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LINGUO-STYLISTIC PECULIARITIES OF FOOTBALL DISCOURSE IN MODERN SPORT PUBLIC ISM

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ABSTRACT

The article describes linguo-stylistic features of football discourse in modern sports. Football is an event of cultural significance and it is not only an integral part of the social, cultural and cognitive direction in the modern world, but also a special linguistic reality. The concept of football as a linguistic-cultural phenomenon of modern reality reflects important features of language. In this article we tried to define the linguistic and stylistic features of football discourse by examining football as a linguistic-cultural concept that is an important element of language.

KEYWORDS: *Discourse, Concept Of Football, Linguistic And Stylistic Features, Consciousness, Language, Football.*

INTRODUCTION

Today, the concept of discourse is widely used in modern linguistics. The importance of a discursive approach in the study of concepts is very clear. The sports discourse discussed in this research paper represents the scope of the football concept and demonstrates itself as a specific means of implementing it.

The concept theory, based on modern scientific research, forms the basis of work on the concept of sports. This area of sports communication is poorly understood and in practice does not cover speech events specific to different sports. Most researchers have studied the language of the sports sector without distinguishing its individual areas, but our observations suggest that there are unique speech phenomena in different sports. For instance, a series of similar events may include the names of equipment in different sports. The frequently used names of the same

realities do not differ from each other for the listed sports, which allows us to talk about the fact that there is actually a unique perception of the sport.

Research materials show that the concept of football can be derived from the general concept of sport, which can be specific to any other sport depending on the state of a person's lexical consciousness, "the part of the human mind that responds to verbal communication, it is formed and defined.

In this work, text is a unit of discourse. In turn, the discourse is manifested as "a complex communicative unit of language with its own structural and semantic features, such as connection, integrity, completeness, understood as the fragmentation of all reference questions in the text". The level of mass communication enriches the text concept with new or semantic colors, which arise from one or another means of mass communication. Thus, the ratio of discourse and text can be expressed as a certain relationship of learning perspectives.

The concept of football actually represents a basic concept, around which the thematic content of the discourse is gathered.

The approach used in our research work has already been developed by Yu.N. Karaulov's work, its distinctive feature is that speech is expressed in all verbal and nonverbal complexes. As in other areas, sports-related nonverbalism is a major component of discourse, and the discourses that make up sports discourse (journalistic discourse, sports commentator discourse, and athlete discourse) have not been adequately studied.

Dutch linguist T. van Dyke interprets discourse as a system of genres. For example, he believes that political discourse creates a system of genres that interact with a particular social sphere, politics. In this regard, sports discourse forms a particular genre system that is most in demand in the field of sports communication. One of the important indicators of the field of sports today is the development of this sport, the impact and direction of certain sports on the lexical reality of the language.

The sports discourse aims to exert a special influence on the recipient in order to form a clear idea that corresponds to the author's idea of a particular event / person / action in the field of sports communication. However, the idea of a sports text author is to introduce the reader / listener to a particular sports circle (active or passive fans). In carrying out this process, a specific sports team is brought in, using.

In sports discourse, it is important to take into account the interaction of verbal and graphic components, which results in the formation of specific information about the sport.

It is especially important to divide sports discourses into several sub-discourses, specifically football game discourse, sports commentator, and sports journalist speeches. All of the above sports discourses have linguistic-stylistic features. In our opinion, at the level of linguistic expression for the recipient of information, sports journalism is the most convenient for discourses and sports commentators. These types of discourses are an effective means of entering the field of sports, using existing language tools such as general and sports jargon, general and sports phraseology, as well as terminology. It should be noted that it is difficult to say in detail about the fact that lexical means related to sports reach a non-sporting public place. Thus, the

frequently used phraseological units that fall within the scope of football discourse lose their original meaning and acquire additional semantic additions.

As for the player's speech, according to our observations, this sub-discourse is unique. These types of discourses employ highly specialized football lexical units that are very difficult to understand for people who have nothing to do with football, so they are in many ways understandable to professionals in the field.

Thus, sports discourse is a specific type of discourse, because in its composition it is possible to distinguish the dominant features inherent in this discourse.

The discourse of football is a voluminous and multi-layered formation that combines the verbally expressed part of a text with the specific features of a particular medium. Thus, the texts that make up the football discourse are combined with pictorial and graphic commentary. In football discourse within the interview genre, one or another moment recorded at the speech level of a football game can be described, even with the help of resonant means, with strict football terminology. This largely depends on the type of sport, its purpose, and the specific sports information it is directed at to the recipient.

The fact that sports journalism is the most important component of information communication today explains why this type of work is formed in a rigid system of closely related elements and forms a whole that can be defined as the world of sports.

As mentioned above, an important criterion in the selection of topics and linguistic materials that serve a particular area of description is the recipient's interest in this or that information, covering a particular area of social relations specific to journalism in general. In turn, sports journalism also takes this factor into account. Consideration of the consumption factor is equally important.

Sports journalism has a specific audience, which can be conditionally divided into three groups: professionals in the field, active and passive fans. A preliminary study of the genres and linguistic materials of football discourse suggests that this type of discourse is an active group of fans representing the target audience.

At the same time, universal, specialized, professional sports publications can be highlighted. The first group includes universal sports publications

In the field of sports discourse, "it was and remains the most influential group". This type of sports journalism, as a rule, covers all areas of sports life, so it is not advisable to use the language tools of the sports subculture in these publications. This type of publication is not intended to attract the attention of a wide readership (because such a publication has a very large readership), but rather to provide accurate and timely information about sporting achievements, events, and individuals. An example of this is the newspapers that cover sports life in our country. In describing or commenting on any sporting event, this publication prefers to use general terminology in many ways. Research materials show that foreign language equivalents (mostly English) are more common in football discourse. Except for interviews with athletes, coaches, and others, who often have spontaneous and emotional feelings.

The unique popularity of football and the high level of development of the sport in general determine the choice of topics for universal publications. Universal publications covering all spheres of sports life, first of all, cover sports events in the football life of our country. The target

audience for this type of publication is mostly men. Although the concept of a football fan is beyond the gender factor, an analysis of the language tools of football proves the predominance of the muscle principle in football discourse.

The second group consists of specialized sports publications that cover a specific area of sports life, which in turn are divided into different sports. Thus, compared to other sports, the most published ones are mainly dedicated to football. These are "Football", "My Football" and others. According to our observations, the readers of such publications are mostly men. In describing sporting events / situations, communication participants mainly use slang sports speech as well as sports and general jargon.

The third group is professional publications aimed at sports professionals. Football coaches and professional players are required to cover these or other topics, where language description tools are mainly focused on sports terminology (general and football). For example, the journal *Football Theory and Practice* is devoted to the game of football.

The fourth group includes time sports publications that pursue the same goals as blank sports publications in many respects. It combines the application with basic recommendations for action, terminological, basic linguistic-stylistic tools of a jargon nature. Thus, in football discourses, general and football jargons, on the one hand, serve to attract the reader's attention to follow the recommendations, on the other hand, to convey useful information about football to the sport in a clear and understandable language.

The text of sports journalism differs in structure and language level. This general interest is related to the author's approach on the one hand, and functional-stylistic orientation on the other. Due to the popularity of football in general, as well as the complexity of the linguistic and stylistic complex of modern language tools, the role of football in modern journalism plays an important role.

The distinctive speech genres of journalism are constantly evolving and meeting modern needs. An important feature of modern sports journalism is the feature that affects most parts of these texts, which is related to creating a certain attitude of the reader to the information being transmitted.

Most sports discourses are based on information and journalistic genres. In our opinion, the reporting genre is of great importance for the football genre.

This genre is distinguished by the fact that the author is on stage and is the most popular among sports journalists. The potential of the reporting genre allows journalists to fully understand the needs of the sports industry. First, the reportage genre type allows you to dynamically describe events using stylistically colored language tools. Second, the role of the sports journalist / commentator is to present this or that sporting situation / event / specific action in a way that evokes a sense of being in the recipient, so that he or she feels that he or she is a witness to the events described.

As a rule, a sports journalist prepares in advance any football-related facts that engage the reader / listener. Sports journalism requires a high level of attitude to the event / situation that takes place on the football field.

The linguistic-stylistic tool of football within the interview genre contributes to the fulfillment of the above tasks. For example, it incorporates general sports and football jargon into the description of game actions, making a special impression on the receiver and making him his interlocutor.

The use of general sports and football terminology allows the journalist to acquaint the reader with the professional environment in the field of sports. Sports phraseology is a vivid figurative component of a football game and is also a key component of a sports discourse.

According to our observations, sports jargon reveals its stylistic and text-forming features in a specific direction of football, and the reporting genre is the most excellent means of accomplishing these.

Thus, despite the rich spectrum of modern journalistic genres, the most important and effective for sports discourse is the informative reporting that can meet the needs of both the journalist and the recipient of sports information.

Modern sports reporting is often a mixed genre - informational and analytical, combining a description of any issue / problem (e.g., interviews with witnesses, participants in sporting events) and a description of the journalist's active efforts to analyze the problem. An example of this would be the discussion of the problem of losing a physical or other football team that has all the chances (both technical and physical) to win.

In sports journalism, it plays an important role in the interview genre, especially in the group of specialized sports publications. Examples include various interviews with coaches, players, and other prominent sports figures.

As part of sports journalism, the interview genre is multifaceted (e.g., questions about any sporting event, past or future football game to the interviewee), i.e. it can serve as an informative genre. In certain communicative situations, this genre is analytical (e.g., a conversation about the exchange of players between football clubs under certain conditions).

A distinctive feature of the interview genre is the dependence of the language that serves this genre on the social context, that is, the main pragmatic discourse - the acquisition of information about a particular type of recipient (sport).

The variety of styles using linguistic tools, the interconnectedness of the statements of the interlocutors (participants of special dialogues), the focus on information about involvement in the sport, as well as the orientation to the public - all this serves to popularize the genre in modern sports discourse. .

The expressive language of sports communication allows a journalist's speech in general to focus more on sports, especially football, which contributes to a deeper understanding of it. As a result, a language working within sports discourses will be able to go beyond the boundaries of highly specialized use, proving itself as an active and popular component in everyday language.

Within the genre of conversations, the personality of the interlocutors is of particular importance. The high social status of some individuals in sports, the popularity of achievements of individuals in sports (high game potential, achieved sports results, special physical shape, etc.) encourages recipients to accept certain language sports elements in everyday life from their

speech to their language. This fact determines the high level of linguistic communication, expanding the scope of activities of language tools in sports.

Thus, it can be concluded that the genre of modern sports, football journalism today is a reporting genre that combines informational and analytical types of text. The genre of interview, which depends on the social context, also plays an important role. Of particular importance is the type of sport given in the text, where the modern reader can find parts of different genres that do not violate the integrity of the text, but retain a certain independence of its parts.

Thus, within the genres discussed above, it is possible to realize only the specific features inherent in the textual types of sports, which determines the importance of these sports genres in football discourse.

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