 FIFA U-20 World Cup held in Poland. The headline *Roman Kosecki: Mój syn jak piąte koło u wozu* [Przegląd sportowy.onet.pl. 27.03.2015], <https://surl.li/ebvwru>, focuses on the lack of demand for the son of the famous Polish footballer and politician Roman Kosiński. The phraseology is used not only to emphasise that the athlete is superfluous or unnecessary – he is excluded from the process.

We record cases of the phrase's use in the historical and technical context: *'Shcho skazhete pro tsiu tekhnolohiiu z mynuloho? Chy diisno «piate koleso do voza» zaive?* [Avtotsentr.14.11.2023], <https://surl.li/vqnwae>. The headline is used literally: the technology of using the fifth wheel in cars, contrary to the established meaning of the expression, actually had a practical application – it made parking easier.

The opinion that innovations and their creators in Poland do not receive proper support and feel superfluous in society (although they are the driving force of progress) is expressed in the article entitled *Innowatorzy – piąte koło u wozu* [Kurier poranny. 13.03.2016], <https://surl.li/xvuons>.

The phraseology *na dwa fronty* (pol. *na dwa fronty*) is consistently used in the titles of articles in



Ukrainian and Polish media to emphasise simultaneous activity or struggle in two directions. It is noteworthy that in Polish, the phraseology is marked by a rather large variation, which is recorded in fundamental lexicographical works: *[walczyć, działać] na dwa fronty (na kilka frontów)* means ‘to fight simultaneously, to act in two, several directions, in two, several spheres, branches’ [3], *ktoś robi coś na dwa fronty (na kilka frontów, na wiele frontów)* is ‘about a person who acts two-facedly, cooperates, who acts duplicitously, cooperates with two or more parties to the conflict’ [4, 254], *na dwa fronty (na kilka frontów, na trzy fronty)* is “about someone who simultaneously acts in two or more areas, sectors” [5]. It is worth noting that in the headlines of Polish media, the variant forms of the phraseology *na kilka frontów, na wiele frontów, na trzy fronty* are much less common.

Summarising the recorded examples, we can state that the most common use of the expression is in materials about military conflicts and geopolitical challenges. For example, in the article ‘Україна вимушена вести війну на два фронти – з росією назовні та з корупцією всередині [Bastion.tv. 21.06.2023],’ [Bastion.tv. 21.06.2023], <https://surl.li/ladyvk>, the phraseology emphasises the complexity of the situation for Ukraine, which is simultaneously confronting an external enemy (Russia) and an internal one (corruption). This metaphor enhances the emotional colouring of the text. Similar to the first example, the headlines *Ukraina vede viinu na dva fronty – nimetskyi dyplomat* [Ukrinform. 01.03.2021], <https://surl.li/ckeyji>; *Juszczenko: Ukraina prowadzi wojnę na dwa fronty* [Rzeczpospolita. 26.10.2017], <https://surl.li/lxpcnq>, focuses on the simultaneous confrontation with external and internal challenges, but without specifying the internal enemy. Just reading the text reveals the content of both fronts: an external front in the east and south of Ukraine, and an internal front with opponents of reforms and corruption. In the headline *Rosyjska opozycja w Warszawie. Walka z Władimirem Putinem na dwóch frontach* [Rzeczpospolita. 20.03.2024], <https://surl.li/kayehr>, the phraseology is used to emphasise the unity of the Russian opposition and democratic Europe in the fight against dictatorship and dictator Putin in particular. The headline *Zavdannia dlia Ukrainy: hotuvatysia na dva fronty, voiuvaty – na odyń* [Radio Svoboda. 25.04.2021], <https://surl.li/gzrylx> modifies the classic construction of the phraseology to highlight the strategic planning of military operations. In the

statement by the Ukrainian Foreign Ministry spokesperson *Podii v Syrii svidchat, shcho RF ne mozhe voiuvaty na dva fronty – MZS Ukrainy* [Interfaks-Ukraine. 06.12.2024], <https://surl.li/qwneow>, the phrase is used in the context of assessing the military capabilities of the Russian Federation, emphasising its inability to act effectively on several fronts at the same time.

In the title *Shvydshe za vse, Izrailiu dovedet-sia vesty viinu na dva fronty odnchasno* [New Voice. 11.10.2023], <https://surl.li/dosoii>, the phraseology is used in a literal sense, indicating the threat of hostilities on two fronts at once ( Hamas, Hezbollah). In this context, the expression does not acquire a figurative meaning but conveys the actual state of affairs. We consider the headline of the article *Viina na trokh frontakh: chomu Izrail odnchasno voiue z KhAMASom, ‘Khezbollahu’ ta Iranom*, interesting in its literal interpretation. *Poiasniuemo* [ESPRESO. 03.10.2024], <https://surl.li/usydet>, in which the change of the numeral is also not considered a transformation in view of the actual analysis of the hostilities. In another title, *Try fronty, yaki Ukraina ne mozhe prohraty* [Hlavkom. 30.10.2024], <https://surl.li/lvchvq>, we record the change of the numerical component to three fronts, we have a semantic modification of the phrase, which remains understandable but is adapted to the current geopolitical context.

We also note the use of the phrase *na dva fronty* to describe the behaviour of leaders or states manoeuvring between opposing forces. This emphasises a double political game, manoeuvring between the interests of different parties. In the headline *Zakhid vymushenyi reahuvaty na dva fronty u protydyi ahresii rosiiskykh soiuznykiv i vasiliv* [Borysfen Intel. 23.12.2023], <https://surl.li/svptxh>, the phraseology is not applied to a specific political leader or state; the metaphor reinforces the perception of the situation as a large-scale, multi-vector conflict. In other attested contexts, the phraseology indicates the ambiguity of the policies of different states or their leaders: *Orban hraie na dva fronty z Rosiieiu ta YeS* [ESPRESO. 03.12.2023], <https://surl.li/ushvls>; *Cypr gra na dva fronty – rosyjski i unijny* [Wyborcza.pl. 06.07.2012], <https://surl.li/eitttf>; *Putin w Belgradzie. Kremlovska polityka vzniesania chaosu i serbska gra na dva fronty* [Wyborcza.pl. 18.01.2019], <https://surl.li/qadpdp> (hinting at diplomatic duality, balancing between the two sides in order to benefit from both camps); *Hraie na dva fronty: Si Tszinpin zrobyv novu zaiavu pro viinu*

*i vidnosyny z Rosiieiu* [Patrioty Ukrainy. 25.06.2024], <https://surl.li/rnvfkc> (China's position on maintaining trade relations with Russia and its neutral peacekeeping position on the settlement of the war in Ukraine). In the article '*Turcja gra na dwa fronty*' [Wyborcza.pl. 14.08.2015], <https://surl.li/xhgnti>, the phraseology is intended to focus the reader's attention on the subject, without specifying the subject matter of the article. Just reading the text reveals the content of two fronts: Ankara's fight against the Islamic State, and in fact, only against the Kurds, causing instability in the south of the country and complicating the international fight against Islamic radicals for the sake of political victory in the elections. In the headline *Hraie na dva fronty? Analitik poiasnyv, chomu India ne rozryvaie zviazky z Rosiieiu* [Patrioty Ukrainy. 23.08.2024], <https://surl.li/oenxof>, the phraseology is used in a questioning form, which creates intrigue; the wording draws attention to possible ulterior motives or pragmatic diplomacy of India.

In the article *Przemysław Wipler: PiS walczy na trzech frontach* [Rzeczpospolita. 23.10.2019], <https://surl.li/mgehre>, the phraseology indicates the ambiguity of the domestic political situation in Poland. The replacement of the numerical component *dwa* with the indefinite nominal pronoun *wszystcy* reinforces the multi-vector nature: *Platforma kontroluje na wszystkich frontach* [Rzeczpospolita. 04.04.2009], <https://surl.li/trlqhk>.

In terms of economic and social challenges, the phraseological expression is used to describe the activities of organisations or sectors of the economy that have to solve several important tasks at the same time. The headline titles show the emphasis on the double burden of agrarians and farmers: the sowing campaign, ensuring food security, which is critical in wartime, and sending humanitarian supplies to places of active hostilities and participation in territorial defence: *Na dwa fronty. Yak ahrarii odnochasno zabezpechuiut posivnu ta prodovolchu bezpeku u hariachykh tochkakh* [Agrayery. 04.04.2022], <https://surl.li/wjedhy>; *Dva fronty: fermery vstupaiut do teroborony* [SEEDS. 17.05.2022], <https://surl.li/xhskpw>. The headline '*Shche nikoly nam ne vypadalo pratsiuvaty na dva fronty*' – Oleksandr Sosis, *metsenat ta aktsioner Alians Banku* [Alliance Bank. 06.10.2022], <https://surl.li/bqoocq>, used in direct speech, reinforces the personal dimension of the phraseology: it refers to an extraordinary

experience that did not exist before. The context of the financial sphere emphasizes the need to balance economic challenges with support for the army and humanitarian initiatives. This is an example of the transformation of a phraseology: *Walka nie na tych frontach* [Rzeczpospolita. 30.04.2014], <https://surl.li/excmcl>. The replacement of the numerical component in the headline focuses the reader's attention on the subject of the article – the struggle of international telecommunications companies for spheres of influence in developing countries.

The struggle for life and personal challenges are the topics of media articles, in which we use a phrase to reflect the simultaneous struggle with various problems (illnesses, difficulties). In the article '*My zmusheni voiuvaty na dva fronty»: istorii zhinok u viisku*' [Women are now 50% of Ukraine's military. 11.01.2024], <https://surl.li/kytaje>, the headline emphasises that women in the army face not only traditional difficulties of military service, but also gender challenges. The headline *Voin-heroi z Ternopolia boretsia za zhyttia: bytva na dva fronty* [Parafiia zhon-myronosyts PTsU. 21.08.2023], <https://surl.li/dpekeo> reveals two battles of a soldier who, after three years of participation in hostilities in the east, is fighting another battle with an aggressive type of cancer.

We also highlight headlines with the phrase in special contexts (intelligence, espionage, special operations). In the headline *Shpyhuny na dva fronty, abo kalamutni oborudky prorosiiskoho Pavla Fuksa* [Konflikty i zakony. 30.11.2024], <https://surl.li/jcmafx>, the phrase indicates the contradictory, dubious, unreliable nature of the subject as an informant of Western intelligence. In the context of another title, *Rekordna nich bavovny: SBU nyschyt dva fronty rosiian* [Hlavkom. 14.01.2025], <https://surl.li/pxrltr>, the phrase reveals the significance of systematic attacks by the Security Service of Ukraine's drones on Russian military and economic facilities.

Outside of the political and military context, the connotation of struggle is consistently seen in sports-related articles: *Sukces na trzech frontach* [Rzeczpospolita. 15.12.2014], <https://surl.li/ovwkya>; *Na dwóch frontach* [Rzeczpospolita. 18.12.2016], <https://surl.li/ytgigk>; *Gra na dwa fronty* [Rzeczpospolita. 16.02.2009], <https://surl.li/pltdyj>. The excessive brevity of the headline articles makes it difficult to identify their issues. Only reading the text reveals the content of the fronts.

In the sphere of social relations, phraseology is used as a warning about the danger of secret relationships of people who are already in relationships. The range of use in this context is wide – from horoscopes (*Romans na dwa fronty?! To doprowadzi cię do zguby* [Fakt. 17.01.2015], <https://surl.li/zlzsze>) to journalistic materials on psychology (*Ze strachu grałam na dwa fronty* [Wyborcza.pl. 28.01.2017], <https://surl.li/dtljhz>).

The phraseology *vstavyty svoi piat kopiok* and its Polish equivalent *wtrącać (wsadzać, wtykać, dorzucać) swoje trzy grosze* are used in the headlines of media articles to mean ‘to express one’s opinion, to intervene in the discussion of a certain issue’, often with a negative, ironic or dismissive connotation. First of all, let us highlight examples of the phrase’s use in the political context: *Lukashenko vyrishyv vstavyty svoi piat kopiok u temu pidirvanoï HES* [Gazeta.ua. 08.06.2023], <https://surl.li/eqdyxs>. The phrase conveys an ironic, critical attitude to Lukashenko’s words, who, without providing any evidence, accused Ukraine of blowing up the Kakhovka hydroelectric power station. In the article *Ze proty Za: piat kopiok vid kamianchany* [Kstati+ novyny Kamianskoho. 29.11.2023], <https://surl.li/vwhdxm>, the expression is used to ironically characterise the ex-MP’s statements about the conflict between the president and the military leadership. The questioning tone of the article by Dominika Wielowieyska: *Czy Komorowski i Zandberg muszą dorzucać swoje trzy grosze?* [Wyborcza.biz. 04.05.2023] <https://surl.li/rahhsy> appeals to the reader, creating the effect of a discussion: is it possible to effectively govern the country, guided by personal animosity and neglecting rational analysis of polls. In the article *Mamy renesans węgla, kolejki pod kopalniami ustawiają się nocą. Azja dokłada swoje trzy grosze do kryzysu energetycznego* [Wyborcza.biz. 18.10.2021], <https://surl.li/szskpl>, the phraseology reflects a negative attitude to the growth of coal demand from Asia, which in turn increases the global energy crisis.

In the context of linguistic discussions, the expression is used to criticize Russisms in the language practice *Hodi ‘vstavliaty svoi 5 kopiok’* there is a more suitable equivalent in the Ukrainian language [MC. today. 07.08.2024], <https://surl.li/vziolx>. The article interprets the phrase as a literal translation of a fixed expression and offers alternatives such as ‘*sunuty nosa do chuzhoho prosa*,’ ‘*sunuty nosa*,’ and ‘*sunuty svo-ho nosa*.’ The expression is used in a meta-linguistic

sense, not as part of a news context, but as a subject of discussion. An interesting and original example of the phrase’s use in a cultural context is: ‘*Zrobymo? Biliaivtsi mozhut ‘vstavyty’ svoi piat kopiok ta peredaty yikh na vulychnyi art-proiekt v Odesi*’ [Biliaivka.City. 06.11.2019], <https://surl.li/lehoiz>. The phraseologism takes on a literal meaning, as it specifically refers to the transfer of physical coins. This is a play on words: the traditional expression acquires a new meaning due to the peculiarities of the project.

**Conclusions and perspectives of research.** The study showed that phraseological units are actively used in the Ukrainian media to create expressive headlines that attract the attention of the audience and form the appropriate perception of information. Phraseology *piate koleso do voza* (pol. *piąte koło u wozu*) performs the function of metaphorically marking the uselessness or uselessness of a certain phenomenon or object, especially in the contexts of politics, education, sports, and economics. Its use reinforces critical assessments and helps to establish emotional contact with the reader.

Phraseology *na dwa fronty* (pol. *na dwa fronty* and its lexical variants *na kilka frontów, na wiele frontów, na trzy fronty*) is marked by considerable flexibility in interpretation, allowing it to be applied to characterize situations of double play, struggle or conflicting strategies. Its variability contributes to adaptation in various thematic areas – from military and political discourse to social and economic contexts.

The phrase *vstavyty svoi piat kopiok* and its Polish equivalent *wtrącać (wsadzać, wtykać, dorzucać) swoje trzy grosze* in the headlines of Ukrainian and Polish media carry an ironic, derogatory connotation and are used to demonstrate the secondary nature or inappropriateness of certain individuals’ statements. Furthermore, their usage can acquire unconventional meanings in creative contexts, indicating a high degree of linguistic play and the expressive potential of phraseological units in the modern information space.

Thus, phraseological units remain an important tool of media rhetoric, as they not only add expressiveness to headlines but also shape the communicative impact on the audience. Further research on this phenomenon could include an analysis of the dynamics of the usage of other phraseological units, their transformation, and interaction with new media formats.

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