

LINGUO-STYLISTIC FEATURES OF THE ENGLISH SPORTS COMMENTARY

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Abstract. *The article deals with stylistic means in English sports commentaries. Nowadays sport regulates the relationships with different countries and nations. It is a mediator between cultures and peoples. Sport is embodied in language and therefore there are certain linguostylistic devices that can function in modern sports commentaries.*

Keywords: sports discourse, commentary, report, linguostylistic devices.

Sport plays a key role in all spheres of society. Certainly, sport takes an embodiment in language. This embodiment is acquired through various media sources – television, newspapers and sports magazines. It is noticeable that sport is a living phenomenon which is constantly changing and looking for new ways of expressing a particular sports situation. Such situations appear in sports reports, so that sports commentators or journalists describe a sporting phenomenon using well-established sports expressions or new ones, for example, anglicisms.

The relevance of the study is connected with the fact that stylistic features of sports reporting are poorly understood. It should also be noted that sports reporting is a genre of sports discourse. In linguistic literature there is no generally accepted understanding of the term 'sports discourse' and, moreover, almost no clear definitions of this concept. There is also no pure differentiation between reporting and commentary.

The aim of our research is to identify and analyze the most common linguostylistic devices used in modern sports commentaries.

Material and methods: continuous sampling method, analysis of scientific literature on the research topic, comparison, interpretation method.

Findings and their discussion. Sports discourse refers to institutional discourse, i.e. represents communication in a given framework of a status-role relationship. According to K.V. Snyatkov, sports discourse is the act of speech (in oral or in written form), which relays the meanings that define sports activities (discourse as a process), and the complex of texts, in which these meanings are represented (discourse as a result), i.e. a collection of speech products, fixed in writing or in memory [3]. Based on the definition given by K.V. Snyatkov, we take the view that sports discourse is a form of communication between its participants in the framework of sports activities.

Modern communication in the field of sports is mediated by mass media. A.B. Zilbert postulates that we may observe the fusion of sports and media discourse, as media discourse is the main source of sports discourse distribution. In sports discourse there is always a representative of media discourse [2]. A journalist is the main distributor and representative of this kind of discourse for television, newspaper or radio. He is a mediator between a particular kind of sports about which he/she reports, and the audience. Communication is of a one-way character, the feedback is absent. Moreover, the structural way of presenting information is called 'fenestrative' on television. It means that picture, verbal text and, in some cases, music is transmitted simultaneously.

According to P. Voronkov, the increased emotionality of sports provides its readers/viewers with educational, entertaining functions as well as with the function of emotional discharge [1]. Moreover, if the impact on the 'passive' fans is limited, in comparison with informational and entertaining functions, then active fans, for whom sports is an integral part of life, may embrace the impact of informational, analytical and educational aspects of sports discourse.

The aspect of competition brings sports discourse, military discourse and political discourse together. According to E.I. Sheigal, the common cognitive field of these three discourses may include such elements as: the presence of an adversary, rival wrestling, fight ethics, legal norms (regulations and rules), strategy and tactics of struggle, victory, defeat, triumph of the winner (prize / win / battle rewards) [4].

As far as linguo-stylistic features is concerned, the sports journalists' speech abounds in military and political vocabulary, metaphors and phraseology, e.g.: attack, defense, tactics and

game / match strategy, new tactical weapons of the coach, protracted assault gate, cannon strike, enemy. Because of the high-speed change of action and to the time frames, a reporter is unable to think through the paths and expressive means, so that he/she often resorts to speech clichés and stamps, which reduce the expressiveness of the text. Due to the lack of clear boundaries, a reporter has the ability to adjust the text directly online by fixing both informational, factual errors, and stylistic errors, or by entering the necessary comment.

Sports terminology based on figurative meaning or metaphorization is often found in the sports field. So, note the terminology in which a verb appears in a figurative meaning: break forward, break records, equalize, give in, save the trophy, take a seat, strengthen leadership, hit the gate. There are also three-, four-component combinations: get into the number prize-winners, put the ball under attack, fend off a kick from a turn, return the game under control, guarantee a place in the standings, protect colors teams.

The most frequent means of representing political stereotype is a military metaphor that can be represented in metaphorical terms, sustainable metaphorical comparisons, or original (occasional) metaphors. Particular interest in writing sports discourse is defined by occasional military metaphors: "Yulaevites" attack, hockey players forced to defend opponents rushing along the right flank, Jeff Petry shot along the gates, the team won the trophy, ice squad, ice battles etc. The sequence of actions of the players is transmitted through the military metaphors (as a designation of hostilities): go on wait tactics, went on the attack, blocked the rear. In this case, a football or a hockey match appears in the eyes of a fan as a battle.

A means of representing a political stereotype to be highlighted is metonymy. Metonymy is the transferring of the name from one subject to another based on their adjacency. State-based metonymy symbolism allows emphasizing the importance of sport at the state level. Metonymy denotes the name of the team, colours or official symbols of the country. This accentuates the role of the team as a representative of the state. Speaking of such a metonymic transference, it should be noted that the corpus of examples is quite limited, because the audience's certain background knowledge is an indispensable condition for the only possible interpretation of metonymy. For example, the unique symbol of Canada is a maple leaf, orange is always associated with representatives of the Netherlands, and a striped star is related to the athletes only from the USA.

The next linguo-stylistic feature of sports discourse is the usage of periphrasis. Periphrasis is a descriptive turn, used instead of any word or phrase turnover, consisting in replacing the name of an object or phenomenon with a description of its significant features or an indication of its characteristic features. For example, fans of the game with an orange ball waiting for a real holiday, where 'under the game with an orange ball' basketball sports game is hidden (the usual color for a basketball is orange). In sports discourse, periphrasis is used to avoid lexical repeat.

One of the most significant features of sports discourse is the usage of special slang and jargonisms. These are such words and phrases that are unknown for people who do not relate to any kind of sports. For example, lost a step (it is associated with a high-level employee's deteriorating skill set in the corporate world), slam dunk (it was popularized in the mid-1970s NBA as an electrifying way to score points), next man up (it means the show must go on, no matter who is assuming the void), get sacked (to be dismissed suddenly).

Conclusion: In the course of our research, we've defined the concept of 'discourse' and 'sports discourse', where sports discourse is a form institutional discourse representing a complex of texts, taken in the interaction of linguistic, paralinguistic and extralinguistic factors which are produced by the subjects of discourse in the process of communication within any sphere of human activities. As a result of this study, we've found out which stylistic techniques are used by English-speaking journalists (reporters) and commentators in their sports coverage. The core stylistic features of sports discourse are the following: informativeness, appraisal and attractiveness. The analysis has indicated that the characteristic linguistic means of sports commentaries are metaphor, metonymy, periphrasis, slang and jargonisms.

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LEXICAL FEATURES OF PERSUASION IN TOURISM SLOGANS

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Abstract. *The article deals with lexical means of persuasion in British and Belarusian tourism slogans. Nowadays numerous travel companies are trying to entice as many travelers as possible, that entails the use of various tourism slogans.*

Keywords: discourse, tourism discourse, persuasion, slogan, lexical means.

Tourism discourse has become a widespread field of linguistic text analysis. Modern tourism industry is considered one of the most perspective and prolific businesses worldwide, because a great number of travel agencies and tour operators are emerging, tourist offers are being updated, embracing more and more countries and the ends of the earth. Consequently, the level of tourism services is increasing. Dynamic development of the industry is ensured by the improvement of methods and means of promoting that help maintain interest and capture attention to a tourism product. Travel agencies need to draw attention to their goods and services being sold, striving to create the most favorable and memorable impression of the provided products.

Tourism services and goods are characterized by a wide range of persuasion techniques. In the process of persuasive communication various language means are involved in tourism discourse. The function of persuasive means is realized in numerous tourism slogans. Persuasive means can achieve their goal through persuasion relying on rational justification, assuming and taking into account emotional and evaluative means of influence, i.e. subjective factors.

The goal of our research is to identify representative lexical peculiarities found in digital British and Belarusian tourism slogans and make comparative analysis of them. The research material comprises 200 tourism slogans hosted on British and Belarusian web-sites [1], [2], [3] for the period 2019–2020.

A review of theoretical literature on tourism discourse has shown that most modern scholars agree on the following definition of the term slogan: a clear and concise formulation of an advertising idea which is easy to understand and remember. Its objective is to create a positive image of the advertised product and facilitate the task of choice. There are numerous linguistic phenomena that possess powerful persuasive capacities and are able to put certain meanings associated with them in the spotlight. It is obvious that the techniques by which beliefs can be formed and changed are extremely diverse and varied. Such markers can be found at all language levels. Now we will consider the most frequent lexical means which are typical of Belarusian and British tourism slogans.

1. The use of metaphors. Metaphor is a trope with the meaning of resemblance, a word in a figurative meaning based on associations of similarities. The metaphor in a slogan makes it possible to understand some objects through the properties and qualities of others. It is aimed at creating an original advertising image and unobtrusive introduction of a positive assessment of the goods and services in tourism slogans, specifically. Here are some examples of metaphors in British and Belarusian tourism texts:

“Immerse yourself in the animal kingdom on this eight-day Lonely Planet Experience”;

“New Zealand’s North Island thoroughly engages the body and the spirit, often at the same time”;

«Испания даст вам то, что вы не получите нигде! Испания дарит свободу, заразит вас желанием творить и самовыражаться, не оглядываясь на стандарты и условности»;