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Файчук Т. Г.*канд. філол. наук, ст. наук. співробітник відділу слов'янських мов Інституту мовознавства ім. О. О. Потебні НАН України, м. Київ, Україна*

tatyanafaichuk@gmail.com

ORCID: 0000-0001-6357-8158

Мирошніченко І. М.*канд. філол. наук, ст. наук. співробітник відділу слов'янських мов Інституту мовознавства ім. О. О. Потебні НАН України, м. Київ, Україна*

Ilona_in_kiev@ukr.net

ORCID: 0000-0003-1681-3893

Стогній І. В.*ст. викладач кафедри іноземних мов Національної академії статистики, обліку і аудиту, м. Київ, Україна*

istogniy@ukr.net

ORCID: 0000-0002-1436-1195

Faichuk T.*PhD of Philology, Senior Research Fellow of Department of Slavic Languages of O. O. Potebnia Institute of Linguistics of National Academy of Sciences of Ukraine, Kyiv, Ukraine*

tatyanafaichuk@gmail.com

ORCID: 0000-0001-6357-8158

Myroshnichenko I.*PhD of Philology, Senior Research Fellow of Department of Slavic Languages of O. O. Potebnia Institute of Linguistics of National Academy of Sciences of Ukraine, Kyiv, Ukraine*

Ilona_in_kiev@ukr.net

ORCID: 0000-0003-1681-3893

Stohnii I.*Senior Lecturer of the Department of Foreign Languages, National Academy of Statistics, Accounting and Audit, Kyiv, Ukraine*

istogniy@ukr.net

ORCID: 0000-0002-1436-1195

THE «RED CARD» IS NOT ONLY IN FOOTBALL: UNCODIFIED PHRASEOLOGY OF SPORTS ORIGIN IN THE HEADLINES OF UKRAINIAN, ENGLISH AND POLISH MEDIA**«ЧЕРВОНА КАРТКА» НЕ ЛИШЕ У ФУТБОЛІ: НЕКОДИФІКОВАНІ ФРАЗЕОЛОГІЗМИ СПОРТИВНОГО ПОХОДЖЕННЯ В ЗАГОЛОВКАХ УКРАЇНСЬКИХ, АНГЛІЙСЬКИХ І ПОЛЬСЬКИХ МЕДІА**

Abstract. Phraseological units play an important role in headlines of media articles, adding expressiveness, emotionality and attracting readers' attention. In Ukrainian, English and Polish, headlines with stable phrases are widely used, but their structure, semantics and functions may differ significantly. The article examines the peculiarities of using the decoded phraseology *chervona kartka* (English: red card, Polish: czerwona kartka) in the headlines of media articles in electronic media in Ukrainian, English and Polish. The main

purpose of the study is to determine the stylistic function of the phraseology, analyze its semantic features and influence on the audience.

The research methodology is based on content analysis, discourse analysis and linguistic analysis. Content analysis allowed us to determine the frequency of use in media headlines, discourse analysis provided an overview of rhetorical strategies and the formation of media narratives, and linguistic analysis covered semantic and pragmatic aspects of use. The corpus of the study was formed on the basis of headlines from Ukrainian, English and Polish online media that publish materials on sports, political, legal and social topics.

The results of the study show that phraseological units give the headlines expressiveness, add attractiveness and interest. Analysis of the use of phraseology red card revealed a variety of functions: from the designation of disciplinary punishment in sports to condemnation or prohibition in political and social contexts. In sports news, this expression is used mainly in the literal sense, while in socio-political texts it acquires phraseological significance. In Ukrainian, English and Polish media, similar trends can be traced, although the frequency of use, the variability of contexts and the stylistic specifics of the presentation may differ depending on the language specifics and cultural characteristics.

The results of the study indicate the importance of phraseological units in headlines for effective media communication. Further research may seek to address phraseological headings in other thematic areas and their impact on audiences in different cultural contexts.

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

Анотація. Фразеологізми відіграють важливу роль у заголовках медіа-статей, додаючи виразності, емоційності та залучаючи увагу читачів. В українській, англійській і польській мовах заголовки зі стійкими словосполученнями широко використовуються, проте їхня структура, семантика й функції можуть суттєво відрізнятися. У статті розглянуто особливості використання декодифікованого фразеологізму *червона картка* (анг. *red card*, пол. *czerwona kartka*) в заголовках медіа-статей електронних видань українською, англійською та польською мовами. Основною метою дослідження є визначення стилістичної функції фразеологізму, аналіз семантичних особливостей та впливу на аудиторію.

Методологія дослідження ґрунтується на контент-аналізі, дискурсивному та лінгвістичному аналізах. Контент-аналіз дозволив визначити частотність використання у медіа-заголовках, дискурсивний аналіз забезпечив розгляд риторичних стратегій і формування медійного наративу, а лінгвістичний аналіз охопив семантичні та прагматичні аспекти вживання. Корпус дослідження формувався на основі заголовків українських, англійських і польських онлайн-видань, що публікують матеріали на спортивну, політичну, юридичну та соціальну тематику.

Результати дослідження показують, що фразеологізми надають заголовкам експресивності, додають привабливості й зацікавлення. Аналіз вживання фразеологізму *червона картка* виявив різноманітні функції: від позначення дисциплінарного пока-

рання у спорті до осуду або заборони в політичних і соціальних контекстах. У спортивних новинах цей вираз використовується переважно в прямому значенні, тоді як у суспільно-політичних текстах набуває фразеологічного значення. В українських, англійських і польських медіа простежуються схожі тенденції, хоча частотність вживання, варіативність контекстів і стилістична специфіка подачі можуть відрізнятися залежно від мовної специфіки та культурних особливостей.

Отримані результати свідчать про важливість фразеологізмів у заголовках для ефективної медіа-комунікації. Подальші дослідження можуть бути спрямовані на розгляд фразеологічних заголовків у інших тематичних сферах та їх впливу на аудиторію у різних культурних контекстах.

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

Introduction. Phraseological units play an important role in headlines of media articles, adding expressiveness, emotionality and attracting readers' attention. In Ukrainian, English and Polish, headlines with stable phrases are widely used, but their structure, semantics and functions may differ significantly. The question of the effectiveness of such headlines and the audience's reaction to their use requires in-depth research. A comparative analysis of the functioning of phraseological units in the media of different countries is particularly relevant at the present stage.

The purpose and objectives of the study. The purpose of the study is to investigate the peculiarities of using phraseological units in the headlines of media articles in Ukrainian, English and Polish electronic media, to determine their stylistic function, to analyse their semantic features and impact on the audience. To achieve this goal, we have to solve the following tasks: to analyze the headlines of articles in Ukrainian, English and Polish electronic media containing phraseological units; to determine the structural and semantic features of such headlines; to study the functional role of phraseological units in creating headlines; to conduct a comparative analysis of the use of phraseological units in the headlines of media articles; to evaluate the effectiveness of headlines with phraseological units and their impact on readers.

Research methodology. This study uses a comprehensive approach to analyzing the headlines of media texts containing the uncodified phraseology *chervona kartka*. The main methods used were content analysis (which allowed us to identify the frequency of use), discourse analysis (which provided a study of rhetorical strategies, clarification of the role in shaping the media narrative) and linguistic analysis (which covered semantic and

pragmatic aspects of use, including direct and metaphorical interpretation in headlines of various media genres).

The corpus of the study was formed on the basis of headlines from Ukrainian, English and Polish online media that publish materials on sports, political, legal and social topics. The analysis was carried out using open digital media archives, as well as automated tools for collecting and processing textual data.

Recent research and publications. A number of studies by modern scholars are devoted to the study of phraseological units of sports origin (O. Styshov, V. Khlebda). According to V. Khlebda, the core of the phraseological ‘field of sportiness’ is formed by three games. Khlebda, three ball games (football, basketball and volleyball), as well as partially athletics, boxing and tennis formed the core of the ‘field of sports’ [3, 91]. The number of scientific works devoted to football discourse in general and football phraseology in particular has increased, which is due to the active development of the lexicon of the most popular game in the world (V. Maksymchuk [4; 5], Prexler L. [6], Fink Ž. [2]). O. Styshov, studying the slang phraseology of the field of sports in the mass media discourse of the XX — early XXI century, notes that ‘a significant number of sports slang phrases need to be recorded, waiting for proper interpretation and lexicographic processing’ [8, 120]. A comparative analysis of the use of uncoded phraseological units of sports origin in Ukrainian and Polish media is highlighted in one of our articles (T. Faichuk, I. Myroshnichenko, I. Stohnii, A. Vilchynska [1]). The uncoded phraseological units that have arisen on the basis of sports established compound terms remain insufficiently studied, which determines the relevance of our work.

Results of the study. Coverage of sports news is impossible without the use of special terminology, which can later acquire a phraseological meaning. One such example is the football term *chervona kartka* ‘a piece of red paper shown by a referee to a player who will be sent off the field’ [7]. The term is actively used in sports media headlines to highlight dramatic moments in matches: ***Chervona kartka*** Zabarnoho ta sensatsiina porazka Zinchenka v poiedynkakh anhliskoi Premier-lihy [Ukrainian football association. 22.02.2025], <https://uaf.ua/article/53407> — the emphasis is on two important events: the removal of one player and the unexpected defeat of another Ukrainian football player. ***Chervona kartka*** Brunu Fernandesu anulovana [XSPORT.ua. 01.10.2024], <https://surl.li/qmjykh> — the expression is used in the context of the cancellation of a punishment;

the contrast between ‘red card’ and ‘cancelled’ arouses additional interest in the reader. *Mykola Moroziuk: ‘Druha chervona kartka zasluzhena, a per-sha — ni’* (ФК Динамо) [FC Dynamo Kyiv. 01.10.2018], <https://surl.li/iugayi> — the headline uses the player’s direct speech, which creates intrigue and encourages the reader to read the athlete’s arguments. *Chervona kartka Ostrovskoho stala yuvileinoiu dlia Vorskly v UPL* [Sport.ua. 04.03.2025], <https://surl.li/hunjxj> — in this case, the compound is used not only to refer to a football penalty, but also to emphasise a statistical feature (‘anniversary card’). *Chervona kartka Rakytskoho. KDK UAF nazvav terminy dyskvalifikatsii hravtsia Shakhtaria* [FootballHub. 29.09.2023], <https://surl.li/lxjvnc> — the headline clearly informs about the player’s punishment, emphasising the official decision of the football authorities.

The English and Polish equivalents of *red card* and *czerwona kartka* are consistently used in media headlines in their original meaning, which reflects the referee’s decision to send a player off the field for a gross violation of the rules. Such headlines are informative and communicate sanctions against individual players: *Jude Bellingham red card: Real Madrid midfielder banned for two games over ‘disrespect’ towards referee* [Sky Sports. 19.02.2025], <https://surl.lu/fcxnbr>; *Ross Vintcent red card: Why was the Italy back row sent off against Ireland in the Six Nations?* [Independent. 15.03.2025], <https://surl.li/kqreqn>; *Pół godziny gry i czerwona kartka Roberta Lewandowskiego* [Rzeczpospolita. 08.11.2022], <https://surl.li/nbkvel>; *Czerwona kartka Wojciecha Szczęsnego. Kto będzie bronił w Barcelonie?* [Rzeczpospolita. 13.01.2025], <https://surl.li/erudya>; *Cristiano Ronaldo puściły nerwy. Pierwsza czerwona kartka w Arabii Saudyjskiej* [Rzeczpospolita. 09.04.2024], <https://surl.li/donrvx>; *Czechy — Turcja. Najszybsza czerwona kartka w historii Euro, dramat Baráka* [Rzeczpospolita. 26.06.2024], <https://surl.li/gnuvbv>; *Copa America: Brazylia przegrała, Neymar z czerwoną kartką* [Rzeczpospolita. 18.06.2015], <https://surl.li/ydaugj>. To increase the intrigue, the headlines do not mention the names of the players suspended from the game, but only the teams and the fact of the punishment: *Pogoń trzy razy prowadziła z Legią, ale to było za mało. Wielkie emocje, czerwona kartka i siedem goli w Szczecinie* [Wyborcza.pl. 27.09.2023], <https://surl.li/sbxdwg>; *Słaba gra, czerwona kartka. Jagiellonia Białystok przegrała z Zagłębiem Lubin* [Wyborcza.pl. 07.12.2019], <https://surl.gd/vzodtc>; *Ruch Chorzów rozбитý przez Legię Warszawa. Czerwona kartka i błędy w obronie* [Wyborcza.pl. 06.08.2023],

<https://surl.li/yghpys>; *Lechia z czerwona kartką, ale remisuje z dawnym mistrzem Polski. Było gorąco* [Wyborcza.pl. 02.10.2022], <https://surl.li/gmszqe>.

We fix the term in the titles that initiate discussion about judicial decisions: *It should have been a red card — Rory Darge on France ‘headbutt’* [East Lothian Courier. 17.03.2025], <https://surl.li/irnpge>; *Are All Red Cards Created Equal?* [New Yorker. 06.11.2014], <https://surl.li/mzbxmxs>; *Czerwona kartka w piłce nożnej — jakie niesie konsekwencje?* [Fakr. 5.01.2022], <https://surl.li/fhysyp>. This expression is also found in the headlines of materials announcing the revision or cancellation of a previously made judicial decision: *Salford forward Adelakun has red card rescinded* [BBC. 14.03.2025], <https://surl.li/hpxito>; *Rangers manager Potter’s red card rescinded* [BBC. 01.02.2025], <https://surl.li/mmkocd>; *They punished us in the minutes after the red card* [BBC. 22.02.2025], <https://surl.li/jsuejv>; *Nigel Owens’ proposal which will ‘address’ 20-minute red cards and could end debate for good* [Planet Rugby. 05.10.2024], <https://surl.li/dovske> — discussing the idea of a 20-minute red card for ‘accidental’ headbutts.

We distinguish a number of headline names with a stable compound in the context of materials on Interpol requests, which are marked with colors, thus determining the status of a wanted person; ‘red card’ indicates that the crime for which the person is wanted is a crime in most countries of the world: *Za shcho Interpol vydaie ukraintsiam «chervonu kartku»* [Informatsiine ahentstvo «Hlavkom». 02.12.2016], <https://surl.li/rskuvi>; *«Chervona kartka» yak kvytok dodomu* [Ukraina Moloda. 08.12.2007], <https://surl.li/xymeox> — the issuance of a ‘chervonoi kartky’ allows law enforcement agencies from different countries to arrest and extradite individuals; *Chervona kartka dlia rektora* [Ukraina Moloda. 16.08.2013], <https://surl.li/fibkoh> — announcement of an international wanted list, posting data on the Interpol website; *«Chervona kartka» Chausa: Interpol zniav z mizhnarodnoho rozshuku skandalnoho eks suddiu* [Високий Замок. 26.05.2021], <https://surl.li/cshepx> — in this context, we are talking about the cancellation of chervonoi kartky, which is an additional motivation to read the article.

In English-language media headlines of legal and social articles, the red card is a tool for fighting for rights, protecting against violations and condemning unethical or illegal actions: *LA schools distributing «red cards» to help immigrant families «assert constitutional rights»* [KGET.

29.01.2025], <https://surl.li/dmrkbc> — a card is a document known as a Know Your Rights card, which helps immigrants to protect their constitutional rights during encounters with federal law enforcement. The initiative was a response to the Trump administration's tough immigration policies, which have allowed arrests in sensitive places such as schools and churches.

The use of the *red card* in the context of EU policy is focused on enabling national parliaments to block EU legislative initiatives and is seen as an important political tool that will empower national parliaments not only to review (as in the case of the *yellow card*), but to completely block unwanted EU laws, effectively 'excluding' them from the political process: Ins and Outs of EU red cards, red lines and emergency brakes [BBC. 02.02.2016], <https://surl.li/ddhkax>; *UK's Hague wants «red card» to challenge EU laws* [BBC. 31.05.2013], <https://surl.li/famuew>. According to analytical materials, this instrument has a limited impact on the real political process, as it requires broad support among national parliaments and a complex procedural mechanism for its application: *Introducing Cameron's EU red card will have limited impact* [The Guardian. 10.02.2016], <https://surl.li/mbboww>.

At the same time, quite often this stable compound acquires a phraseological meaning and is used to denote condemnation, prohibition, protest or non-compliance with norms. Here are the examples of the phrase's use in various thematic aspects.

We single out a block of titles of media materials on domestic political issues. The phraseology is recorded in the context of mass protests against individual politicians whose activities have received an unsatisfactory public assessment: *«Chervona kartka dlia Hroismana»: zhurnalisty hotuiut aktsiiu protestu* [VLASNO.info. 03.01.2018], <https://surli.cc/jqszln>; *V Uzhhorodi molod pokazhe Yanukovychu chervonu kartku* [Zakarpattia onlain. 12.03.2012], <https://surl.li/kireht>; *«Chervona kartka» novomu prezydentu: u Hruzii vidbulasia inavhuratsiia shostoho holovy derzhavy* [Miska informatsiina sluzhba. 30.12.2024], <https://surl.li/dmccvn>; *Prezydent Czech z czerwona kartka* [Rzeczpospolita. 19.11.2014], <https://surl.li/jozeje>; *«Szkoła dla uczniów nie dla polityków!» Dla Czarnka była czerwona kartka. Protest przed Kuratorium Oświaty w Szczecinie* [Wyborcza.pl. 14.10.2022], <https://surl.li/gccytp>; *W Olsztynie «Czerwona kartka dla Czarnka». Protest pod kuratorium* [Wyborcza.pl. 14.10.2022], <https://surl.li/seidco>; *Czerwona kartka dla Przemysława Czarnka w*

Dzień Nauczyciela. Protest na Piotrkowskiej [Wyborcza.pl. 14.10.2021], <https://surl.li/wllorz>; *Czerwone kartki dla Mursiego* [Rzeczpospolita. 30.06.2013], <https://surl.li/jsazbv>. In the article *Protest kobiet. Doro- ta Łoboda: Ludzie pokazali rządowi czerwoną kartkę* [Rzeczpospolita. 02.11.2020], <https://surl.li/nrzwih> — the phraseology is used to mean an open, categorical condemnation of the Constitutional Tribunal's decision to ban abortion in cases of severe and irreversible fetal defects and a call for the government's resignation.

In the headlines of Polish online media, we can see phraseology in the context of political criticism of both individual statesmen (*Czerwona kartka od NIK dla Błaszczaka. Druzgocący raport dla byłego szefa MON* [Rzeczpospolita. 25.06.2024], <https://surl.li/vdormd>; *Marek Kozubal o rezygnacji gen. Mirosława Różańskiego: Czerwona kartka dla Antoniego Macierewicza* [Rzeczpospolita. 6.12.2016], <https://surli.cc/mogjln>; *Ty- dzień pod znakiem ewakuacji DPS-u. Brawa dla służb, czerwona kartka dla Kubickiego* [Wyborcza.pl. 10.10.2020], <https://surli.cc/msqchi>), and the government's actions in general (*Czerwona kartka od Belgów* [Rzeczpos- polita. 19.11.2014], <https://surl.li/cnbtq>; *Czerwona kartka dla rządu od NIK za wykonanie budżetu* [Rzeczpospolita. 16.06.2023], <https://surl.gd/ xcvxyk>; *Przedsiębiorcy złożyli pozew zbiorowy za lockdown. «To czerwona kartka dla rządu»* [Wyborcza.biz. 11.01.2021], <https://surl.li/nfepdl>). In the English-language article *Red card on environment for «greenest govern- ment ever»* [BBC. 16.09.2014], <https://surl.li/vbziai> — the phraseology is used to emphasize the serious criticism of the UK government for its unsat- isfactory environmental policy.

We note the use of the phraseological unit in the headlines of Polish ar- ticles in the contexts of political defeat, which is the result of the loss of voters' trust in both individual politicians (*Czerwona kartka dla Angeli Merkel* [Rzeczpospolita. 10.05.2010], <https://surl.li/urtdnu>; *Czerwona kartka dla pani kanclerz* [Rzeczpospolita. 10.05.2010], <https://surl.li/ carqln>; *Czerwona kartka dla ekipy Konrada Fijołka. Czas wyciągnąć wni- oski* [Wyborcza.pl. 09.04.2024], <https://surl.li/ihlgbk>; *Miała być «czer- wona fala», jest czerwona kartka dla Trumpa* [Wyborcza.pl. 13.11.2022], <https://surl.li/eaglr>), and the political force as a whole (*Czerwona kart- ka dla PiS za kolej CPK w Mikołowie. «Kolej miała zburzyć domy, a ode- brała władzę»* [Wyborcza.pl. 18.10.2023], <https://surl.li/ddjrlr>). In the headline *Celebryci dostali od wyborców czerwoną kartkę* [Rzeczpospolita. 26.05.2014], <https://surl.li/zwsfln> — the phraseology was used to highlight

the failed strategy of many parties that included recognizable but politically inexperienced individuals in their lists.

The phrase is gaining relevance today in the field of cybersecurity, information attacks and disinformation: *Chervona kartka kiberzahrozam ta feikam: Natsionalnyi Klaster Kiberbezpeky zoseredyv uvahu na vyklykakh u sektori molodi ta sportu* [Natsionalnyi Klaster Kiberbezpeky. 08.07.2024], <https://surl.li/kzdgpy>.

In political discourse, the phraseology can indicate impeachment or removal from power: *Chervona kartka dlia prezidenta: yak pratsiuvatyme dovhoochikuvanyi zakon pro impichment* [TSN.UA. 15.09.2019], <https://surl.li/cc/khrutp>. In addition, the phrase is a component of headline titles for public campaigns and protests: *U Kyievi oholosyly pochatok kampanii «Chervona kartka dlia Putina»* [Radio Svoboda. 13.06.2018], <https://surl.li/hcawnj>; *Hlobalnu aktsiiu «Chervona kartka dlia Putina» pochaly z Kyieva* [Ukrinform. 13.06.2018], <https://surl.li/cbwxkt> — in the context of the #RedCard4Putin campaign, the expression symbolises protest against the crimes and aggression committed by the Russian government; it symbolises international condemnation and demands that the Russian regime stop its aggression, release political prisoners and stop human rights violations.

In the headlines of articles on international politics, the phrase *chervona kartka* is used to mean a strong warning or political pressure on a country or its leader: *«Chervona kartka» Zelenskomu ta krakh vidnosyn? Shcho oznachaiut novi zaiavy Trampa dlia Ukrainy* [UA.NEWS. 20.02.2025], <https://surl.li/zjolvx> — is used in the context of analysing an international political conflict. *Zapiznila «chervona kartka» Uhorshchyni* [DW. 13.09.2018], <https://surl.li/hdzqbm> — the European Parliament initiating a procedure to check whether the rule of law in Hungary is under threat; in fact, this is the last warning to Hungarian Prime Minister Viktor Orban. *Czerwona kartka: TSUE rozliczy Polskę za politykę klimatyczną* [Rzeczpospolita. 11.06.2021], <https://surl.li/vxdaaa>; *Trybunał UE pokazał Polsce czerwoną kartkę za smog* [Rzeczpospolita. 22.02.2018], <https://surl.li/greegf> — accusing Poland of violating climate standards.

In the broader context of international crises, the phrase takes on even more poignant significance: *100 dniv dlia zakinchennia viiny: chervona kartka chy podarunok dlia putina* [Komersant ukrainskyi. 23.01.2025], <https://surl.li/vxxipx> — an analysis of Donald Trump's new statements on the possible end of the war, which could radically change its course and affect the geopolitical balance of power.

Foreign policy and diplomatic contexts are prominent in English-language articles: *Forget the Gold Card — We Need a «Red Card» for Afghan Partners* [The American Conservative. 16.03.2025], <https://surl.li/pnxwjm> — Trump's announced sale of a golden card for American citizenship is contrasted with a red card — a path to citizenship for Afghan allies as a reward for their great sacrifices for American interests. *Putin's FIFA Remarks: Russia Gives America a «Red Card»* [The National Interest. 29.05.2015], <https://surl.li/xpncue> — is used to demonstrate Putin's position on American interference in international affairs, in particular in the fight against corruption through the use of US extraterritorial jurisdiction. *IMF's Christine Lagarde says Argentina faces «red card»* [BBC. 25.09.2012], <https://surl.li/qykyxy> — it is about a serious warning with possible harsh consequences for Argentina if it fails to comply with the IMF's requirements. *UK to freeze Syria asylum claims and «Red card for Coote»* [BBC. 10.12.2024], <https://surl.li/oudwwn> — the first part of the headline is political, the second part refers to a sports decision. In both cases, it is a symbol of restriction (suspension of asylum applications); punishment for breaking the rules (dismissal of a referee due to a scandal). *Fifa crisis: Palestinians press to show Israel red card* [BBC. 28.05.2015], <https://surl.li/ykvlfe> — regarding Palestine's attempt to have Israel expelled from FIFA due to restrictions imposed by the Israeli authorities on Palestinian football.

Here are examples of the use of the phraseology in judicial contexts: *Czerwona kartka dla prezesa Sądu Rejonowego w Bielsku-Białej. Sędziowie wzywają go do rezygnacji* [Wyborcza.pl. 23.04.2024], <https://surl.li/ocdlqa> — a negative assessment of the performance of the head of the district court and a demand for his resignation. *Judges deserve the red card for pressurising news websites* [The Guardian. 22.07.2012], <https://surl.li/ivdqyh> — criticism of judges who put pressure on the news media. *Red Card For Data Aggregators; Athletes Seek To Reclaim Control Over Performance Data* [Naik Naik & Co. 22.07.2024], <https://surl.li/rhbtzz> — initiation of a lawsuit by athletes called 'Project Red Card', a statement about the violation of their protected personal data.

We record cases of the use of the phraseology to describe social problems, including discrimination: *Show Racism the Red Card at Dragons* [Dragons RFC. 15.11.2018], <https://surl.li/rsbvgi> — a call for a strong condemnation of racism and its exclusion from society. *Dymisja za wymuszony pocałunek. Czerwona kartka dla seksizmu w sporcie* [Wyborcza.pl.

18.09.2023], <https://surl.li/qhdyso> — coverage of sexism and harassment in sport. *Kobieta w świecie przemocy: Czerwona kartka*. [Rzeczpospolita. 15.05.2009], <https://surl.lu/ezmwff>; *The Red Card Campaign: Global Launch Against All Forms of Violence and Discrimination Against Women and Girls* [IAAP. 06.03.2020], <https://surl.li/ahwfew> — use to campaign against violence and discrimination against women. *Referees in Scotland red card domestic abuse* [BBC. 28.11.2009], <https://surl.li/tjiugb> — a campaign to tackle domestic violence in Scotland and symbolises the strong stance of the police and society towards zero tolerance of domestic violence. *Czerwona kartka dla arcybiskupa* [Wyborcza.pl. 07.08.2022], <https://surl.lu/iyljvk> — an expression of harsh criticism of the Catholic Church, which appears as a xenophobic, homophobic institution. *Donetska ta luhan-ska propyska yak chervona kartka pry pratsevlashtuvanni* [Korrespondent.net. 01.05.2015], <https://surl.li/mubxcs> — reflects social injustice. In a highly specialised sense related to the acting profession: *What Is a Red Card in Acting?* [Acting Magazine. 12.2024], <https://surl.li/nqjemd>, a red card is a symbol of a serious mistake or warning that can affect a career (loss of a role, deterioration of professional reputation), but can also serve as an incentive for professional growth. In scientific discussions: *Chervona kartka dlia hirchychnyka. Pro populiarnyi narodnyi zasib likuvannia, yakomu ne mistse u vashii aptechtsi* [Ekspres. 22.12.2020], <https://surl.li/lwymre> — criticism, refutation of popular myths in medicine.

Conclusions and perspectives of research. The study of the headlines of media articles in Ukrainian, English and Polish electronic media has shown that phraseological units of sports origin, in particular the decoded unit red card, are an effective means of attracting readers' attention, making texts expressive and emotional. The use of phraseological units in headlines contributes not only to saving linguistic resources but also to enriching the communicative function of the headline, which is important in the context of modern information flows.

The analysis has shown that in Ukrainian, English and Polish, the sports term *chervona kartka* (English: red card, Polish: *czerwona kartka*) is often used in sports news headlines to convey the essence of events in a concise and effective way. The stable compound, acquiring a figurative, phraseological meaning, is actively used in political, legal and social headlines to denote criticism, condemnation, prohibition or non-compliance with norms, sanctions, political punishment or various types of removal from power or office. This flexibility of use makes the phraseology a handy tool

for creating eye-catching headlines that help grab readers' attention and convey the emotional coloring of the news.

A comparative analysis of Ukrainian, English and Polish media discourse has shown functional similarity of the use of the phraseology in all three languages. At the same time, the cultural peculiarities and specificity of each language determine the frequency of use, the variability of contexts and the stylistic specificity of presentation.

Thus, the study has confirmed the importance of phraseological units as a means of influencing the audience and their high role in shaping media discourse. The results obtained may be useful for further research in the field of cognitive linguistics, media text stylistics and intercultural communication.

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