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GEVORG R. BARSEGHYAN

SPORT ENGLISH IN USE
(with reference to English sports journals)

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The monograph offers a comprehensive investigation based on the material from contemporary English sports journal articles on recent sports events, interviews, reports, chronological and informative texts, etc. Within the frame of this research the linguostylistic analysis of sports language is carried out at different levels – morphological, lexical and syntactic. The monograph is yet another contribution to modern functional stylistics since it attempts to shed light on some of the intricate questions in ESP Theory that call for further clarification.

The book is designed for the students of the Department of European Languages and Communication, philologists, people actively engaged in sports – sportsmen, trainers and sports reporters, as well as for general readers. The key ideas advanced in the monograph can also be applied in special seminars and courses on sports at the Department of Journalism.

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INTRODUCTION

Contemporary linguistics pays much attention to the study of the languages for specific purposes. According to some scientists there are more than three hundred specialized languages of different scientific branches and social life spheres.

The research aims at revealing the linguostylistic peculiarities of the language typical of English sports journals. Nowadays sport as a separate component of social life includes great many varieties which enable millions of sportsmen and fans to communicate with one another. Thorough research is carried out on various aspects of sport: from the philosophy of sport to exquisite psychological observations of individual sportmen. Thus, the study of the forms and the style of sport publications and reports as well as their linguostylistic peculiarities have become an imperative.

The principles and aims of stylistic analysis greatly differ from pure grammatical analysis. The object of stylistic studies is the word or verbal expression of thoughts¹, though some linguists claim that there is not a universally accepted view on the object and issues of stylistics².

Charles Bally was the first to define the study of separate elements of the linguistic system, means of expressiveness,

¹ Балли Ш., Французская стилистика, М., 1961. - 394 с. (Bally Ch., French Stylistics, Moscow, 1961. - 394 p.).

² Долинин К., Стилистика французского языка, Л., 1987, 303 с. (Dolinin K., French Stylistics L., 1987, 303 p.).

figures of speech as the subject matter of stylistic research³. Hence, the aim of a stylistic analysis is to reveal the stylistic peculiarities of the language, i.e. to define the ways various linguistic units add special colouring to speech. Stylistic analysis focuses on the analysis of those linguistic units which call for further analysis of the means of expressiveness of the language⁴.

Figures of speech should obviously be included in the stylistic analysis as they are the main expressive means of any language. They play a great role in the publicistic style, as well.

The role of metaphors, epithets, phraseological units and conversions⁵ is of great importance for the publicistic style. Certainly stylistic analysis shouldn't be restricted to the study of expressive means. Thus, we have concentrated our attention on expressive means and other linguistic means that enhance the impressiveness of the latter, as well as various stylistic devices used in sport reports. The **aim** of our research is to reveal the linguo-stylistic peculiarities of sport reports on various levels.

³ **Балли Ш.**, Там же, **Խլղատյան Ֆ.**, Ոճարանութային առարկան և խնդիրները, Ե., 1971, 101 էջ, **Եզեկյան Լ.**, Ոճագիտություն, Ե., 2003, 374 էջ, **Потоцкая Н.**, Стилистика французского языка, М., 1974, 195 с., **Гальперин И.Р.**, Проблемы лингвостилистики: В сб.: Новое в зарубежной лингвистике, Вып. 9, М., 1988. (**Bally Ch.**, Ibid., **Khlgatyan F.**, Stylistic and its Objectives, Yerevan, 1971, 101 p., **Yezekyan L.**, Stylistics, Yerevan, 2003, 374 p., **Pototskaya N.**, French Stylistics, M., 1974, 195 p., **Galperin I.R.**, The Problems of Linguostylistics: Collection. Novelty in Foreign Linguistics, Edition 9, M., 1988).

⁴ **Гальперин И.Р.**, Очерки по стилистике английского языка, М., 1958. (Galperin I. R. English Stylistics, M., 1958).

⁵ **Խլղատյան Ֆ.**, նշվ. աշխ., էջ 4: (**Khlgatyan F.**, Ibid., p. 4).

As far as sport vocabulary, morphology and syntax are concerned, we have singled out the phenomena which carry a special value in sport reports. They intensify the emotional impact of speech. So the vocabulary (synonyms, antonyms, sport terms, etc), parts of speech (nouns, adjectives, numerals), syntactic structures (types of sentences and their nature) and different journalistic/publicistic styles (reviews, chronological-informative texts, etc) are viewed from this particular perspective.

The linguistic units mentioned above are studied in extensive reviews, reports and interviews. Informative texts, on the other hand, keep to a briefer style and appear in limited media coverages using phraseological units, syntactic structures and other means typical of sport reports.

Our **research is based on** articles on sports, reviews and interviews in sports publications, on reviews about recent sport events and famous sportsmen published in English journals.

Taking into account that various types of sports have originated in English speaking countries (Great Britain, the USA), the terms and expressions used in these sports are also in English and are widely used all over the world. Thus, studying the “English of Sports” has become a must nowadays.

At the same time it is important to mention that most competitions and sport events worldwide are mainly reviewed by English journals. So, there is a great need to study their linguostylistic peculiarities.

The topicality of the research is due to the growing role and importance of sport events in social life. So revealing the

linguostylistic peculiarities of the reports about different competitions and sportsmen is of great importance. Moreover, the research is carried out on the basis of functional styles and analysis of LSP, in particular. So far, the correlation of LSP and functional styles hasn't received due attention. That is why the study of the sport language and its relevance to any functional style has become an object of thorough investigation. The extensive study of the sport language which has not been done previously either in native or in foreign linguistics is a must, particularly on morphological, syntactic and lexical levels. This is also important theoretically as it clears out and fills up certain gaps in the LSP Theory. The research is also an attempt to meet some practical ends for, we believe, it will obviously improve the quality of sport reviews aimed at informing the society about mass sport events in a proper and more impressive way. At the same time, the results of the research can be used in stylistics and other related courses.

The work may be useful for people involved in sports like sportsmen, coaches and sport reporters.

The provisions set forth in the research may be applied in the Faculty of Journalism for courses on sport journalism and special seminars, as well as for English teaching courses.

The study is carried out through descriptive-structural, as well as comparative methods of research. Achievements of native and foreign linguostylistic thought and the results of contemporary research have been applied.

CHAPTER ONE

THE PECULIARITIES OF PUBLICISTIC STYLE

1. PUBLICISTIC STYLE AS A FUNCTIONAL VARIETY OF SPEECH

Language – the most important means of human communication, is a social phenomenon. However, apart from the communicative function, several other functions can be realized through language use: expressive, cognitive, emotive, phatic, aesthetic and so on⁶.

All this comes to prove that language is also a system of reflecting the outer world and can serve as an important means of cognizing the objective reality. Diverse methods and ways of linguistic expression have been formed throughout the process of language development to realize these functions. These forms reveal themselves in the specific usage of words, word expressions, terms, speech structures and different syntactic means that are more typical of this or that sphere of social life. Style is the integrity of language elements endowed with special emotive-expressive-evaluative significance.

⁶ See **Виноградов В.**, *Стилистика. Теория поэтической речи. Поэтика*, М., 1963, 255 с., **Гальперин И.Р.**, *К проблеме дифференциации стилей речи*, В кн.: “Проблемы современной филологии”, М., 1965, **Потебня А.**, *Эстетика и поэтика*, М., 1976. - 614 с. (**Vinogradov V.**, *Stylistics. Theory of Poetic Speech*. Poetics. М., 1963, 255 p., **Galperin I.R.**, *The Differentiation of the Styles of Speech*, in the book: *The Problems of Modern Philology* М., 1965, **Potebnya A.**, *Aesthetics and Poetics* М., 1976, 614 с.).

Charles Bally was one of the first linguists to thoroughly investigate the subject of stylistics, attaching special importance to the emotive-expressive aspect of the speech⁷. Particularly, according to Czech and Soviet linguists, stylistics studies language styles, and it is not by chance that the aim of linguistic stylistics is identified as “the description of functional styles”⁸, and that stylistics is defined as “a science of language styles”⁹.

Another group of linguists is convinced that “the borders of stylistics”¹⁰ will be rather limited if we try to attach importance to the study of the emotive-expressive means of speech or the language styles separately. N. Pototskaya, for example, believes that the subject of modern stylistics deals with all the expressive means of language, as well as the functional and narrative styles¹¹. Although I. Galperin uses the expression “special language means” instead of “expressive means of language”, largely speaking, he shares this approach¹².

⁷ **Балли Ш.**, Французская стилистика, М., 1961, 394 с. (**Bally Ch.**, French Stylistics, Moscow, 1961, 394 p.).

⁸ **Муратов В.П.**, Об основных проблемах стилистики, М., 1957, с. 3 (**Muratov V. P.**, On Basic Problems of Stylistics M., 1957, p. 3).

⁹ **Розенталь Д.**, Практическая стилистика русского языка, 5 изд., М., 1967, с. 9 (**Rozental D.**, Practical Stylistics of the Russian Language, 5 ed., M., 1967, p. 9.).

¹⁰ **Խլիգադյան Ֆ.**, Ոճարանություն և խոսքի ոճերը, Ե., 1971, էջ 10 (**Khlgatyan F.**, Stylistic and its Objectives, Yerevan, 1971, p. 10).

¹¹ **Потоцкая Н.**, Стилистика французского языка, М., 1974. с. 25. (**Pototskaya N.**, French Stylistics, M., 1974, p. 25).

¹² **Гальперин И.Р.**, Проблемы лингвостилистики: В сб.: Новое в зарубежной лингвистике, Вып. 9, М., 1988, с. 5 (**Galperin I.R.**, The Problems of Linguo-stylistics: Collection. Novelty in Foreign Linguistics, Edition 9, M., 1988, p. 5).

It is natural to think that like other aspects of language (phonology, lexicology, morphology, syntax) stylistics too has its ultimate unit as a unique level of language. Presently, linguistics uses the term *styleme*. A styleme can be expressed by any language unit that has a stylistic charge, and its specific use can introduce additional expressive-emotional-evaluative overtones into the context¹³. Language units (phonetic compositions, words, sentences, also texts) are of great interest for the linguist not only for the role they play in the stylistic organization of speech, but rather for the thoughts and emotions they express.

Various functions of speech are conditioned by different spheres of the language use. One of the first attempts of classifying the functional style of language was the classification offered by Czech linguists, the representatives of the Prague School of Linguistics. Travnicek was the first to introduce the principles of the classification in his work "On Language Styles". These principles were then developed and elaborated by V. P. Muratov, A. H. Efimov, D. E. Rozental, V.V. Vinogradov, I. R. Arnold and many others¹⁴.

¹³ **Снегирев М.Э.**, К вопросу о лингвистической сущности эпитета.- В кн.: Уч. зап. 1-го Моск. гос. пед. инст. иностр. яз., т. 39, 1968, с. 211 (**Snegirev M.E.**, On the Nature of Epithet 39, 1968, p. 211).

¹⁴ See **Муратов В.П.**, Об основных проблемах стилистики, М., 1957, 167 с., **Ефимов А.**, Стилистика художественной речи, М., 1961, 519 с., **Розенталь Д.**, Практическая стилистика русского языка, 5 изд., М., 1967, 398 с., **Виноградов В.**, О языке художественной литературы, М., 1959, 653 с., **Арнольд И.**, Стилистика современного английского языка. Стилистика декодирования, 2 изд. Л., 1981. (**Muratov V.P.**, On Basic Problems of Stylistics M., 1957, 167 p., **Efimov A.**, Stylistics of Literary Language, M., 1961, 519 p., **Rozental D.**, Practical Stylistics of the Russian Language, 5 ed., M., 1967, 398 p., **Vinogradov V.**, On the Language of Literature, Moscow

It is well established that generally, language exercises different functions in different fields. The classification of the styles is hence dependent on the nature of the sphere. In other words, the starting point of the classification is of extra-linguistic nature. This issue has become a subject of research for various studies, articles, monographs, dissertations¹⁵. It has also attracted the attention of Armenian scholars such as G. Jahukyan, S. Melkonyan, P.Poghosyan, L. Yezekyan and so on¹⁶.

1959, 653 p., **Arnold I.**, Stylistics of Modern English. Stylistics of Decoding, 2nd edition. Leningrad, 1981).

¹⁵ See **Будагов Р.А.**, Литературные языки и языковые стили, М., 1967, 376 с., **Гавранек Б.**, О функциональном расслоении литературного языка // Пражский лингвистический кружок: Сб. статей, М., 1967, с. 338-377, **Васильева А.Н.**, О целостном комплексе стилеопределяющих факторов на уровне макростилей // Функциональная стилистика: теория стилей и их языковая реализация: Межвуз. сб. науч. тр. Пермь, 1986, с. 3-12, **Наер В.**, О текстовых параметрах функционального стиля: К постановке проблемы // Текст в функционально-стилевом аспекте, М., 1988, с. 4-9, **Разинкина Н.М.**, Функциональная стилистика английского языка, М., 1989, 182 с. (**Budagov R.A.**, Literary Languages and Language Styles, Moscow, 1967, 376 p., **Gavranek B.**, On Functional Layers of Literary Language // Prague Linguistic: Collection of Articles, М., 1967, pp. 338-377, **Vasileva A.N.**, On the Complex of Style Defining Factors at the Level of Macrostyles // Functional Stylistics: The Theory of Styles and their Language Realization. Journal of scientific articles, Perm, 1986, pp. 3-12, **Naer V.**, On Textual Parameters of Functional Styles: Statement of the Problem // Text in Functional Perspective, М., 1988, pp. 4-9, **Razinkina N.M.**, Functional Stylistics of English, М., 1989, 182 p.).

¹⁶ See **Ջահուկյան Գ., Խլղատյան Ֆ.**, Հայոց լեզու. ընդհանուր գիտելիքներ, ոճաբանություն, Ե., 1976, 166 էջ, **Մելքոնյան Ս.**, Ակնարկներ հայոց լեզվի ոճաբանության, Ե., 1984, 247 էջ, **Պողոսյան Պ.**, Խոսքի մշակույթի և ոճագիտության հիմունքներ, Ե., 1990, 423 էջ, **Եզեկյան Լ.**, Ոճագիտություն, Ե., 2003, 374 էջ: (**Jahukyan G., Khlgatyan F.**, The Armenian Language, General Knowledge, Stylistics, Yerevan, 1976, 166 p., **Melkonyan S.**, Notes on Armenian Stylistics, Yerevan, 1984, 247 p.,

Functional styles in English make up a complete system. They are constantly improving and enriching. A part of researchers expand, while others narrow the spectrum of the functional styles, particularly when it comes to newspaper style.

If we are to generalize the key problems facing in the recent study of newspaper style, we can say that the necessity of the investigation of newspaper style is grounded by normative-stylistic and functional stylistic reasons. The former pays attention to the discovery of the specificities of or rather diversions from the normative language in newspapers¹⁷, while the latter views the language and the style of newspapers as an expression of journalistic-publicistic style, as a separate and integral unit of functional styles or simply as a journalistic-publicistic style¹⁸.

Poghosyan P., Fundamentals of the Culture of Speaking and Stylistics. Yerevan, 1990, 423 p., **Yezekeyan L.**, Stylistics, Yerevan, 2003, 374 p.).

¹⁷ See **Баранникова Т.Б.**, Виды актуализации стилистики маркированной лексики // Стилистическое варьирование в разных функциональных стилях. Вып. 197, М., 1982, с. 3-15, **Сизов М.М.**, Краткость как дифференцирующий признак газетного стиля и его реализация в газетных информационных сообщениях. // Вопросы стилистики английского языка. Вып. 155, М., 1980, с. 166-177. **Пронин Е.Н.**, Текстовые факторы эффективности журналистского воздействия, М., 1981, с. 114-121. (**Баранникова Т.Б.**, Types of Actualization of the Stylistics of Marked Lexis// Stylistic Variations in Diferent Funcational Styles//*Edition* 197, Moscow, 1982, 3-15 pp., **Sizov M.M.**, Brevity as a Distinguishing Factor of Newspaper Style and Its Realization in Newspaper Announcements// On Some Issues of English Stylistics. Edition 155, M., 1980, pp. 166-177, **Pronin E.N.**, Textual Factors of Efficiency of Journalistic Effect, M., 1981, pp. 114-121).

¹⁸ See **Кожин А.Н.**, Функциональные типы русской речи, М., 1982, 223 с., **Костомаров В.Г.**, Русский язык на газетной полосе. Некоторые особенности языка современной газетной публицистики. М., 1971, 267

Thus, different linguists, particularly I. Galperin, differentiate between informative and oratory styles¹⁹. In his book *Some Practical Issues About Stylistics* he places the genres of journal articles, oratory and essays under publicistic style, and informative articles, reports, ads and commercials under newspaper style, while a great number of linguists speak of journalistic -publicistic style.

M. Kozhina divides functional styles into five groups – colloquial, belles-lettres, publicistic, scientific, legal. By publicistic style she means not only oratory as a separate genre, but all forms of expression of newspaper style as a whole²⁰. A. Gvozdev shares this approach. He divides functional styles into four groups – functional, belles-lettres, publicistic and scientific-popular²¹. I. Arnold differentiates between the following types of functional styles – oratory, colloquial, poetic, journalistic-publicistic, business and scientific²². Speaking about communicative and written

с., **Швец А.В.**, Публицистический стиль современного русского литературного языка (О некоторых особенностях синтаксического строя современной газетной речи и тенденциях её развития). Киев, 1979, 127 с. (**Kozhin A.N.**, *Functional Types of Russian Speech* M., 1982, 223 p., **Kostomarov V.G.**, *The Russian Language in Newspapers. On Some Characteristics of the Language of Modern Newspaper Publicistics*. M., 1971, 267 p., **Shvets A.V.**, *Publicistic Style of Modern Russian Literary Language (On Peculiarities of Syntactic Arrangement of Modern Newspaper Language and Trends of Its Development)*, Kyiv, 1979, 127 p.).

¹⁹ **Galperin I.**, *Stylistics*, M., 1997, p. 332.

²⁰ **Кожина М.Н.**, К основам функциональной стилистики, Пермь, 1968, 175 с. (**Kozhina M.N.**, *The Basis of Functional Stylistics*, Perm, 1968, 175 p.).

²¹ **Гвоздев А.Н.**, Очерки по стилистике русского языка, М., 1952, 335 с. (**Gvozdev A.N.**, *On Russian Stylistics*, M., 1952, 335 p.).

²² **Арнольд И.**, *Стилистика современного английского языка. Стилисти-*

styles, A. Vasileva singles out journalistic-publicistic style among functional styles²³.

We are interested in the fact that the abovementioned authors view newspaper language and style as an expression of publicistic or journalistic-publicistic style. This is not accidental since “oratory is specific to belles-lettres and newspaper style and to television and radio that are related to them, as well as to the art of movie making, especially documentaries and photography”²⁴.

On the way of its development oratory has introduced its own genres with their specific aims, problems, peculiarities related to their own content-material. “These are notes, reports, statements, interviews, messages, articles, theories, reviews and letters. Texts on sports, feuilletons, pamphlets are widely used in belles-lettres and publicistic styles”²⁵.

Evidently, next to the most diverse informative articles, contemporary English press also contains publications in which informative articles merge with publicistic genres. The same issue can include various manifestations of informative and publicistic styles. However, along with its diversity, newspaper style possesses its own lexical, phraseological, stylistic, structural characteristics in the system of functional styles.

ка декодирования, 2 изд. Л., 1981. (**Arnold I.**, Stylistics of Modern English. Stylistics of Decoding, 2nd edition. Leningrad, 1981).

²³ **Василева А.Н.**, Курс лекции по стилистике русского языка 1987. (**Vasileva A.N.**, A Course of Lectures on the Stylistics of Russian, 1987).

²⁴ ЗУЗ, h. 6, т2 621: (SAE, v. 6, p. 621).

²⁵ Газетные жанры, М., 1971, с. 115 (Newspaper genres, М., 1971, p. 115).

In the course of communication each functional style pursues a different goal which comes to define its communicative peculiarities.

Thus, for instance, scientific style is distinguished with a wide usage of judgments and logical notions, professional terminology. Emotive-expressive elements and means are rather scarce. This style is typical of scientific literature, lectures, critical essays, etc. Here, the limits, formulations, descriptions aim at precision. Scientific-popular style is a sub-style of it and is typical of the type of literature bearing the same name. It is designed for larger masses of the public and possesses “various types of narration and certain genre specificities”²⁶.

The administrative style is expressed in official writings (laws, decrees, applications, protocols, etc.). It lacks expressiveness and emotiveness. The words are used in their denotative meanings. The speech is concise, formulations are precise. There are no exclamatory sentences. This style has its specific patterns, word-stock, etc.

The belles-lettres style is typical of literature including poetry, imaginative prose writing, etc. Emotiveness and expressiveness are its integral constituents. The elements of other styles can easily be applied upon necessity.

Functional styles include everyday-colloquial style which is characteristic of everyday communication.

²⁶ Շալունց Ռ., Մամուլի և հրապարակախոսության լեզուն, Ե., 1987, էջ 144 (Shalounts R., The Language of Press and Public Speaking Yerevan, 1987, p. 144):

Newspaper style differs from the styles mentioned above. Unlike all previous styles, it possesses a wider and larger communicative opportunities and reflects diverse relations of the reality. It covers political, economic, cultural, sports speeches, speeches of debates and various other fields.

It should be noted that newspaper style is one of the functional styles that allows the presence of various other genres²⁷. It is no surprise that newspaper style and language are often viewed as phenomena typical of publicistic style and hence it is often regarded as a journalistic-publicistic style²⁸.

The language of journals and newspapers, as a subject of investigation directly deals with journalistic-publicistic style. More precisely, it is one of the main means of manifestation of publicistic style. This style is more structured. The word-

²⁷ Առաքելյան Վ. Դ. և ուրիշներ. Ժամանակակից հայոց լեզու: Հնչյունաբանություն և բառագիտություն: Ե., 1979, 487 էջ: (Araqelyan V.D., et al. Modern Armenian. Phonectis and Lexicology, Yerevan: 1979, 487 p.).

²⁸ See Thorne Y., Stylistics and Generative Grammars, 1965, Journal of Linguistics, 1965, p. 49- 59. Костомаров В.Г., Русский язык на газетной полосе. Некоторые особенности языка современной газетной публицистики. М., 1971, 267 с., Швец А.В., Публицистический стиль современного русского литературного языка (О некоторых особенностях синтаксического строя современной газетной речи и тенденциях её развития). Киев, 1979, 127 с., Кожин А.Н., Функциональные типы русской речи, М., 1982, 223 с., Պողոսյան Պ., Խոսքի մշակույթի և ռճագիտության հիմունքներ, Ե.,1990, 423 էջ: (Kostomarov V.G., The Russian Language in Newspapers. On Some Characteristics of the Language of Modern Newspaper Publicistics. М., 1971, 267 p., Shvets A.V., Publicistic Style of Modern Russian Literary Language (On Peculiarities of Syntactic Arrangement of Modern Newspaper Language and Trends of Its Development), Kyiv, 1979, 127 p., Kozhin A.N., Functional Types of Russian Speech М., 1982, 223 p. Poghosyan P., Fundamentals of the Culture of Speaking and Stylistics. Yerevan, 1990, 423p.).

stock and grammatical realities it contains come from standard language. It is characterized with factual precision, a wide use of terms, formal nature of the material, generalization of the ideas stated as a result of the analysis. With its brevity, precision, normative nature and use of language means, this style resembles the scientific style and with its emotiveness and expressiveness it shares certain elements with the belles-lettres style (essays, reports, feuilletons). It is not accidental that the genres of publicistic style are often called general, mixed, “hybrid” or literary-publicistic genres since they are also often incorporated into newspaper style²⁹.

Publicistic style is distinguished with the combination of emotiveness and a certain pattern³⁰, which is particularly characteristic of newspaper style since the latter covers phenomena that are of public, comprehensive nature. Here three basic principles of journalistic-publicistic style can be observed – informative, advocative and evaluative³¹. It is

²⁹ **Եզեկյան Լ.**, Ոճագիտություն, Ե., 2003, էջ 57 (Yezekyan L. Stylistics, Yerevan, 2003, p. 57).

³⁰ **Сизов М.М.**, Краткость как дифференцирующий признак газетного стиля и его реализация в газетных информационных сообщениях. // Вопросы стилистики английского языка. Вып. 155, М., 1980, с. 121. (**Sizov M.M.**, Brevity as a Distinguishing Factor of Newspaper Style and Its Realization in Newspaper Announcements// On Some Issues of English Stylistics. Edition 155, М., 1980, p. 121).

³¹ See **Гальперин И.Р.**, Очерки по стилистике английского языка, М., 1958. **Сизов М.М.**, Краткость как дифференцирующий признак газетного стиля и его реализация в газетных информационных сообщениях. // Вопросы стилистики английского языка. Вып. 155, М., 1980, с. 166-177, **Пронин Е.Н.**, Текстовые факторы эффективности журналистского воздействия, М., 1981, с. 114-121, **Кожин А.Н.**, Функциональные типы

obvious that this style covers a large spectrum and is realized through regular press which covers various areas of human activity including sports. Hence, when speaking about sports language, we cannot escape the press language and style, which is, of course, characterized by its own peculiarities.

The most important feature of newspaper language is its communicative nature which is expressed in the available nature of the language used. It must be understood by masses. Both the content and the forms of expression of newspaper style are determined by this role. “The specificity of newspaper speech is conditioned by the fact that it is directed to every and each person. Newspapers are read by all – academicians and ordinary clerks, old and young, teachers, engineers, doctors, etc. Newspapers are read by the whole population. That is why the language of a newspaper should be simple. It should, however, be able to express the most complicated notions”³². Truly, “popularity is one of the most important features of journalistic-publicistic style”³³. It includes language means that are available to the public at large.

русской речи, М., 1982, с. 223 (**Galperin I.**, R. English Stylistics, М., 1958, **Sizov M.M.**, Brevity as a Distinguishing Factor of Newspaper Style and Its Realization in Newspaper Announcements// On Some Issues of English Stylistics. Edition 155, М., 1980, pp. 166-177, **Pronin E.N.**, Textual Factors of Efficiency of Journalistic Effect, М., 1981, pp. 114-121, **Kozhin A.N.**, Functional Types of Russian Speech М., 1982, p. 223).

³² **Заславский Д.**, О “газетном языке” // Литература и жизнь, 1959, июнь, с. 3 (**Zaslavskiy D.**, Newspaper Language // Literature and Life. June, 1959, p. 3).

³³ **Շալոնց Ռ.**, Մամուլի և հրապարակախոսության լեզուն, Ե., 1987, էջ 52: (**Shalounts R.**, The Language of Press and Public Speaking Yerevan, 1987, p. 52).

Homogeneity is another key characteristic of the newspaper language. It implies a process of interpreting, describing and analyzing certain phenomena where speech “avoids” stylistic extremes. The communicative role of the language which is highly important in a newspaper language makes the use of diverse means of stylistic expression secondary, “redundant”, and this creates a certain layer in newspaper speech where standard modes of expression prevail³⁴. When talking of newspaper style one should also take into account the diversity of genres which is served with the help of a huge selection of linguostylistic devices. The use of emotional words and expressions, in certain cases authorial coinages and innovations create a psychological, stylistic unity which lacks expressive-emotional overtones.

It goes without saying that in terms of stylistic coloring the conscious introduction of the speech element into the homogenous field of newspaper language through direct speech and dialogue is the best way to achieve expressiveness and is therefore the next important feature of the newspaper language. This fact attains more significance in the immediate and expressive transfer of information. Meanwhile, the ways of expressing one’s speech and changes in the tone further enhance the attention of the reader since the monotonous mode of presenting phenomena is not only boring but also lacks any impact on the imaginative perception of the reader, and hence, the interpretation of various phenomena without stylistic expressive means simply lacks any emotive impact.

³⁴ Նույն տեղում (ibid).

The speech which is built upon standard expressions and stylistically unmarked vocabulary and grammatical realities will not be read, especially if it is lengthy or voluminous. However, in newspaper language improper and ungrounded stylistic fusions weaken the speech and make it artificial and unimpressive. Such kind of speech becomes awkward and sounds badly-planned. Besides, saying something under the first impression is a sign of haste and poor taste. It follows that such a publication does not fulfil its role, does not assist the formation of a good taste and therefore, loses the attention of the reader.

Thus, it is not difficult to notice that newspaper language does not tolerate extremes such as combinations of stylistically marked expressions, phraseological, grammatical and word-forming units. Otherwise, the speech structure becomes highly disproportionate, unnatural and unconvincing.

Newspaper language does not allow the science-like bookish style of narration either. In this case, overwhelming the speech with professional terms we can face conflicts with the accepted norms. First, the language becomes inaccessible for the wider public. Here, too, the main layer is made up of words of general use. The word-stock includes notions of frequent use, words denoting various relations that can encounter in diverse genres. However, such kind of narration is excluded in newspaper style not only because of being complicated for understanding, but also because such publications can by no means correspond newspaper style at

all. Hence, the style of literature is also unacceptable for newspaper style.

Newspaper style does not favor another extreme, either. Overs-simplicity prevents the content from being serious and trustworthy. It weakens the urgency of the news. In any case it is necessary for any “discovery” to contain an element of immediacy in it. “Even the gold item should be sewn to practical, modest fabric which is limited in the newspaper column”³⁵.

The stylistic structure of the newspaper language undoubtedly depends on two main conditions – broadcasting information and evaluative attitude to the information reported. The latter is of social nature and provides a more appropriate viewpoint in the choice of emotive-expressive linguostylistic devices. The comprehensive nature of the word-stock is conditioned by this very fact, since journalists write about everything that interests the public. This comes to explain the so-called “open” nature of the newspaper language which bears a direct relation with the “self of the author”. Here, too, the author does not come up with any conventions. He talks clearly in his name. The extent of the involvement of the “authorial self” is conditioned by the mode of the interpretation of the news item or its genre. In this does journalistic–publicistic style differ from the belles-lettres. The latter is multi-layered, while the speech of the former is subjective in nature, direct, with explicit evaluative attitude and is single-layered. Here, the absence of a subtext is

³⁵ Орлов В., Три карты // Журналист, 1967, N1, с. 21 (Orlov V., Three Cards//Journalist, 1967, N1. p. 21).

substituted by the directness of the viewpoint, speech, through open confirmation or refusal, explicit conclusions, etc.

However, one cannot say that the single-layered nature of the newspaper language impoverishes the language. It possesses infinite opportunities of using expressive means. It contains elements of other styles (scientific, official-practical, literary, colloquial, etc.) that are conditioned by the diversity of genres and topics.

In terms of impact, publicistic style is in no way inferior to belles-lettres style and surpasses it in popularity.

The stylistic integrity of newspaper style does not limit its thematic scope. Most diverse articles and news items comprise a wider picture of interpretations of various phenomena. It is worth discussing how a certain field of life affects the language. Clearly enough, no official event, no scientific conference can be presented the way a big sports event or an individual meeting is. For instance, when covering a scientific conference the use of a relevant vocabulary (scientific terminology) is almost obligatory. This includes also the concise use of words and sentences which, finally relates to scientific abstraction. This, in its turn, is a new level of linguistic thinking and it significantly differs from the rest of the publications that lack the seriousness of the statements and the ability to predict future developments. This puts the speech in certain limits that excludes weak, redundant sentences and expressions.

Problems of political, international significance are reported in quite another way. Here, words with evaluative meaning prevail. Internationally used words and expressions

are also more frequent. Newspaper style is also distinguished with its laconic speech – its ability to convey much information with a few words, use of expressive-evaluative, syntactic stylistic means (rhetorical questions, exclamations, repetitions, inversions, etc.). The peculiarities of newspaper style are not confined to these features only. They undergo a constant change and transformation. It is no accident that there are diverse approaches to this issue in different works on newspaper style.

It is worth mentioning that publicistic and newspaper styles get noticeably closer as far as the classification of genres is concerned. This allows theoreticians to speak about a single style – that of journalistic-publicistic style.

Different studies written on the classification of newspaper genres³⁶ include not only genre peculiarities, but also their common features, typical of publicistic style – the true portrayal of reality, the manifestation of emotive, expressive means, etc. Studies show that newspaper genres

³⁶ See **Солганик Г.Я.**, Язык и стиль передовой статьи, М., 1973, с. 75, **Вакуров В.Н.**, и др. Стилистика газетных жанров, М., 1978, с. 183, **Пронин Е.Н.**, Текстовые факторы эффективности журналистского воздействия, М., 1981, с. 114-121., **Зилберт Б.А.**, Системно-функциональное исследование текстов массовой информации и пропаганды: Автореферат дис. докт. филол. наук. Саратов, 1988, с. 45, **Բաղդասարյան Հ.Մ.**, Ժողովարկային, ժողովարկային և ժամանակը, Ե., 1989, 487 էջ: (**Solganik G.Ya.**, Language and Style of the Editorial M., 1973, p. 75, **Vakurov V.N.**, et al, The Stylistics of Newspaper Genres, *Moscow*, 1978, p. 183, **Pronin E.N.**, Textual Factors of Efficiency of Journalistic Effect, M., 1981, pp. 114-121, **Zilbert B.A.**, System-Functional Research of the Texts of Mass Information and Propaganda: Thesis of Doctoral Dissertation in Phil. Sciences. Saratov, 1988, p. 45, **Baghdasaryan H.M.**, Journalism, Journalists and Time, Yerevan, 1989, p. 487).

can be divided into three groups – informative, analytical and belles-lettres³⁷. The informative genre contains messages, interviews, reports, correspondences, etc. The analytical genre includes articles, letters, genres of press, and then the third type comprises essays, feuilletons, critical reviews, etc.

The current investigation which views sports language as one of the manifestations of journalistic-publicistic style, attempts to reveal the typical linguostylistic peculiarities in different genres – sports reports, essays, chronological texts, etc.

The specificities of each genre will be discussed in different chapters respectively.

³⁷ See **Пронин Е.Н.**, Текстовые факторы эффективности журналистского воздействия, М., 1981, с. 114-121., **Солганик Г.Я.**, Язык и стиль передовой статьи, М., 1973, с. 75 (**Pronin E.N.**, Textual Factors of Efficiency of Journalistic Effect, М., 1981, pp. 114-121, **Solganik G.Ya.**, Language and Style of the Editorial М., 1973, p. 75).

2. CORRELATION OF LSP AND FUNCTIONAL STYLE

The term Language for Specific Purposes (LSP) was first used by the representatives of the Prague Linguistic School. They were sure that language is a system of symbols with its linguistic functionality as a priority. From this perspective language is a system of expressive means and serves for specific purposes³⁸. So functional specificity of the language on various levels has revealed those peculiarities that enable us to speak about “functional” styles and LSP in particular.

Prague linguists highlight two terms: “fundamental” and “potential”, the former denoting terms and formulae. They form a single whole with other elements typical of specialized and non-specialized languages. Unifying elements are considered as “potential elements” and are the integral part of of the LSP. Accordingly, the representatives of Prague Linguistic School define LSP as a unity of functional features and means of the language such as terms and formulae and those linguistic means which are typical of colloquial language.

Concepts of a “professional language” and LSP are often used as synonyms because of the non-clear line between these two terms. However, there are some linguists who clearly define them as separate concepts. “Professional languages” are originated on the bases of corresponding LSP

³⁸ **Гавранек Б.**, О функциональном расслоении литературного языка// Пражский лингвистический кружок: Сб. статей, М., 1967, с. 338-377 (**Gavranek B.**, On Functional Layers of Literary Language// Prague Linguistic: Collection of Articles, M., 1967, pp. 338-377).

typical of various spheres of social life³⁹. Likewise, general language includes both professional languages (the language of law, medicine, industry, sport) and LSP (the language of judges, doctors, economists, sportsmen).

There is no consensus on classification and definition of LSP. Commonly LSP is used for those terms which are used to express various professional concepts. German linguist A. Shrimmer identifies the concepts of LSP and “term”, while these concepts⁴⁰ are separated in contemporary linguistics though there isn't a proper definition of LSP yet.

On the one hand, the concept is defined based only on its general qualities (e.g. LSP is viewed as “a variety of general language, which serves the purposes of cognition”⁴¹), on the other hand, its functional meaning is considered a priority by Shmidt. It is the main tool of communication among specialists of a certain sphere. LSP has its own vocabulary with common frequency of lexical and grammatical resources. It is not independent of the language but it is mainly used in professional texts where professional vocabulary is combined with general lexical elements⁴². L. Hoffman defines LSP as a unity of almost all lexical means which are used by a limited number of people for communication in a certain professional sphere⁴³. W.v Hahn

³⁹ **Hahn v. W.**, Fachsprachen // Lexikon der Germanistischen Linguistik /hrsg. Althaus P., Henne H., Wiegand H. E – Tübingen: Max Niemeyer Verlag, 1980, s. 390-395.

⁴⁰ **Володина М.Н.**, Теория терминологической номинации, 1977, с. 28 (**Volodina M.N.**, The Theory of Terminological Nomination, 1977, p. 28).

⁴¹ **Mohn D. Pelka R.** Fachsprachen. Nu bingen: Niemeyer, 1984.

⁴² **Володина М.Н.**, ўзқ. шўқ.и, ьқ 28 (**Volodina M.N.**, Ibid., p. 28).

⁴³ **Hoffman L.**, Kommunikationsmittel Fachsprache: eine Einführung. –

defines LSP as a unity of specialty languages of science, technology, industry, management, which are means of communication mainly in scientific and technological systems⁴⁴. For some linguists stylistic peculiarities of professional terms are considered a priority in defining LSP⁴⁵. Due to non-unequivocal approaches to LSP definition, most commonly used linguistic expressions are used as synonyms⁴⁶ (language of science, scientific-technical style, language of scientific communication, style of scientific prose).

However linguistic literature differentiates those fundamental features that define LSP. The following are the preconditions accepted by the majority of authors:

- close relation to a certain scientific style,
- a special set of lexical means,
- implication of practical language means in the scope of the specialized language proceeding from the requirements of certain scientific spheres,
- desire of standardization in the spheres of lexicology, morphology, syntax as well as text structure,
- the interregional nature of the specialized language,

Tübingen: Narr, 1985, S. 53.

⁴⁴ **Hahn v. W.**, Fachsprachen // Lexikon der Germanistischen Linguistik /hrsg. Althaus P., Henne H., Wiegand H. E – Tübingen: Max Niemeyer Verlag, 1980, S. 390-395.

⁴⁵ See **Beneš E.**, Die Fachsprachen // Deutschunterricht für Ausländer 18 – München: Max Huber Verlag, 1968, S. 124-136 p., **Paroussis M.**, Theorie des juristischen Diskurses: Eine institutionelle, 1995. S. 57.

⁴⁶ **Цвиллинг М.Ф.**, Функциональный стиль, язык и социальный диалект. // Общие и частные проблемы функциональных стилей, М., 1986, с. 5-15 (**Tsvilling M.F.**, Functional Style, Language and Social Dialect// Common and Specific Problems of Functional Styles, М., 1986, pp. 5-15).

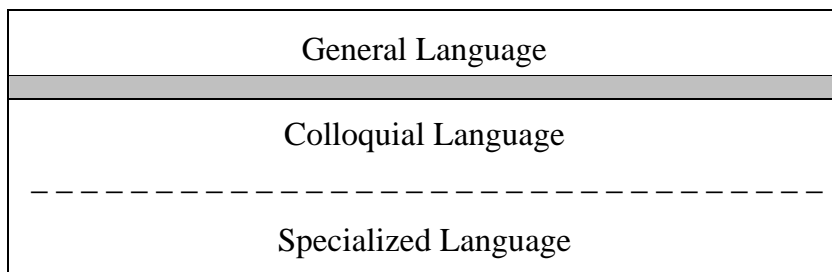
- oral and written forms of speech.

LSP is a term that was widely used in the 1970s. Russian linguists commonly define a professional language as a “sublanguage”⁴⁷. Thus, in order to clarify the status of LSP, it is important to collate it with such concepts as “general language” and “colloquial language”.

General language is the complete system of a language. The spoken/colloquial language is the core component of the general language which is commonly used by and is available for the majority of speakers.

The basis of the specialized language is its terminology, which is not used in the colloquial language. However, the specialized language cannot be deprived of the elements used in the colloquial language which may differ from it by their frequency and meaning.

The relation between general, colloquial and specialized languages is as follows.



⁴⁷ **Васильева Н.В.**, Языки для специальных целей и норма // Естественный язык, искусственный язык и информационные процессы в современном обществе. М., 1988, с. 55-60 (**Vasileva N.V.**, Languages for Special Purposes and Norms// Natural Language, Artificial Language and Informational Processes in Modern Society, Moscow, 1988, pp. 55-60).

Though colloquial language has a wider usage than the specialized one, the latter comprises several elements of colloquial language and should be included in the structure of the general language. Accordingly, it should be related to it.

At different times throughout the research of specialized languages linguists focus their attention on different linguistic levels trying to reveal the features typical of those languages. Linguistic literature classifies those phases which are marked by the research carried out on different linguistic levels all along the history of specialized language studies.

1. the 30-60s – verbal-terminological research,
2. the 70s – syntactical research,
3. the 80s – text research.

While investigating LSP special attention is paid to the vocabulary. That is certainly natural, as it reflects the peculiar vocabulary of the sphere and the features of its terminology in particular. And it is no coincidence that the concepts of “specialized language” and “terminology” are often identified⁴⁸. Vocabulary has always been one of the core subjects of linguistic studies. Being related to various professional spheres terminology is the unity of terms of a particular language or domain as an inseparable component of the general literary language used in the sphere of science, technology, art, sport, etc⁴⁹.

Linguists are particularly interested in those term features

⁴⁸ Володина М.Н., Теория терминологической номинации, 1977 с. 27. (Volodina M.N., The Theory of Terminological Nomination, 1977, p. 27).

⁴⁹ Աղայան Է., Լեզվաբանական ներածություն, Ե., 1987, 734 էջ: (Aghayan E., introduction to Linguistics, Yerevan, 1987, 734 p.).

which differ them from other words⁵⁰, their role in the general verbal system, issues of word-formation and word functionality⁵¹, as well as the issues of formation of terminological systems⁵².

The research along the lines of LSP is undoubtedly not restricted to the study of the vocabulary. Special attention is paid to syntax. However, these studies are carried out only through the application of the “statistical method” which enables to reveal the most frequently used syntactic structures in various texts where the same theme is often repeated. Finally, these studies claim that LSPs do not have special syntactic structures or a group of those means. They differ from the colloquial language by the frequency of different syntactic means.

In the sphere of LSP research a professional text study is quite a new direction. It develops in the sphere of text linguistics. Thus, it is important to study various types of professional texts from the perspective of linguistics, to

⁵⁰ See **Реформатский А.А.**, Что такое термин и терминология? М., 1959, с. 157, **Гринеv С.В.**, Введение в терминологию, М., 1993, 198 с., **Герд А.С.**, Специальный текст как предмет прикладного языкознания // Прикладное языкознание, 1996, с. 68-90. (**Reformatskiy A.A.**, Defining A Term and Terminology M., 1959, p. 157, **Grinev S.V.**, Introduction to Terminology M., 1993, 198 p., **Gerd A.S.**, Special Text as an Object of Applied Linguistics// Applied Linguistics, 1996, pp. 68-90).

⁵¹ See **Канделаки Т.Л.**, Работа по упорядочению научно-технической терминологии... // Лингвистические проблемы научно-технической терминологии, М., 1970, с. 40-52. **Гринеv С.В.**, Там же. (**Kandelaki T.L.**, Streamlining Scientific-Technical Terminology...// Linguistic Problems of Scientific-technical Terminology, M., 1970, pp. 40-52, **Grinev S.V.**, Ibid.).

⁵² See **Володина М.Н.**, Там же, **Гринеv С.В.**, Там же. (**Volodina M.N.**, Ibid., **Grinev S.V.**, Ibid.).

differentiate their grammatical, lexical categories, as well as other fundamental issues.

Academic knowledge is also one of the crucial factors of professional text formation. Accordingly, complex analysis of scientific-technical texts envisages a study of their structure, historical, cultural and structural analysis of documents, semantic forms and revelation of all those lexical means which convey the meaning of the texts⁵³.

Nowadays the field of LSP theory is of great importance for linguistics. Thus, the aim of our research is to reveal the lingostylistic peculiarities of the language of sport in English press and journal publications, in particular.

Language and sport. How is language influenced by sport as a separate social sphere, as a special form of activity?

Sport (sport < (di) sport – game, fun) is viewed as a complex of various physical exercises, trainings and organization of competitions. It is one of the important components of physical training, which aims at improving people's health together with achieving success and victory showing high performance in competitions⁵⁴. Based on this characteristics we can single out the following contextual features which influence the language:

- a) High level of tension in competitions, dramatism,
- b) Constant desire to overcome physical, moral and psychological hardships,

⁵³ Герд А.С., Специальный текст как предмет прикладного языкознания // Прикладное языкознание, 1996, с. 88 (Gerd A.S., Special Text as an Object of Applied Linguistics// Applied Linguistics, 1996, p. 88).

⁵⁴ ЁУЁ, 1985, ЁЁ 82 (SAE, 1985, p. 82).

c) Permanent hard work to identify internal forces and new methods,

d) Aesthetic orientation (beauty, harmony, charm of displaying high human qualities, etc.).

All these factors influence the general structure of sport language. Every sport event carries a great charge of dramatism. And naturally a journalists' task is to convey the whole influence on people and to be able to introduce it comprehensively.

Sports, being a separate sphere of social life, includes various games which, in their turn, become means of communication for millions of sportsmen and fans. Research is done on different aspects of sport, from the philosophy of sport to the psychology of individual sportsmen⁵⁵. And the ways sport reviews are made become more and more important, particularly, their linguistic peculiarities. However, the question is whether we can speak about sport language the way we do about scientific, publicistic, literary or any other style, whether it differs from other specialized languages in media on different aspects of life in its vocabulary, grammatical means, ways of expression, etc. Certainly, we

⁵⁵ See **Элькони́н Д.**, Психология игры, М., 1978, 304 с., **Пуни А.**, Психологическая подготовка к соревнованию в спорте, М., 1969, 88 с., **Пономарев Н.**, Феномен игры и спорт. –“Теория и практика физической культуры”, М., 1972, N8. **Լալայան Ա.**, Սպորտի հոգեբանություն, Ե., 1966, էջ 175: Նույնի Սպորտի հոգեբանություն, Ե., 1981: (**Elkonin D.**, The Psychology of Games M., 1978, 304 p., **Puni A.**, Psychological Preparation for Sports Competitions, M., 1969, 88 p., **Ponomarev N.**, The Phenomenon of Games and Sports. Theory and Practice of Physical Education, M., 1972, N 8. **Lalayan A.**, Sport Psychology, Yerevan 1966, 175 p.; **Lalayan A.**, Sport Psychology, Y., 1981).

can answer this question through comparative study of different publications and reports but this is beyond the scope of our research.

Nevertheless, the comparative study of sport reports in various journals and newspapers shows that sport language is first of all the language of press, which, together with its peculiarities, is exposed to the natural development of language. But it is worth mentioning that the language of any sphere in its various forms of expression and tasks to carry out cannot remain in its narrow, limited domain, however important this or that feature may be.

Moreover, sometimes all the language functions mentioned above can occur simultaneously. In this respect, the expressive means used in sport language are typical of general language, too.

Up till now, there hasn't been any comprehensive research on the linguostylistic peculiarities of sport language either by local or by foreign linguists except, of course, the publication of dictionaries of sport terms, sport-related words and phrases. Here are some of them:

- Skorodumova N.N. et al., Sports Terms and Their Equivalents in English, German and French, M., 1957. - 384 p.
- Encyclopedic Dictionary of Physical Education and Sports, M. - 1962.
- Football -Sports Terms in Five Languages, edited by V.A. Granatkina, 267 p.
- English-Russian Dictionary of Sports Terms and Phrases – M. - 1979, (edited by A.V. Gavrilovets).

- Russian-Armenian, Armenian-Russian Dictionary of Terms of Sports Physiology, Yerevan, 1990. - 186 p.
- English-Russian and Russian-English Dictionary of Football Terms / L.A. Zarokhovich, M., 2002. - 128 p.
- Football Dictionary, copyright, 1998 by FIFA (Compiled and arranged by Thomas Binder and Monika Brasse).

The research covers different aspects LSP studies such as lexicology, grammar, stylistics. The phenomena of stylistic value for press language have been specified on all these levels. Some of them are typical of other functional styles and LSP and this is no accident. Linguists observe some similarities in specialized languages⁵⁶.

Studying the syntax of different specialized languages Hoffman has come to the conclusion that social sciences and the language of literature have many common features, while the syntax of scientific-technical language differs much⁵⁷. Moreover, the language of natural sciences is much more independent. To classify the specialized languages he has applied both methods: horizontal when the common features as well as the morphological, syntactic and textual peculiarities of languages are compared, and vertical, based on the following criteria:

1. the degree of abstraction,
2. natural or symbolic language,
3. sphere of application,

⁵⁶ Hoffman L., Kommunikationsmittel Fachsprache: eine Einführung. – Tübingen: Narr, 1985, S. 58-59.

⁵⁷ Նույն տեղում, էջ 59: (Ibid, p. 59).

4. users⁵⁸.

According to vertical classification, he distinguishes 5 degrees which differ by the degree of abstractness and spheres of application. Naturally this classification cannot be final as it is difficult to include all possible spheres. Moreover, in Hoffman's classification one and the same language can hold several positions at the same time. In any case, this approach can contribute to the study of the peculiarities of specialized languages and reveal their relationships. However, Hoffman's classification deals with specialized languages of technical sciences and industry.

The aim of our research consists in revealing the functional features of sport language. However this study cannot be confined to the scope of specialized languages. Even the preliminary observations show that the grammatical specificity of sport language as a type of journalistic-publicistic variety has more in common with literary and scientific styles than with this or that specialized language. This must be the reason why Ed. Aghayan does not consider the use of the term "specialized language" acceptable⁵⁹. But it does not mean that the study of syntactic structures frequently used in and typical of various sport reports have been ignored by us.

Generally, press includes materials of different functional styles, publicistic style in particular, which have a dual function: to inform and to make an impact.

⁵⁸ Նույն տեղում, էջ 64 (Ibid, p. 64).

⁵⁹ Աղայան Է., Լեզվաբանական ներածություն, Ե., 1987, էջ 394 (Aghayan E., introduction to Linguistics Yerevan, 1987, 394 p.).

The similarities and differences of functional styles (colloquial, administrative, scientific, publicistic, literary)⁶⁰ can be displayed through comparison on various language levels. In this case sport language will reveal its similarities and differences from other spheres of language use.

Since the classification of functional styles is accomplished according to certain criteria (semantic, lexical, grammatical, emotional-expressive and textual), all the peculiarities mentioned in the research are related to all these levels. While classifying the vocabulary it is important to consider the direct and figurative meanings of the words, their mono- and polysemantic nature, etc. The study of grammatical peculiarities refers to the application of grammatical synonyms, selection of sentence types as well as the peculiarities of government and sequence in sport language. Features of expressiveness are related to the imagery structures of the material, while textual peculiarities are observed from the point of view of different applications of speech structures. Thus, we have conventionally distinguished the following peculiarities:

1. the material conveyed has two functions: informing and making an impact. However the informative function prevails,

⁶⁰ Տե՛ս **Вейхман Г.**, О стилистической классификации современного английского языка, ФН., 1958, с. 203, **Кожина М.Н.**, К основаниям функциональной стилистики, Пермь, 1968, 175 с., **Եզեկյան Լ.**, Ոճագիտական հիմունքներ, Ե., 2003, 374 էջ (**Veikhman G.O.**, On the Stylistic Classification of Modern English, ФН., 1958, pp. 203, **Kozhina M.N.**, The Basis of Functional Stylistics, Perm, 1968, 175 p., **Yezekyan L.**, Stylistics, Yerevan, 2003, 374 p.).

2. the material conveyed is addressed to both specialists and masses,
3. the material conveyed is prevalingly urgent,
4. words are basicly used in their direct meanings,
5. the use of the semantic groups of the vocabulary is excessive,
6. brevity of speech with precise expressions and few expressive means typical of informative texts is notable,
7. question-answer patterns are observable, emotionality and figurativeness cannot be excluded,
8. nouns, adjectives, numerals are often stylistically charged,
9. the use of the third person is frequent,
10. the use of different syntactic patterns is not random,
11. the use of passive constructions prevails,
12. various mono- and multi-structured sentences are used excessively,
13. tendency to express past actions through present tenses for the purpose of positive statement is observable,
14. excessive use of tropes and figures of speech (epithet, metaphor, simile, inversion, etc) and expressive means (eloquence, exclamation, speech interruption, etc.) is notable,
15. Various techniques of story and plot development are applied.

Thus, the similarities and differences of the publicistic and other functional styles can be revealed considering all the mentioned features.

Functional style	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
colloquial	+	+	-	-	-	-	-	-	+	+	-	-	+	-	+	+	-	-
Administrative	+	-	-	+	-	+	-	+	-	-	-	+	-	-	-	-	-	+
scientific	+	-	-	+	-	+	-	+	-	-	-	+	-	-	-	-	-	+
publicistic	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
literary	+	+	+	-	-	-	+	-	+	+	-	-	+	-	-	+	+	-

The wide coverage of the publicistic style is mainly due to its similarities and common features with literary, scientific and partially colloquial and administrative styles. Meanwhile, the differences between publicistic and other styles are mainly expressed through the use of expressive means as well as the word-stock at large. Accordingly, complicated and long sentences, incomprehensible and obscure words and expressions are not commonly used in sport reports, interviews, reportings, etc. It stands out with its precision, sharpness and purposefulness which stem from the nature of the publicistic style and intend to impact people. The selection of words, as well as sentence structures, tone, expressive means, text structures, etc. reinforce the impact on masses.

That is why the analysis of sport reports on different language levels has been carried out from the perspective of stylistics.

CHAPTER TWO

STYLISTIC CHARACTERISTICS OF SPORTS VOCABULARY

1. LAYERS OF SPORTS VOCABULARY

A word is the key language ingredient which undergoes investigation at various levels according to different fundamental principles – the origin of words, composition (lexicology), morphological, syntactic peculiarities (grammar), etc⁶¹: A word fulfils an emotive-expressive function. Grammar centers on the nominative function of the word – the examination of semantic and gramatical meanings, while stylistics concentrates on the unique ability of the word to acquire an emotive-expressive charge, to produce a certain aesthetic value and create a poetic picture.

Certainly, the vocabulary-based stylistic content should not be limited with the emotive expression only. The evaluative attitude the stylistic value of a word rests upon is of great importance, too. In this regard, the best ways of expressing a stylistic value are synonyms, antonyms, polysemantic words, metaphors, etc. Various approaches to the stylistic classification of the vocabulary have been advanced. According to the functional principle, the word-stock of a language is divided into bookish and colloquial groups⁶². This classification was rejected due to its polarized

⁶¹ **Виноградов В.**, Русский язык, М., 1980, 639 с. (**Vinogradov V.**, The Russian Language, M., 1980, 639 p.).

⁶² **Ст' и Гвоздев А.Н.**, Очерки по стилистике русского языка, М., 1952,

nature⁶³. A. Efimov suggested the semantic-stylistic classification⁶⁴. The setback of this and other classifications⁶⁵ is the neglect of the formal and semantic peculiarities⁶⁶. Currently, in linguistics the stylistic classification of the word-stock is carried out, first and foremost, with a due attention to the form and meaning of words⁶⁷. To reveal the stylistic value of the vocabulary of sports language we have considered the layers of the vocabulary based on the meaning (synonyms, antonyms, polysemantic words, metaphors) and on the source of origin (words of common use, colloquial words, neologisms). This approach makes it possible to have a more comprehensive picture of the stylistic nature of sports vocabulary.

Describing the stylistic nature of the vocabulary we have proceeded from the following:

- a. all words possess a stylistic value,
- b. the classification of words is carried out with reference to their form and content,
- c. special attention is attached to the vocabulary of the

335 с., **Gairns R. and S. Kedman**, Working with Words, Cambridge, 1986 (**Gvozdev A.N.**, On Russian Stylistics, M., 1952, 335 с.).

⁶³ **Ефимов А.**, Стилистика русского языка, М., 1969. с. 196 (**Efimov A.**, Russian Stylistics. M., 1969, p. 196).

⁶⁴ **Ефимов А.**, նշվ. աշխ. էջ 197: (**Efimov A.**, Ibid., p. 197).

⁶⁵ **Ст'ю Валгина Н.С., Розенталь Д.Э. и др.** Современный русский язык, М., 1971., с. 35, **Галкина-Федорук Е. и др.**, Современный русский язык, М., 1957. с. 79 (**Valgina N.S., Rozental D. E.** et al. Modern Russian, Moscow, 1971, p. 35, **Galkina-Fedoruk E.** et al. Modern Russian M., 1957, p. 79).

⁶⁶ **Մելկոնյան Ս.**, Ակնարկներ հայոց լեզվի ոճաբանության, Ե., 1984, էջ 42 (**Melkonyan S.**, Notes on Armenian Stylistics, Yerevan, 1984, p. 42).

⁶⁷ **Մելկոնյան Ս.**, նշվ. աշխ. էջ 43 (**Melkonyan S.**, Ibid., p. 43).

magazine and journal language, the latter being far richer than that of the newspaper language.

The classification of the layers of sports vocabulary, with special reference to their stylistic value and emotive-expressive charge, has been conducted based on these principles.

Words of Common Use. Words of common use, that form the basis of a language, constitute the largest part of sports vocabulary. They appear in any newspaper genre and have a large frequency of use in all functional varieties of speech: scientific, belles-lettres, rhetorical, official, colloquial, etc. This layer is known to be simple, available and general. It is impossible to build a speech without this vocabulary.

Some linguists⁶⁸ claim that this vocabulary layer is stylistically neutral, while others⁶⁹ are convinced that there are no neutral words in general, since every word can acquire a metaphorical meaning in speech in different areas of usage and, hence, get stylistically charged. However, it is important, that words of common use are polysemantic “something which is not typical of the vocabulary layer with emotive-expressive coloring”⁷⁰.

⁶⁸ Слово Валгина Н.С., Розенталь Д.Э. и др. Современный русский язык, М., 1971., с. 301-313, Галкина-Федорук Е. и др., Современный русский язык, М., 1957. (Valgina N.S., Rozental D. E. et al. Modern Russian, Moscow, 1971, p. 301-313, Galkina-Fedoruk E. et al. Modern Russian M., 1957).

⁶⁹ Слово Ulman S., Words and Their Use, Oxford, 1962., Sheard B., The Words We Use. New York, 1962.

⁷⁰ Robinson P., Components and Procedures in Vocabulary Learning, Journal of Linguistics, 1988.

This layer of the vocabulary makes up the core of the newspaper language in general and of sports language in particular, getting replenished with new words which, in the result of the development of science, art and culture, get involved in the sphere of communication, penetrate into the common layer of the vocabulary and enrich the language (*match, block, bean, bike, hammer, chuck, kick, status, committee, stadium, goal, player, administration, final, champion*).

Colloquial Vocabulary Layer. This vocabulary layer is accepted to be called everyday-colloquial since it is through these words that the oral colloquial variety of the language comes into being. This vocabulary layer which includes emotive-expressive words and phrasal verbs is characterised with friendliness and ease, supports the expression of brevity and often make the speech more figurative.

The use of everyday-colloquial words in sports vocabulary is also frequent. They incorporate a friendly tone in the language of reports and interviews which are often unrefined and as a rule sound very friendly. Their use is meant to express one's personal feelings and emotions and reveal the unique way of thinking of this or that personality (usually of a sportsman).

“Only you could bring a victory to team.

*I could, **I stopped the ball well enough**, but the goalkeeper **blocked** my shoot. A metre to the right, a metre to the left, it would be “goal” certainly.*

What a pity! *Wazarin would say; “you need a good beat”*”.

- ***“He didn’t get it so clean,- commented he. My companion made a derisive smile. You see, he couldn’t lift that frivolous weight either”***.

(Motion-Sport in Finland, 1/97, p. 27)

The examples show that the use of conversational elements (*block, get it clean*) play a huge role here making the speech more lively and cheerful. Observations have allowed to bring out the use of a number of words, word combinations, phrasal verbs from conversational language (*to take courage, to take risk, to guess, to manage, to lose control, to appease, to make somebody eat his word, etc.*)⁷¹. The next example presents a dialogue between a coach and his friend which brings the reader closer to the backstage of a sports event.

“The end! There is another record.”

“No that is not the end” said the athlete sitting next to him. Now the weight will be weighed, then Vorov: he is lifting the weight... the record will not be scored.

- ***I’ll make him eat his words.***
- ***But he ought to take care of himself.***

⁷¹ **McCathy M.**, Some Vocabulary Patterns in Conversation, 1988.

- *How did he take risk!*
- *Try to lift the weight without eating something.*

(PANORAMA, N7-8, 1980, p.25)

Here everything is defined by grams that are won by an indescribable concentration of physical and moral strength and efforts. The sportsman has had supper being well aware that his weight may exceed the accepted standard. However, it is simply impossible for him to come up to the bar hungry. Everyone knows it, both the sportsman, and the coach and the ordinary spectator. And this conclusion is delivered in a simple, conversational language:

“Try to lift the weight without eating something”.

This layer of vocabulary also includes social-conversational words. They are usually beyond the literary language, possess an emotive-expressive coloring and are usually used with a negative meaning. They carry nuances of vulgarity (*shut up, bastard, beast, blighter, boulder, dicky, etc.*).

A limited use of slang elements can also be observed in sports vocabulary (*cheat, beat the air, hair the grates, etc.*). Generally, the use of slang words is not encouraged. Still, they can be used for stylistic purposes when trying to find a suitable phrase to describe a sportsman.

*“They **cheated** us. They didn't have any injured player”.*

(World basketball, 1995, N3, p.18)

The role of the conversational layer of the vocabulary is huge in the communication with the large masses. It is a means of everyday interactions and very often emerges through dialogues. This style is rather “mobile”, constantly prone to changes and makes the speech more intimate and original due to its friendly nature. This layer of the vocabulary is the best means to create unique, non-schematic descriptions especially in sport reports. It is the best source of enrichment and replenishment for all the styles whether directly or indirectly. It is not accidental that Charles Ballie views conversational language as a “norm”, a standard of evaluating language varieties⁷².

Neologisms. Parallel to social changes the vocabulary enlarges. Sports vocabulary includes such words and word combinations which are new for the given period of time. Later they cease to be neologisms as they slowly penetrate into the active vocabulary of the given language. Generally, newspaper neologisms are typical of sports language. Here are some of them:

“futsal, mini-pitch, licence officer, 4th (fourth) official, FIFA commissioner, FIFA licence, licensed player, licensed coach, sub-licence

⁷² **Балли Ш.**, Французская стилистика, М., 1961. с. 18 (**Bally Ch.**, French Stylistics, Moscow, 1961, p. 18).

system, referee observer, football agent, match agent, match bonus, golden goal, silver goal, grassroots football, fun football, foreigner quota, indoor pitch, indoor stadium, ground advertising, Hat-Trick project, JIRA project, FAIR PLAY, bookmaker, bookmakers favourites, football sweepstakes, football pools, anti-doping agency, anti-doping code, sponsor, artificial turf, synthetic turf, mini-tournament, FIFA Media Committee, Players' Status Committee, T.V.-viewer, mixed zone, zorbeng, zubon, Transfer Committee, transfer certificate and so on”.

They are mostly compound words made up of compounding and suffixation (*snowboard, freestyle, overtime, playfellow, mountainbike, motorbike*).

Some of the neologisms, frequently used in sports texts, are created with the help of prefixes and suffixes.

*“Committees, multilateral organisations, athletes and scientists should form an **anti-doping agency** and continually supervise adherence to the **anti-doping code**”.*

(WORLD HANDBALL magazine, 4/97, p. 9)

*“UEFA commends all initiatives that pro-actively address the serious problem of **racism in football** which threatens the spirit of **Fair Play** and taints football's role in society as a whole”.*

(COMMUNIQUE, Issue twelve, p. 2)

2. SEMANTIC GROUPS OF VOCABULARY

One of the essential principles of investigating the vocabulary is the classification of words based on form and content. Hence, words are divided into three groups – synonyms, antonyms and homonyms. The use of synonyms is more frequently observed in different sub-styles of the publicistic and newspaper style including sports reports and publications. Since any reported news aims to make an impact on the public, the application of various means of reporting becomes unavoidable. To avoid monotony in sports reports, as well as unnecessary repetition of words and expressions, reporters turn to synonyms which make the news more impressive and diverse.

Synonyms can emerge in conversational style, particularly in interviews and direct addresses. Everything depends on the personality of the speaker, his/her figurative thinking. In this case, conversational forms can be applied parallel to the literary ones.

*“At the begining of the season everybody said that our veterans will **get out of breath** a month later, will not be able to play”.*

(SPORT EUROPE, n.46/99, p. 47)

The close study of the second context above shows quite clearly that the word-groups *get out of breath* and *will not be able to play* are not synonyms in the proper sense of the term, though the idea expressed by both of them is the same. The

impact produced by the context is provided by the clash of the literary neutral word-group *will not be able to play* and the colloquial *get out of breath*. In the other passages the situation is more or less the same.

Gradual synonyms, which are directly connected with the attitude of the speaker and his/her figurative thinking, are quite common in sports language.

*“Now my hand aches terribly, it **became tired** and **weak** during the wrestling, and thus I want to **finish, to put an end**. I don't have power any more”.*

(SPORT, 7/96, p.17)

In the second passage the use of the qualitative adjective *weak* following the word-group *became tired*, and then the advancement of the context to present the occurrence of another pair (*finish – to put an end*) disappoint the reader and create an atmosphere of pity and grief for the beloved wrestler of the fans whose physical strength and powers have abandoned him. Due to this particular choice and arrangement of the elements of both synonymic groups (*become tired – weak; finish- put an end*) a kind of synonymic gradation arises which intensifies the impressive power of the context. The fact that in both pairs the first components are from the neutral layer of the vocabulary (*become tired* and *finish*) requires particular attention. This use of synonymic pairs is, of course directly connected with the positive attitude of the speaker towards the sportsman and his/her figurative thinking as well.

Elements of the same group of synonyms help to make a more detailed picture of the given phenomena.

*“Five minutes later the Yugoslavians left the stadium. And Belov sitting on the bench was bandaging his **painful fractured** leg. He rose slowly, when other teams appeared in the stadium. But the audience **didn't leave and disregarded** him. Who shouldn't leave **alone unnotable**. The team was defeated but it played **encouraged brightly** during all the tournament and left **proudly**, as a **winner**. It devoted everything; its **emotions and sports wickedness** and its **latest power** for its **victory** and the hall accompanied it standing”.*

(Olympic Moscow 1980, p. 23)

The synonyms used in the extract adduced above not only make the speech more expressive, but also convey detailed information about everything that happened after and before the match, i.e. they help the speaker be more exact in his description of the events.

After a very difficult and persistent fight, Belov got injured. Therefore, the reporter used not only the adjective **painful**, but also **fractured**, that speak of the severity of the injury and the strong will of the sportsman. He did not leave the arena. When other teams appeared in the stadium, “*he rose*” signaling not only the end of the fearless fight, but also the end of all those unparalleled, exceptional and truly memorable moments of the

sports feats that the sportsman had previously presented to millions of people. Hence, sports fans would not dream of *leaving or disregarding* him. Though the team was defeated, Belov showed an *encouraged and bright* performance throughout the tournament. Otherwise stated, he invested all his physical and mental strength, as well as his professional talent of a sportsman in it. That's why the phrase "Belov left the stadium not only with his head up" used by the reporter in the larger context of his sports news is intended to emphasize the fact that Belov excels everyone and leaves as a true winner. But he receives such descriptions because he and his team have devoted all their emotions and passion, sports wickedness and skills and, last but not least, their latest power to win.

It is evident, that without the use of synonyms the reporter could not have conveyed the inner drama and the tension of the match and the given sportsman. Neither could the reporter enhance the idea of his strong will to win, his hard work of long years, his professional performance, and at the same time the unavailability and inaccessibility of the victory. And again, in this case, too, the use of the semantic groups *painful – fractured, leave – disregard, encouraged – brightly, its emotions – sports wickedness – its latest power* creates rows of semantic equivalence through which the pride and devotion of the sportsman and his team are emphasized.

In colloquial style which is more often reflected in dialogues, one can also meet emotive and expressive synonyms such as *shoot – kick, win – gain, notable – famous, powerful – strong, wrestler – fighter, sprinter – dashman*, etc. These elements demonstrate the evaluative attitude of the speaker and

provide detailed information about the sport event:

shoot – kick

win – gain

palfreg – courser

sportsman – athlete

notable – famous

powerful – strong

to hold back – to obey

to coincide – to concede with

essential – main – major

wrestler – fighter

empty – vacant

wide – shouldered

sprinter – dashman

defence – back

umpire – referee

It should be noted that even the slightest semantic differences play a very important role from a stylistic point of view, meanwhile contributing to the application of most diverse and unusual forms of thoughts. Otherwise stated, the reporter enriches his statements with various figurative expressions without introducing unnecessary repetitions into his speech.

Thus, synonyms differ in form, but express the same general meaning despite the small stylistic differences. The “neutral” word usually contained in any synonymic group acts as the main word, while others offer differences in additional expressive-emotional-evaluative nuances. The study of our

material reveals that the use of synonymic rows like *to think – to judge – to ponder, known – famous – outstanding, fearless – fearless – riskful, shoot – kick – fire, etc.* is rather frequent in sports reports. The extract below is a case in point.

*“His ability to dribble, **kick** and **shoot** with both feet is making him a contrast nuisance”.*

(Footballasia, June 2003, p. 38)

The word *shoot*, which in the Oxford Advanced Dictionary of Current English is defined as “*make a shot at scoring a goal*”, in the given example is obviously used to intensify the meaning of *kick (hit with the foot)*¹, to enhance the impression achieved by *kick* in the context, as well as reveal the attitude of the speaker towards the sportsman he/she introduces to the readers. The function of intensifying is also present in the following passage from a sport report where the word *crush (pressing to cause to lose shape)* is obviously used figuratively to intensify the meaning of *must be broken down* and make the impact of the context much stronger.

“Here, there, everywhere, in the Olympic village streets, in its all dwellings, in vigorous, happy, brave peoples veins, the life is burning, creating people’s warm contacts and touch, the friendship contacts and the friendly talk”.

(PLAY FAIR! 2002-2003/1, p.5)

To be able to highlight the general mood the reporter adds the pronoun *everywhere* to *here* and *there*, the former being more embracing than *here* and *there* which are rather limited and more localized in contrast to *everywhere*. The mood of the sportsmen living in the Olympic village is very high, thus the word *vigorous* is complemented with its synonym *happy* which further enhances the exciting enthusiasm of the dwellers. People from various parts of the world establish *friendly* ties which grow to be warm. Therefore the reporter speaks of a *friendly talk* which is much more than simply friendly relations.

Thus, synonyms differ in form, but express the same general meaning despite the small stylistic differences.

Any synonymic group usually contains a “neutral” word that acts as the main word, while others offer differences in nuances. The synonyms used in sports reports are diverse and can be classified in different groups – semantic, stylistic and semantic-stylistic.

1. The first group is comprised of synonyms which though express the same notion, differ in their semantic nuances. For example,

to think – to judge – to ponder
beautiful – wonderful – attractive
to beg – to beseech – to entreat
big – huge – enormous
known – famous – outstanding
fearless – frightless – riskful

2. Stylistic synonyms are contrasted in their emotive-expressive charge.

shoot – kick – fire

to satisfy – to be enough
to be lazy – to be idle

3. Semantic-stylistic synonyms differ semantically and stylistically.

name – call – appeal
steal – take – deprive

Each next synonym in a context usually intensifies the content and the impression of the preceding one. For example,

*“The resistance **must be broken down, crushed**, otherwise will be impossible to resist their suppression”.*

(SporTVision, No121/
January 1998, p. 23)

Rarely can one meet examples of synonyms with opposite meanings.

*“Anyway he could differ the live from false and the **defeat** from **loss**”.*

(AIPS NEWS, 4/2000, p. 7)

Antonyms. The linguostylistic value of sports reports is enriched by the use (though not very frequent) of antonymous elements which have long been established as a regular and very natural feature of language (Gao 2014). Just like

synonymy, for antonymy as well the presence of a common feature is a must, only in this case it serves as basis of opposition. It is well known that the stylistic value of antonyms is demonstrated in opposition, i.e. in semantic polarity (Girunyan 2009). It is important to note that in antonymic semantic relations the contrast is based on only one feature, and the component of connotation, i.e. the additional expressive-emotional-evaluative overtones are not taken into consideration. In speech, they can oppose each other in different ways. In sports reports the opposition represented in speech is very often absolute. In this case the antonymic pairs share a characteristic which by some linguists is described as definitive in understanding the antonymic relations in the pair. This means that each of the members of the antonymic pair denotes this or that degree of some property which can be intensified in opposite directions (e.g. *high-low, easy-difficult, short-long, fast-slow, to become strong-to become weak, to climb-to come down, etc.*).

It is obvious that antonyms are fewer in language than synonyms, since it is simply difficult to find opposite meanings for many words used in a language (e.g. point, ball, goal, whistle, etc.). Naturally, the majority of pronouns, numerals, conjunctions, connectives, exclamations, etc. do not form antonym pairs.

The use of antonym pairs in sports reports avails the reporter of the opportunity to present a thorough description of the sport event. Thus, for example,

*“The skiers were **rising** and **coming down** through the bosom of the mountain with the greatest intension to reach the winding. The power must be kept in order to overcome the height. The **fast** skate run of the sportsmen is opposed to the cars **slow** run, the audience **slow** walk is incomparable with their **stadious** movements”.*

(PANORAMA, No1-2 July,
1996, p. 45)

In this extract, with the help of the antonym pairs *rise-come down*, *fast-slowly*, *slow-studious* the reporter draws the attention of the reader to the track followed by the skiers. No victory is easily achieved. It takes the utmost concentration of all efforts so that the easier section of the road, the winding, gets closer. To indicate the high speed of the run of the skiers, the reporter compares, or rather, contrasts it with the **slow** movement of the cars (though in reality, cars do not move slowly). Still, the reporter considers the comparison insufficient and immediately offers another contrast – *the audience slow walk* and *the studious movements of the skiers*, thereby enhancing the lasting, tense work of the sportsmen. Calmness and laziness have nothing to do with them.

It is common knowledge, that antonyms are divided into two groups – language and speech antonyms (Barber 1971; Minayeva 1982; Carter 1988). Language antonyms express opposite meanings and are only linguistic realities whereas speech or contextual antonyms do not have opposite meanings at the language level. Rather, they acquire them in their concrete uses. Here are some examples.

“*“Milan” showed an interesting, animated and flexible game. The opposite team was satisfied only with standard passes and polite manner*”.

(UEFA flash, June 2000, p. 2)

“*Japan did quite well, in particular with its women’s team. However they did miss some big chances, especially in the backstroke*”.

(Swimming, 1998, N1, p. 13)

“*I felt I was winning. Let the referees think in another way. The justice won when the competition stopped because of the technics knock out*”.

(Boxing Magazine 1995, N32, p. 21)

In these examples, which present **speech or contextual antonyms**⁷³, the highlighted words are obviously not antonyms at the language level. Rather, they acquire opposite meanings in certain uses. In other words, antonymic relations between these elements are established only in this context. The reporter describes the performance of Milan as interesting, *animated*, then adding the adjective *flexible* he contrasts it with the rival’s weak and uninteresting performance using the semantic groups “*standard passes* and *polite manners*”. The acquisition of opposite meanings is situationally bound. It is natural to think

⁷³ St’u Barber Ch., Linguistic Change in Present Day English. London, 1971., Minayeva L.A., Manual of English Lexicology. M., 1982., Carter R., Vocabulary and Language Teaching, 1988.

that the language could have sounded poorer, weaker and unimpressive, if, when talking about his favorite team, the reporter confined his choice to language antonyms. The same is equally true for the contextual antonym in the last example. The sportsman feels that he has an obvious advantage over his rival (...*I felt I was winning*) while the referees think otherwise. The sportsman's determination to win is opposed to the manners and positions of the referees.

Another contrast-based interesting stylistic structure observed in sports language is the oxymoron which combines incongruous and apparently contradictory words and meanings for a special effect⁷⁴, namely – for enriching the speech with more impressive, unexpected and unusual descriptions. In fact, these elements detract each other rather than seek a union.

*“The cold war is no more, we can say more: It helps to overcome the hard obstacles which exist in some countries, to change the confusion into a **harmonious chaos**”.*

(The FLAME, December 1997, p. 5)

Frequently occurring examples of oxymoron expressed by word combinations built with opposites are: *delayed victory, aged youth, victorious defeat, innocent guilty, the honorable last place*, etc. The passage adduced below reveals the effect of the oxymoron **victorious defeat** in the context.

⁷⁴ Ջրբաշյան Էդ., Գրականության տեսություն, Ե., 1980, էջ 253 (Jrbashyan Ed., Theory of Literature, Yerevan 1980, 253 p.):

*“The participation of Spain small club “Alaves” in the final of UEFA Cup 2000/01 was major achievement, as the Spanish side returned home with a **victorious defeat** 5:4 in extra time from English giants “Liverpool””.*

(UEFA direct 10.02, p. 5)

Sometimes there also occur cases of oxymoron built as illogical combinations with different words and phrases such as *unflammable fire, a sad victory, unaware knowledge, an implacable intimacy, etc.* Sometimes one of the constituent words of this figure of speech can take a negative prefix as in *unbalanced balance, unwise cleverness, unended edge line, etc.*

*“A silent chat was going on between the coach and the wrestler standing in the corner. Everything was an **unusual, usual** day for Max Fyoler”.*

(Sport Europe, N 43/99, p. 28)

As can be observed, the stylistic value of the oxymoron is remarkable in the context as it makes the speech more interesting and emotionally coloured meanwhile introducing a touch of intrigue into the context.

*“The cold war is no more, we can say more: It helps to overcome the hard obstacles which exist in some countries, to change the confusion into a **harmonious chaos**”.*

(The FLAME, December 1997, p. 5)

Thus, frequent examples of oxymoron are: (delayed victory, aged youth, victorious defeat, innocent guilty, etc.):

In separate cases the oxymoron can take on an individual nature, thereby stirring the readers' interest. According to their structural characteristics, oxymorons can be based on:

a) word combinations built with opposites (*a victorious defeat, the honorable last place, a sharp defeat, etc.*).

*“The participation of Spain small club “Alaves” in the final of UEFA Cup 2000/01 was major achievement, as the Spanish side returned home with a **victorious defeat** 5:4 in extra time from English giants “Liverpool””.*

(Uefa direct 10.02, p. 5)

b) *“illogical combinations” built with different words and phrases usually occurring only in certain textual combinations (unflammable fire, a sad victory, unaware knowledge, an implacable intimacy).*

*“The **unflammable fire** over the stadium, lies before all of us, and the general public alike, to make the Sydney 2000 Olympic Games the finest and most successful that have ever been staged”.*

(OLYMPIC OPENING CEREMONY
-SYDNEY 2000, p. 2)

“At the end of the 1964 Olympic Games the Australian team’s captain walked sadly because

*his only **sad** victory wasn't enough to lead his national team to final*".

(Atlanta, Spring 1996, p. 8)

c) combinations in which one component takes a negative suffix thereby negating the next one with a positive meaning (*unbalanced balance, unwise cleverness, unended edge line*).

*"A silent chat was going on between the coach and the wrestler standing in the corner. Everything was an **unusual, usual** day for Max Fyoler*".

(SPORT EUROPE, n.43/99, p. 28)

*"The admiration and surprise of the audience burst. It was quite festive of the **unable** team's **strength** ability. Nobody doubted for the victory of the team before the end of the second half time*".

(SPORT EUROPE, n.43/99, p. 17)

Homonyms. Studies on homonyms are quite diverse. As R. Shalunts writes, the rich material in the foreign linguistic literature has not undergone a certain classification⁷⁵. More successful are the classifications offered by Soviet linguists

⁷⁵ Շալունց Ռ., Համանուն բառերը ժամանակակից հայերենում, Լեզվի և ոճի հարցեր, IV, Ե., 1977, էջ 10 (**Shalunts R.** Homonyms in Modern Armenian, Language and Style, IV, Yerevan, 1977, p. 10):

A. Smirnitsky and V. Vinogradov⁷⁶. A. Smirnitsky classifies English homonyms into different types, distinguishes between full and partial, later lexical and lexico-grammatical homonymy based on semantic and grammatical differences. According to his classification, lexical homonyms are those pairs which match in all grammatical forms. The second group is made up of lexico-grammatical homonyms which form homonymy but not in all forms (*found*, the past form of the verb to find and *to found*)⁷⁷. V. Vinogradov defines homonyms as forms which entirely match in their sound forms, though he also accepts the transitory, mixed types calling them “partial homonymy”. In any case, classifying words by a certain principle, these two linguists view the same phenomenon differently. e.g. The English words “light” (լույս, Թեթև) and “found” (հիմնել, գտնել/անցյալի հիմք/) match in certain forms which Smirnitsky calls **lexico-grammatical homonymy**.

We classify homonyms as it is currently accepted in linguistics.

According to the sameness of form, homonyms can be full and partial⁷⁸. As is well-known, full homonyms are the same both in spelling, and in pronunciation like in Armenian

⁷⁶ See Смирницкий А., Лексикология английского языка, М., 1956, 260 с., Виноградов В., Об омонимии и смежных явлениях, ВЯ., 1960, N5 (Smirnitskiy A., English Lexicology, М., 1956, 260 p., Vinogradov V., On the Homonyms and Related Phenomena, ВЯ., 1960, N5).

⁷⁷ Смирницкий А., նշվ. աշխ. (Smirnitskiy A., Ibid.).

⁷⁸ See Bloomfield L., Linguistic Aspects of Science, Chicago, 1962, Շալունց Ռ., Համանուն բառերը ժամանակակից հայերենում, Լեզվի և ոճի հարցեր, IV, Ե., 1977, էջ 5-75 (Shalounts R. Homonyms in Modern Armenian, Language and Style, IV, Yerevan, 1977, p. 5-75).

ύων (a finger) and *ύων* (a defeat in chess), *ηυύων* (a number) and *ηυύων* (for, in favor of), *ωννδελ* (to act) and *ωννδελ* (to knit), *ηωνελ* (to judge) and *ηωνελ* (to think), *ελωνύελ* (a mode) and *ελωνύελ* (whether), etc.

In English we have:

foot (measurement/30,5/) – *foot* – (a part of a leg)

miss (to escape) – *miss* (to yearn for)

top (supreme) – *top* (summit)

back (defender) – *back* (backwards)

coach (a trainer) – *coach* (a carriage)

season (a period of matches in sports) – *season* (weather)

second (one sixtieth of a minute) – *second* (coming after the first)

title (a form of noble address) – *title* (a name, a headline)

match (a meeting between teams) – *match* (a wooden stick to make fire)

fan (a follower, admirer) – *fan* (a device to make the air cool)

point (a score) – *point* (a spot)

leg (a part of a human body) – *leg* (a phase, a stage)

Partial homonyms, also called homophones, which are identical in their pronunciation but not in spelling, can also be found in sports publications.

*“Here in this “Rose Bowl” stadium everybody desired to **hear** the President’s voice”.*

(ATLANTA 1996, p. 7)

*“The representatives of the developing countries couldn’t take part in the **FAIR PLAY** conference held in Portugal, because of the **fare**”.*

(PLAY FAIR! 2002-2003/1, p. 4)

Sports reports abound in homonyms which create different semantic contrasts due to “routine” use of identical words. They come to make the reporter’s speech more original.

*“Yan Koler, a player of two metres height **left** to defend the **left** side and began to attack or make the players shoot and score”.*

(UEFA flash, June1999, p. 2)

*“Excelling the **league** of 5.5km the local sports **league** invited him and began regular training in the training centre”.*

(BULLETIN OFFICIEL,
No167 June 1999, p. 63)

*“A **deuce** seemed to be at the left side of the court. Agassi couldn’t overcome the **deuce**. But it was so important after the fatal competition”.*

(BULLETIN OFFICIEL,
No167 June 1999, p. 41)

As can be observed, the stylistic value of homonyms is more remarkable when they make a joint appearance. Homonyms used in the same sentence make the speech more interesting and intriguing meanwhile making it more emotive.

3. PROFESSIONAL TERMS IN SPORTS LANGUAGE

The nature of a term as a language unit, has been discussed by Soviet linguists. Foreign linguistics has attached importance to the practical issues of terminology, while theoretical questions have not received due attention⁷⁹. There are many definitions of “*term*”. G. O. Vinokour believes that “terms are words with a special function”⁸⁰. Galkin-Fedoruk is convinced that terms name specific objects in a given field of industry or science⁸¹. Other linguists view a term as a special word that defines a scientific notion⁸².

Currently, linguistics distinguishes descriptive features that are applied to the notion of “*term*”: a) it is a name of a notion; b) its meaning is scientifically definable; c) the plan of the content seeks monosemy; d) in essence, it is devoid of

⁷⁹ Ղազանչյան Լ. Ղ., Լեզվի և ոճի հարցեր, Ե., 1977, 209 էջ (**Ghazan-chyan L.Gh.**, On Some Issues of Language and Style, Yerevan, 1977, 209 p.)

⁸⁰ **Винокур Г.**, О некоторых явлениях словообразования в русской технической терминологии. Труды МИФЛИ, 1959, т. V., с. 5 (**Vinokour G.**, On Some Phenomena of Word Formation in Russian Technical Terminology. 1959, vol. V., p. 5).

⁸¹ **Галкина-Федорук Е.** и др., Современный русский язык, М., 1957, с. 117 (**Galkina-Fedoruk E.** et al. Modern Russian M., 1957, p. 117).

⁸² See **Левковская К.** Именное словообразование в современной немецкой общественно-политической терминологии, М., 1960, **Капанадзе Л.А.**, О понятиях “термин” и “терминология”. Развитие лексики современного русского языка, М., 1965., с. 80, 358, 359 (**Levkovskaya K.**, Nominal Word-Combinations in Modern Public-Political Terminology, М., 1960, **Kapanadze L.A.**, “Terms” and “Terminology”. The Development of Modern Russian Vocabulary, М., 1965).

emotive-expressive colorings⁸³:

Terms are included in the system of terms. Their classification is carried out based on fields, professions, scientific trends, etc. Hence, we distinguish between scientific, political, technical, sport, publicistic, linguistic, literary and other systems of terms.

As a rule, the use of professional vocabulary puts forth dual questions. More importance is attached to the necessity of the mass perception of a publication on the one hand, and to the maintenance of the relevant professional quality of its content, on the other hand.

In most cases, the terms and the vocabulary referring to this or that sports in general appear in sports reports in their main, nominative meanings i.e. they name the given phenomenon, objects, accepted norms, etc. directly, without figurative meanings. Let's look into a sport report passage:

*“During the past years the American **boxers** participated in the **Olympic Games** with a great number. They were five of them in Helsinki (all of them got **gold medals**), three of them in Melbourne, two of them in Rome, and only one of them could participate in the **final** in Tokyo. He was Joseph Frezer.*

*Before the **Olympics** he was involved in the substitution. But at the latest moment the **heavyweight** giant, **weighing** 135kg. Bester Matis*

⁸³ Աղայան Է. Բ., Լեզվաբանական ներածություն, Ե., 1987, էջ 422-437: (Aghayan E., introduction to Linguistics, Yerevan, 1987, pp. 422-437).

broke his arm and Frezer had the opportunity to appear in the competition.

*Frezer has strong blows and he takes the **advantage** with their help. Georg Wayvelo lost the **points** in the first **round** and was defeated by Atol Macwin in the second one. The same happened to the Soviet **athlete** Vadim Yemelyanov.*

*The **boxer** Hans Huber could defend himself skillfully and take the advantage over the heavyweight **boxer**. The three **rounds** are over and the American couldn't have any advantage”.*

(Sport games, 1985 N6, p. 21)

The highlighted words mostly represent professional terms applied in the field of sports. Conventionally, it can be named a general sports vocabulary. At the same time, these words are often used in non-sport reports not in their direct but indirect meaning (the second round of negotiations, a heavyweight politician, military reserve forces, political team, etc.). However, the use of the sports vocabulary in a newspaper has its characteristics. Particularly, sport terms are not interpreted in reports. It refers not only to the widespread sports terms (football, volleyball, skating, basketball, swimming, boxing, goal), but also to those words that appear in strictly professional publications: leveller (in long jump), bullet, shinpad (in hockey), deuce, ace, tiebreak (in tennis), pennant, crossbar, woodwork, corner flag, bicycle kick, volley kick, libero, winger, header, nutmeg, studs (in football), rebound, dunk, dribbling, pivot, tip-off, tipping, travelling (in basketball),

backstroke, breaststroke, butterfly, medley, heat (in swimming), buttock, bridge, nelson, heel, ride, roll (in wrestling), baton, sprint, decathlon, pentathlon, shot put, steeplechase, hurdle, jogging (in athletics), duck, jab, lead, swing, uppercot, knock-out (K.O), butting (in boxing), peloton, spurt, track, saddle, spoke, sprocket, bearing (in cycling) dressage, gait, piaffe, turnpike (in horse race), coule, appel, flanconnade, foil, croise, fleche, strip, quarte, octave (in fencing), side horse, horse vault, swings, cartweel, crucifix, upstart, split, lunge (in athletics), bully, scoop, undercut (in grass hockey), obi, chui, dan, chokelock, hikiwake, mat, zubon, strangle, waza-ari, yuko, mate (in judo), rally, spike, server, blocker (in volleyball), apex, pike, entry, spin (in water jumping), back flip, knuckling (in water ball), dive shot, lob shot (in handball), snatch, clean, jerk, dip, get-set, knurling, layback, opener, squat (in weightlifting), keel, rowlock, saxboard, buoy (in oaring), beam, cockpit, coil, code flag, foresail, foremast, jib, leech, mainsail, reef, stern (in yacht sports), barrel, bore, butt, case (in shooting), pole position, pit-stop, chequered flag (in motor sports), posture (in water jump, in judo), bull's eye (in shooting, in archery), hip (in judo, in wrestling), twist (in athletics, in water jumping), pirouette (in horse racing, in athletics), time-trial (in cycling, athletics), false start, photofinish (in running, in swimming, in skating), tatami, ippon, kimono (in karate, judo), somersault (in water jumping, in figure skating, athletics), bout (in boxing, wrestling, fencing), time-out (in basketball, in hockey, futsal), lap (in swimming, motorcycling, racing) etc.

All this once again demonstrates that many words and word combinations that refer to the fields of physical

education and sports are, in fact, a part of the words of general use. Having this in mind, apparently, some of the researchers have come to the conclusion that “sports terminology is not distinguished with a strict scientific nature. If evaluations in scientific or official speeches are given based on objective results, here they are expressed in terms. Sports terminology is the least limited in the general language. This, first of all, is explained by the role of the sports in the social life”⁸⁴.

It is necessary to note that sports and physical education are two different phenomena and complement each other in an original way. Sports is an integral part of physical education. P. Denisov rightly mentions that the relationship between the scientific and everyday levels of consciousness are complicated in physical education and sports⁸⁵. This is an important observation and should be taken into consideration when studying sports terms.

Generally, sports terms take up a large part in a strictly professional text which, in certain cases, may prove difficult for readers. However, in fact, it does not make the perception difficult for the reason that they are read by both old and relatively young people. Hence, the public reading the sports information or sports reports is prepared enough to perceive the terms. At the same time one cannot ignore the fact that

⁸⁴ **Кондрашкина С.**, Составные спортивные термины русского языка, М., 1974. с. 85 (**Kondrashkina S.**, Basic Sports Terms in Russian, M., 1974, p. 85).

⁸⁵ **Денисов П.**, Очерки по русской лексикологии и учебной лексикографии, М., 1974. с. 108 (**Denisov P.**, On Russian Lexicology and Lexicography M., 1974, p. 108).

sports reports are usually addressed to specialists who are interested in this or that type of sports. Hence, the use of terms usually becomes mandatory.

In every report the narrator attempts to avoid the frequent repetition of the same words and word combinations as much as possible. But how to overcome this problem if we take into account the fact that terms are born and remain as *monosemic elements*. They usually do not have synonyms, and if they do, they are rather few and are not encouraged. Sport texts are distinguished with their quick and dynamic nature.

Certainly, this fact is of great significance and somehow contributes to the brevity of speech, the use of word combinations and to the concise style of the report in general. The second important fact is connected with the wish to limit the use of additional expressive means since in a small text it is the information, the recording of the fact that counts not the way different facts and consequences are presented. Sports word combinations are presented exceedingly through abbreviations. They are too many and play an important role in speech. It is worth mentioning that in certain cases using abbreviations reporters do not fulfil the important precondition of conveying information. When using an abbreviation in the report for the first time, it should be presented fully, so that the reader would not face difficulties in understanding the text.

Probably, the most frequent abbreviation in sports reports is UEFA. English borrowed it from French Union Europeene de Football Associations. The phrase The Union of European Football Association appears in the majority of reports about football.

In this case, the use of the presentation of the meaning of the content with the help of word combinations is senseless, a mere waste of time and space. Besides, the repetition of words makes the speech schematic and uninteresting.

“As far as the other two clubs’ competitions are concerned they get moving right in the middle of EURO 2000, with a draw in Geneva on 23 June for the first two qualifying rounds in the UEFA Champions League and the UEFA Cup qualifying round”.

(UEFA flash, June 2000, p. 1)

It is more appropriate to present the full version of the abbreviations first, to deliver the content of the concept, and then to express it with the help of abbreviations, as is usually done.

“The World Anti-Doping Agency, WADA, hosted the largest conference on doping in Copenhagen last March”.

(WADA NEWS, February 2002, p. 4)

Abbreviations become unavoidable when the elements of the composition are extensive and are repeated frequently. In that case their replacement with initials simply becomes an imperative. **Letter initials** are more common in sports reports. They are created with the combination of the initial letters of the constituents of the compound. Here is how the sports

interaction between Norway and Mali is presented with the help of abbreviations.

*“Alongside the direct aid provided by **UEFA** to two national football associations in Africa, bilateral co-operation is continuing between associations in Europe and Africa in another facet of the Meridian Project.*

*The Norwegian FA (**NFF**), for example, has defined how it plans to assist the team of Mali (**FMF**) this year”.*

(Uefa direct, 5.03, p. 16)

The abbreviations which are known to sports fans or most of them are often presented without interpretations or comments. And if the abbreviation is not widely spread, but is used in the reports of certain sports, i.e. is addressed to a certain group of sports fans or specialists, the revelation of the meaning of the elements of the combination in words is not mandatory. Thus, the journal “Swimming” covers European and world swimming championships. Therefore, the abbreviation FINA which stands for (Federation international de natation/ International Swimming Federation) is never interpreted.

*“The 8th **FINA** World Championship was a terrific success, 1371 athletes from 119 **FINA** Member National Federations have assured the best outcome”.*

(Swimming, 1998, N1, p. 1)

Other abbreviations often used in sports reports are:

AFC – Asian Football Confederation

AAU – Amateur Athletic Union

AL – American League (baseball)

EABA – European Amateur Boxing Association

FISA – Federation International des Societes d'aviron

IAAF – International Amateur Athletic Federation

IAFA – International Association of Football Agents

IASP – International Association of Sports Press

IOC – International Olympic Committee

ITTF – International Table Tennis Federation

LOC – Local Organising Committee

NBA – National Basketball Association

NHL – National Hockey League

NOC – National Olympic Committee

OFC – Oceania Football Confederation

WBA – World Boxing Association

WBO – World Boxing Organization

Generally, we have to state the fact that in sports reports, particularly in English speaking journals, as stated above, preference is given to abbreviations of French origin which have penetrated into the English sports language so well that seem to be an integral part of it. These abbreviations that come from French have become quite common and are equally applied in English speaking, as well as in domestic reports. The following abbreviations of French origin are particularly common:

AIBA – Association Internationale de Box Amateur,
CAF – Confederation Africaine de Football,
FIDE – Federation Internationale Echecs,
FIFA – Federation Internationale de Football Association,
FIVB – Federation Internationale de Volleyball.

“As a result, *FIFA* – already recognised as a global organisation – suffered a difficult period and a troubled youth”.

(The history of FIFA, 2004, p. 13)

“The *FIVB* is very active in promoting equal opportunity for both men and women at all levels”.

(Beach Volleyball, Report 1997, p. 60)

Letter abbreviations make the speech more perceptible, richer and at the same time more comprehensive in terms of information.

However, sports reports also turn to other stylistic means to make the speech more concise. The reporter achieves brevity “leaving out” certain elements in a compound unit. Readers are able to mentally restore them in such cases. These lexical units look as follows:

Olympic Games – Olympics, Games,

National team – team,

friendly matches – friendlies,

semi-finals – semies,

international player – international.

In such structures the existing word takes on the meaning of the “omitted” one. In such cases, it is not difficult to perceive the meaning of the unit.

*“When the IOC voted in October 1974 to choose Moscow as the host of the next **Games** it undoubtedly took into account among others the circumstance that the **Olympics** have not yet been held in a socialist city”.*

(Olympic Moscow 1980, p. 6)

*“Eight **teams** will be taking part in the Women’s Olympic Tournament in Australia from the 13th to the 28th of September this year”.*

(UEFA flash, June 2000, p. 4)

*“Just two years before hosting the FIFA World Cup, Germany (12th, down 4) are faced with the prospect of slipping further down the ranking, particularly as the hosts will now be playing **friendlies** and not World Cup qualifiers, games that reward successful teams with a high number of points”.*

(FIFA magazine, August 2004, p. 80)

These stylistic means enable not only to spare words, time and space, but, first of all, insure against the repetition of the same words and monotony. When concepts made up of more than one element appear in the form of one word make the speech more friendly. Something, which cannot be said

about official reports. E.g. the combination “**gold medal**” can be found in official publications.

*“In men’s **gold-medal** match, Spain’s Manuel Estiarte opened the scoring and team-mate Jordi Sana made it 2-0 a little more than two minutes into the game”.*

(Swimming, 1998, N1, p. 18)

And in interviews, statements where the conversational language plays a huge role, words like **gold**, **silver**, **bronze** are used and are understood as **gold medal**, **silver medal** and **bronze medal**.

*“Never has any male swimmer achieved so much at the World Championships: 4 gold medals, 2 **silver** and a **bronze** – 7 medals in all”.*

(Swimming, 1998, N1, p. 14)

*“Down under America’s supremacy is overwhelming and they come out with 24 medals (14 **golds**, 5 **silvers** and 5 **bronzes**). The home country, Australia, is a good second, with 20 medals (7,6,5). Controversial China, Germany and Russia’s performances below expectations. Michael Klim – 7 medals (4 **golds**, 2 **silvers**, 1 **bronze**)- and Yenny Thompson – 4 gold medals – are the most valuable swimmers of the Championships”.*

(Swimming, 1998, N1, p. 12)

The replacement of terms, called paraphrasing, is quite common in sports reports. This phenomenon is directly linked to the stylistic expression of the speech. It comes to bring sense to the given phenomenon complementing it with the emotional response of the author. It “personalized” the concept attaching importance to its specific feature. Otherwise stated, due to the knack and skills of the reporter, paraphrasing serves as a free word combination where the meaning of the same term can be expressed with the help of various word combinations. At the same time, the given word combination stands out with its figurative meaning.

Very often, light athletics (currently athletics) is viewed as the “queen of sports” in sports reports simply because it contains elements shared by many types of sports.

*“Athletics is considered to be the **sports queen** and you can hardly find any country not to be involved in it”.*

*“Nowadays millions of men and women are eager to participate in the **sports queen** competitions”.*

(The FLAME, December 1998, p. 4)

To avoid monotony, when speaking about weightlifting, many reporters often refer to the expressions ***iron play, heavy form of sport*** which bring new meanings to this type of sports.

*“The Iranian heavyweight lifter Rezazadeh made an unforgettable success in the **iron play** competition in the Olympic Games in Athens”.*

(ATHENS 2004, September 2004, p. 12)

*“In Europe a great number of females are involved in **heavy forms of sport**”.*

(Atlanta, Spring 1996, p. 28)

Speaking about one of the most common sports – football, reporters use the term *footballers*. However, to avoid unnecessary repetition and to make the speech more expressive, reporters often prefer the use of the expression **football masters**. The passages adduced below show that it has become quite widespread and describes top football players.

*“World known **football master** Zinedine Zidane’s fantastic play against Betis admired the royal family members present in “Santiago Bernabeu” stadium”.*

(CHAMPIONS, December/January 2005, p. 19)

In separate reports on diverse types of sports, the term *record* is replaced with the expressions **world achievement**, **top achievement**, and in some cases also with **good result**.

“It was on the whole a particularly outstanding event, even without taking into consideration the

*fact that no **world achievements** were broken: qualifying times for the final were higher than at the Olympics in Atlanta or the World Championships in Rome and there were relatively few performances of high standard”.*

(Swimming, 1998, N1, p. 12)

*“Not so for the women, who produced some notable performances, with at least two of them managing to improve the **top achievement**”.*

(Swimming, 1998, N1, p. 12)

*“The American coaches really put together an unbeatable mix of both experienced and up and coming swimmers, as the **good result** showed”.*

(Swimming, 1998, N1, p. 13)

Very often we meet expressions made up with the word **master**. They appear in reports on various sports.

*“The **football masters** and the Argentinians. For Argentinian football players playing in the Champions League is what football is all about”.*

(CHAMPIONS, October/November 2003, p. 71)

*“In particular the **handball masters** match between former champions was worth to watch. The score on the timetable changed so quickly that*

the inspired spectators for a moment could hardly be oriented in the score”.

(WORLD HANDBALL
magazine 4/98, p. 52)

Thus, compound expressions made up with “*boxing master*”, “*ice-hockey master*”, “*weightlifting master*”, “*chess master*”, “*football master*”, etc. where the sports term ***master*** acts as the main member come to describe the leading sportsmen of a given sports.

In a sports newspaper there are cases of changes of the elements of word combinations which considerably weakens the bookishness or the monotony of the expressions. Evidently, the sports term acquires power to have an influence on the reader. Thus, there are changes in the combination European Championship, and in the end, as a result, quite new sports terms - *Continental Championship* or *continental football* - are born.

*“European unity, in terms of competitions, also includes the **European Championship**, in which the final round every four years features some of the game’s great players in the race to become Europe’s top national team... this **European Championship** has involved all of UEFA’s 49 member associations”.*

*“Above all, this unity is reflected in the competitions that are open to all of the **continent’s***

national football associations”.

(BULLETIN OFFICIEL, No151,
August 1995, p. 16)

*“The **continental football** championship brought new stars and each of them has his personal quality, and with his playing style enriches this popular game”.*

(SPORT, 11/97, p. 40)

Sport terms undergo changes in the given lexical context when the reporter substitutes one concept describing a specific sport with another, more general term. Thus, to avoid repeating the term ***weightlifter*** in the report, the commentator substitutes it for ***athlete*** which has a more general meaning. The term is also replaced with the words ***sportsman, competitor***.

The use of sports terms in reports with an indirect, figurative, rather than a direct meaning is of great significance. This is exceptional in a sense that the term is usually monosemic and cannot be used in a figurative sense. While, in sports reports it is possible.

*“The first half of the **football match** with its intension didn’t yield the second one”.*

(WORLD SOCCER,
March 2002, p. 48)

“Football for long has come out beyond our continent and attracted the whole world”.

(SOCCER AMERICA,

May 11, 1998, p. 10)

If the first of the above-adduced examples refers to a certain football match, where both the first and the second halves were quite intense, the second one refers to football as a separate type of sports which gradually expands its borders.

Similar examples are many. A sports term can be used directly. However, it can expand its meaning and significance through the application of its new, figurative meaning. The terms *start*, *finish* are quite common in this sense. Here is an example:

“Just after the start Ben Johnan unexpectedly appeared ahead and his competitor at the first moment lost his hope”.

(SporTime, vol. 1, No 8,

August 1996, p. 31)

In the example below the term “start” gets a wider, more general and more figurative meaning.

“Finally in 1924, with the start of the Winter Games, women competed in skating for medals and then in 1928 at Amsterdam they started to climb the long Olympic ladder”.

(SPORT EUROPE,

n.43/98, p. 7)

Many possibilities of direct and indirect use are displayed through the term “**Finish**”. Thus, for example:

*“The ice-dancing duo Galit Hayat and Sergey Sachanovski **finished** the 14th, while Michael Shmerkin was the 18th in skating”.*

(SPORT EUROPE,
n.43/98, p. 23)

In “*The championship finished*” or “*The Olympic Games come to finish*” in the second use we can see that even an abstract idea can be expressed quite certainly, expressively and animatedly. Such application of sports terms greatly enriches the nuances and shades of word meanings and in a certain or specific combination the term takes on a completely new meaning. It seems that the seemingly external contradiction between the term and its figurative meaning can be overcome since the term remains a monosemic word, while its “twin word” that carries a figurative meaning is no longer a term.

In the sentences “*The athlete reached the finish*” and “*The Olympic Games come to finish*” we deal with the direct meaning of the term in the first sentence and the figurative meaning in the second one. The latter no longer preserves the meaning of the term.

The aim to refuse the direct meaning of a term in sports newspaper is to make the formal style of the report milder or to refuse it altogether. The goal is to make the utterance more impressive and dramatic.

*“It may be said that the **congressmen** first rose the ring. (about the congressmen of FIDE)”.*

(AIPS NEWS, 4/2000, p. 6)

*“It’s sensible that “Valencia” was tired during the season. Besides it takes into consideration **the short of the bench** so they can hardly dream of winning during this match. (about the lack of substitution)”.*

(Uefa direct, 3.04, p. 13)

*“This tournament for the swimmers is the **first start** during the sports first season. (about the season’s first sports competitions)”.*

(Fina News, 25 April 2002, p. 7)

It’s not difficult to see that very often sports terminology (“*hand, knee, foot, injury, operation, recovery, account, investment*”, etc.) includes words referring to other fields of human activity than sports. They mostly refer to physiology, anatomy, medicine, economics, etc.

*“At the European Championships in Seville he was forced to retire as a result of a wrist **injury** which has been bothering him for some time now”.*

(Swimming, 1998 N 1, p 21)

*“As it happens very often ‘Manchester United’ scored the winning goal in **injury** time. Thanks to Roy Kean’s rocket strike from twenty metres, Alex Fergusson’s alumni took three vital points from “Arsenal”.*

(FIFA magazine, June 2003/
No6, p.45)

*“But he showed some signs of weakness and found it hard to **recover** his strength afterwards”.*

(Swimming, 1998 N 1, p. 13)

*“‘Milan’ gradually **recovered** from ‘Deportivo’s’ early goal and at the end of the first half from Shevchenko’s crucial header equalised the score”.*

(CHAMPIONS, June/July
2004, p. 56)

Military terms play a special role in sports reports. Today they are no longer perceived as terms that have entered the sports vocabulary from another field. It is worth stating that military terms are especially ample in game sports, reports on sports and martial arts. The use of military terms in sports reports is turning into a standard practice since the struggle may easily resemble the events in the battleground. What is more, many team sports find their expression in the field. The most widely spread ones are: *tactics, attack, counterattack, opponent, uniform, raid, break, defence, zone, division* (in

game sports), echelon (in cycling), sabre, epee (in fencing), violation, kill (in volleyball), ammunition, arm, ballistics, barrel, bore, bullet, calibre, cartridge, pistol, rifle, range, sight, mark charge, case (in shooting), sharpshooter, sniper, fire, shot, target (in shooting and in game sports) strap (in weightlifting) bout (in boxing, wrestling, fencing), etc.

“Even after Fernando Moran had left the playing yard not any change occurred in the team’s tactics”.

(FIFA magazine, June 2003/No6, p. 57)

*“During the match between Brazil and Spain, the Spanish players made fierce **attacks** one after another”.*

(FIFA magazine, March 2004/No3, p. 42)

*“The Spain team ‘Real’ didn’t feel the lack of **snipers**”.*

(CHAMPIONS, October/November 2003, p. 117)

*“The Netherlands took the **fire** on themselves by replacing the halfback with a back”.*

(Uefa direct, 5.03, p. 20)

Since sports reports stand out with an inner strive to present the match, with the desire of the reporters to comment on the emotions of the sportsmen and the original expression

of the style of the performance, the sports vocabulary replenishes with words and terms from most diverse fields of social life. Obviously, the aim is to show the emotional load of the sports meeting or the originality of a given sportsman, his/her style, emotions and passion.

*“So **epic** Ronaldo’s story that no scriptwriter would have dared to invent it. The **astronaut** from Brazil is still probably the most famous footballer in the world”.*

(CHAMPIONS, October/November
2003, p. 39)

Examples with such comparisons are quite impressive:

*“Claudio Ranieri described him as “The man who can open every door”, and various managers have used him as a **veritable bunch of keys**, deploying him on either wing, in the hole and as a **shadow striker**”.*

(CHAMPIONS, August/September
2004, p. 10)

*“Zizou looks at times **remarkably balletic**, evading tackles with a routine as **delicate** yet **inspiring** as Fred Astaire dancing on the ceiling in the classic 1951 movie *Royal Wedding*”.*

(CHAMPIONS, August/September
2004, p. 47)

*“Fred Astaire and Zinedine Zidane are the two **unassuming** master choreographers who make the impossible look easy”.*

(CHAMPIONS, August/September
2004, p. 47)

*“After the finals, Cruyff was no longer just a **great** player, he became a star of almost **mythical** proportions”.*

(CHAMPIONS, August/September
2004, p. 62)

Hence, it is evident that the words, expressions, terms referring to the field of sports can be used both with their direct and indirect meanings for stylistic purposes, elements in combinations can change their places, etc. The aim is to avoid repetitions and formal formulations to make the speech more friendly, intimate and emotional.

As to the terms frequently applied in professional sports articles, conventionally they can be divided into three main groups from the point of semantics:

- a. sport names,
- b. terms denoting sport structures, objects,
- c. terms denoting people engaged in a given sport field

Naturally, these three main groups cannot embrace the whole of the sports terminology. Hence, each group can be divided into semantic sub-groups. Thus, for example, the following types of sports can make up the first sub-group (*athletics, basketball, football, handball, rugby, hockey,*

fencing, shooting, yachting, tennis, wrestling, sambo, sumo, judo, boxing, swimming), competition types (*championship, tournament, competition, match*), types of exercises, movements (*lifting, walking, jumping, throwing, running*):

The second group consists of four sub-groups. Terms denoting sports buildings (*stadium, court, ring, ice-rink, shooting range, runway, platform, track*), sports vehicles (*boat, bike, sportcar, motorcycle, mountainbike, regatta, skiff, waterskates, canoe, kayak*), sport equipment (*arrow, ball, net, club, skate, ski stick, elbow pad, shinpad, armband, racket (racquet), shuttlecock, shirt, shorts, socks, boot, hammer, baton, jersey, foil, sabre, chequer, dartboard, scoreboard*), means of calculations (*point, goal, set*):

Terms denoting people engaged in sports are quite diverse in their expression. First of all, they are conditioned by the existence of various types of sports. Thus, terms can denote sportsmen of a specific type of sport, (*footballer, pentathlete, wrestler, boxer, gymnast*), a participant in any type of race (*sprinter, hurdler, steeplechaser, marathon runner, kayaker, canoeist, backstroker, breaststroker*): The group also includes a separate sub-group of sport terms connected with the role of a sportsman in a team or during a competition (*captain, defender, midfielder, forward, leader, cox, rower, winger, libero, goalkeeper, catcher, passer, server, skipper, playmaker*):

A separate sub-group contains terms which denote the qualification and classification rates or achievements of sportsmen: *grand master, top player, record holder, record-breaker, finalist (runner-up), first rank sportsman, Olympic*

champion, defending champion, prize winner, Grand Slam winner, Golden League winner, Grand Prix winner, top seed player, silver medalist, bronze medalist, World Champion, European Champion, Yokodzuno (in sumo), League Cup winner, FA Cup holder, European Super Cup winner, Intercontinental Cup winner (Toyota Cup winner), UEFA Cup winner, UEFA Champions League winner, Libertadores Cup winner, FIFA World Player of the Year, FIFA World Player runner-up, European Footballer of the Year, FIFA World Youth Champion, U-19 World Champion, U-17 European Champion, Confederations Cup winner, Golden Shoe holder, Nation's Cup holder, WBA Champion, WBO Champion, etc.

4. STRUCTURAL-SEMANTIC ANALYSIS OF SPORTS TERMS

It is common knowledge, that terms make up a certain part of the word-stock of a given language. Therefore, their composition is conditioned by the general word-formation standards, though one cannot ignore the fact that there are certain differences between terms and ordinary words. If words emerge mostly automatically, by themselves, terms are created purposefully. They are “made up”, invented whenever needed⁸⁶: Still, terms are built based on the words of the given language, according to the rules of word formation.

To clarify the standards of the creation of sports terms it is necessary to reveal the word-formation patters of the given terminology.

In English we distinguish between two big groups of sport terms:

- a. One-word or synthetic structures
- b. Compound or analytical structures

Among one-word structures **are root, complex, derivative, complex-derivate and compound-complex terms.**

Root Terms. It is impossible to differentiate separate elements here. They are made without any word-forming means and are very convenient for use with their short,

⁸⁶ **Винокур Г.,** О некоторых явлениях словообразования в русской технической терминологии. Труды МИФЛИ, 1959, т. V., с. 24 (**Vinokour G.,** On Some Phenomena of Word Formation in Russian Technical Terminology. 1959, vol. V., p. 24).

concise structure and are frequent in reports. Root terms such as *arena, attack, athlete, run, sprint, fan, weight, wind, time, call, win, area, team, rest, point, fall, sand, bar, jump, start, pace, coach, flag* usually act as the main members in compounds.

Complex Terms. Complexity lies in the lexico-syntactic method of word forming. It is realized through the fusion of lexical units which can find their expression either by a separate word or a combination of words. Terms with both synthetic and analytical structures are created in this way. The main meaning of complexity is expressed by the second element and is complemented by the former as in *goalkeeper, outsider, sportsman, weightlifter, handball, multisport*, etc.

When terms are being coined the participation of word-forming means is first of all conditioned by intra-lingual factors, by the specificities of the given language. K. Levkovskaya believes that the spread of this or that word-forming method is not conditioned by semantic peculiarities only⁸⁷. Thus, comparative analysis demonstrates that, for example, some sport terms expressed through word combinations, are represented in English through one word only. For example:

a vehicle for first aid – ambulance

wind coming forward – headwind

a person in an official position – official

⁸⁷ Левковская К., Именное словообразование в современной немецкой общественно-политической терминологии, М., 1960. с. 155 (**Levkovskaya K.**, Nominal Word-Combinations in Modern Public and Political Terminology, М., 1960, p. 155).

straight track – straight
a trace of a ball – mark
walking in sports – jogging
a coach standing near the line – linesman
extra, additional time – overtime
team game, team performance – teamwork

Complex terms (word-expressions) Based on the number of the elements complex terms can be one-member, two-member and many-member.

Two-member structures are quite common in the system of term formation.

Adjective+Noun (A+N) pattern is the most frequently used one in the formation of two-member complex terms. Adjectives play a very important role in this pattern and are mostly words of general use. The adjective in this pattern describes the concept as in: *electronic clock, tactical fight, European champion, national champion, European championship, rotational speed, bronze medal, silver medal, Olympic torch, European record.*

A part of the two-member complex terms has the Noun+Noun pattern.

The two patterns with two-member elements also act as synonyms. G. Vinokour writes that these two structures do not always coincide in meaning.

high jumper, sand leveller, tape-measure, long jumper, triple jumper, discus thrower, speed advantage, marathon course, amateur status.

Obviously, elements in complex structures must be compatible in their meaning since “incompatible

concepts/notions cannot be linked attributively...”⁸⁸ The preservation of the requirements of the common principles (avoidance of contradictions and repetitions) are very important for complex concepts.

Patterns of Compound Terms. Compound words made up with more than two elements are common among Sport terms. As is known, various patterns apply in compounding conditioned by what parts of speech the elements are manifested. The majority of terms are made with the following patterns:

a) Noun+Noun (N+N)

e.g. basketball, volleyball, handball, football, scoreboard, stopwatch, headwind, runway, scoresheet, dartboard, counterattack, teamwork, headlock, necklock, goalmouth, woodwork, etc.

b) Adjective+Noun (A+N)

e.g. freestyle, heavyweight, widegrip, etc.

c) Noun + Adjective (N+ A).

e.g. worldwide, nationwide, etc.

Derivative Terms: Affixes added “either at the beginning or the end of the word convey a new meaning to the existing one which is only possible to express either by paraphrasing or description. We should hasten to add however that paraphrasing is not appropriate for terminology which is mostly constructed with the help of nouns and abstract notions”⁸⁹.

⁸⁸ Годер Н., О логической структуре понятия, выраженного словосочетанием, М., 1961. с. 49-58 (Godder N., The Logical Structure of Understanding Expressed by Word-Combinations, M., 1961, p. 49-58).

⁸⁹ Սուրադյան Ա., Հունարան դպրոցը և նրա դերը հայերենի քերական-

Terms constructed through derivation are as follows:

a) terms made up with prefixes only such as *infirm*, *incodite*, *infighting*, *outfighting*, *ex-champion*;

b) terms made up with suffixes only such as *competitor*, *tactical*, *medalist*, *starter*, *competition*, *rower*, *runner*, *boxer*, *jumper*, *skater*, *jogging*, *swimming*, *skiing*, *canoeist*, *kayakist*.

Our observations of the investigative material reveal the active participation in sport term formation of noun- and adjective-forming suffixes. It is notable that when the noun acts as a term, only one of its many meanings is highlighted and used. The words prevailingly take on the ending “-ing” as in *landing*, *flying*, *racing*, *shooting*, *kicking*, *jumping*, *dribbling*, *serving*, *diving*, *knuckling*, *jogging*, *tackling*, *trapping*, *tripping*, *scoring*, *starting*, *finishing*, *throwing*.

Derivation with adjective-forming suffixes naturally results in the formation of adjectival sport terms such as *professional*, *individual*, *Olympic*, *sportive*, *tactical*. It should be mentioned however that if noun terms can act independently, the same cannot be said about Adjectival terms which are mostly used in compound structures.

c) terms made up with both prefixes and suffixes. Cases in point are the following derivative terms: *relegation*, *retransmission*, *respiration*, *disqualification*, *informality*, *disablement*, *infirmity*, *impedimental*, *irredimental*.

Otherwise stated, the compatible constituent elements in complex terms should not be identical in their meaning at the

նական տերմինների ստեղծման գործում, Ե., 1971. էջ 325 (Muradyan A., Greek School and Its Role in the Creation of Grammatical Terms in Armenian, Yerevan 1971, p. 325):

same time. The elements in the expression **Marathon course** are linked attributively. They are compatible in meaning but are not identical. The preservation of these two key principles are the fundamental preconditions in the formation of composites⁹⁰.

⁹⁰ Годер Н., 124. 124u., 12 56 (Godder N., Ibid., p. 56).

5. PHRASEOLOGICAL UNITS AND THEIR STYLISTIC VALUE

It is common knowledge that phraseological units are means of expressing the national language mentality of each nation. They help express its customs and habits, its way of living, its spiritual make-up and worldview. They are lexical patters in the phraseological units with the composition of their elements and grammatical and syntactic forms which come to contribute to the expressive and emotive charge of a language. Due to their brevity, they make the speech more comprehensive and intriguing.

Sports language often turns to expressions which are called phraseological fusions. Here, in the expressions, words lose their dictionary meaning and take on another, quite a new meaning. In this case, the speech becomes more figurative. The phraseological units adduced below seem to be rather frequently used elements in sport language.

get the better of smb. - to win smb.

idle away time – to make use of time

be at the top of the ladder – to be very successful

the game is up – the game is over

fools mate – mate in the second move

Olympian calmness – extreme calmness

shuffle the cards – to mix the cards

Christmas comes but once a year – festive mood is rare

be a demon for work – to slave

In the evening one may praise the day – don't count the chicken before hatching

Make hay while the sun shines – Don't leave your work for tomorrow

These lexical expressions fuse. They are simply proverbs which introduce certain coloring into the context.

*“The Brazilians started the tournament with an emphatic way **getting the better of** strong China. It was an important victory which put the South American side to the top of group A”.*

(Volley World, 2000/1, p. 35)

*“The American basketball team was **training like a devil**. They were lost in sweat. The contingency saved them in the previous game. They were sure that **everyday is not holiday**”.*

(WORLD basketball, 1995, N3, p. 25)

Phraseological units make up a separate group⁹¹. In this case, the phraseological pattern is explained by the figurative meaning of separate words. Elements carry a figurative meaning, hence, the expression takes on a new meaning.

take action – take measures

arm in arm – together

break to atoms – to break

play smb. false – to cheat

give satisfaction – to accept the challenge

skate on thin ice – to act like a professional in critical situations

⁹¹ **Brain M.**, The Ontogeny of English Phrase Structure: the First Phase in Language 39, 1983, p. 1-13.

walk away with – to win easily

*“Rigidly organized football is anathema to me, and I get so upset whenever I see a brutal foul that my old heart **misses a beat**”.*

(FIFA magazine, May2004, p. 58)

*“**To make an attack** takes big efforts from the team which not every team can be succeeded”.*

(SporTime, N7 June1994, p. 13)

In any case due to phraseological units sports language becomes brief but comprehensive and at the same time reproduces the figurative way of the speaker’s thinking. These elements are often used to reveal the inner world of people.

*“We must pave a way for the youth. I shall be training. I don’t like when they **stop aside** at the fatal moment”.*

(FISU magazine,
March 1999, No 43, p. 44)

Phraseological units appearing in sports journals, articles and interviews can be grouped according to the areas of use.

a) Phraseological units from the military field which describe matches, meetings:

to draw the sword, to show the finger – to threaten smb, ready to attack – to meet smb. with swords,

*to put to the sword – to kill, to win,
to break down – to exhaust,
to pluck up spirit – to pluck up courage, efforts,
to bring one to his knee – to win smb.,*

*b) phraseological units from different fields of science
which are also applicable in sports language:*

*to come to an agreement – to agree,
to turn to zero – to come to zero,
to be contrary comparative – to be opposite,
ready prescription – a ready-made solution.*

6. WORD EXPRESSIONS IN SPORTS LANGUAGE

As is known, the study of word expressions turned into a study of syntagm in the early 20th century. This was based on the concept suggested by F. Saussure who states that the communication between the units in a pair is sequential, linear⁹². The connection between succeeding elements is the syntagm itself which mainly expresses the relations between the signifier and the signified. Saussure extends the concept of syntagm to include not only syntax, but also morphology, word formation and semantics. He distinguishes between external and internal concepts. Internal syntagm, according to him, is the linking between compound and derivative constituents, while the external syntagm is the relationship between the two words⁹³. In simple and compound sentences Saussure views word expressions and constituent sentences as syntagms⁹⁴:

The concept of syntagm is presented in a quite different way by Russian linguist L. Scherba. He is convinced that syntagm is the simplest semantic unit with a specific intonation. The identification of syntagms in a larger intonation unit – phraseological unit, depends on the nuances of the ideas conveyed.

The same sentence can be divided into various syntagmatic parts. The sentence “*His speech at the meeting was accepted with enthusiasm*” can be divided into the

⁹² **Соссиор Ф.**, Труды по языкознанию, М., 1977. с. 155 (**Saussure F.**, Works on Linguistics M., 1977, p. 155).

⁹³ **Соссиор Ф.**, там же, с. 156 (**Saussure F.**, Ibid., p. 156).

⁹⁴ **Соссиор Ф.**, там же, с. 163 (**Saussure F.**, Ibid., p. 163).

following syntagms – *His speech at the meeting/ was accepted with enthusiasm* and *His speech/ at the conference was accepted with enthusiasm*⁹⁵.

According to V. Vinogradov, syntagm is an independent syntactic unit in a sentence. Each group expresses the semantic and stylistic nuances in the utterance. Vinogradov states that the concepts of syntagm and sentence members are not identical, though they may coincide at times. However, a syntagm involves not only members more than one, but word groups, even sentences. Sentences in a compound sentence may act as independent syntagms⁹⁶. Syntagm, as a concept, does not do away with the existence of a sentence. Rather, it suggests its existence. It is one of the ways of expressing a syntactic syntagm.

In the current section of the monograph we have investigated the ways of expressing the external syntagm, otherwise – of word expressions, in sports language.

In linguistics, when speaking about word combinations the double nature of this concept is attached special importance to. A word combination lies between a word and a sentence. Following professor Smirnitsli's ideas S. Ter-Minasova believes that speech is the main form of the existence of a language. Language units are expressed in speech. The nominative and predicative attributes in a word combination are closely connected. A word combination, which connects the two, has appeared in the focus of attention

⁹⁵ ЗУЗ, 8, 469 (SAE, v. 6, p. 621):

⁹⁶ **Виноградов В.**, Исследования по русской грамматике, М., 1975, с. 67 (**Vinogradov V.**, Research on Russian Grammar, M., 1975, p. 67).

of the branch of science which studies speech structure⁹⁷.

As a syntactic structure, a word combination (a phrase, a word group, word-combination), comes between a word and a sentence. Besides, it has certain peculiarities which distinguish this syntactic structure from other language manifestations. In structure, it differs from a word and a sentence, though it is closer to a word functionally. It has a nominative significance like words and fulfils a communicative function mostly appearing in a sentence.

V. Vinogradov writes, “A word combination is usually constructed on the basis of a word belonging to this or that part of speech in accordance with different rules of combination with other words⁹⁸. It follows that various parts of speech can act as a core of a word combination and hence, we differentiate between noun, adjective, verb and other phrases.

V. Vinogradov points out that a phraseological combination turns into an unusual construction material for a sentence and simultaneously can be viewed out of the borders of a sentence just like the word, which being a nominative means in a language, can name objects, phenomena, etc. There are predicative relations between words at the level of a sentence, not at that of a word-combination. Hence, the functions of the “forms of a word” which are related to predicative relations (tense, conjugation, person etc.) are

⁹⁷ Тер-Минасова С.Г., Синтагматика функциональных стилей и оптимизация преподавания иностранных языков, М., 1986, с. 40 (Ter-Minasova S.G., Syntagmatics of Functional Styles and Optimization of FL Teaching, M., 1986, p. 40).

⁹⁸ Виноградов В., Грамматика русского языка, М., 1954, с. 3 (Vinogradov V., Russian Grammar, M., 1954, p. 3).

beyond the borders of a word combination.

Next to various descriptions and definitions of a word combination⁹⁹ the most comprehensive and practical definition belongs to V. Vinogradov who views it as a combination of two and more words expressing a full meaning¹⁰⁰. The principles of word combination offered by V. Vinogradov set the basis for further research not only in Russian but in other languages as well.

The definition offered by L. Barkhudarov is based on his study of English and is rather close to the previous one: "A word combination is an independent, syntactically bound word group in a sentence, which is not a sentence itself"¹⁰¹. A. Gvozdev does not endow a word combination with a nominative value. He views it as a mere relation of two words: "Words connected semantically and grammatically which express relations of concepts are called word combinations"¹⁰². Trying to sum up the grammatical features of a word combination, we can state the following:

⁹⁹ Ст' и Сухотин В., Проблема словосочетания в современном русском языке, М., 1961, Ярцева В., Исторический синтаксис английского языка, М., 1961, 308 с., Кузнецов П., О принципах изучения грамматики, М., 1961, 100 с. (Sukhotin V., Word Combinations in Modern Russian, М., 1961, Yartseva V., Historical Syntax of English M., 1961, 308 p., Kuznetsov P., On the Principles of Learning Grammar M., 1961, 100 p.).

¹⁰⁰ Виноградов В., Вопросы изучения словосочетаний (Вопросы языкознания, 1954, N 3). с. 6 (Vinogradov V., On Learning Word Combinations (Questions of Linguistics, 1954, N 3). p. 6).

¹⁰¹ Бархударов Л., Структура простого предложения современного английского языка, 1966. с. 44 (Barkhudarov L., The Structure of the Simple Sentence of Modern, 1966, p. 44).

¹⁰² Гвоздев А.Н., Современный русский литературный язык, 1958. с. 17. (Gvozdev A.N., On Russian Stylistics, M., 1958, p. 17).

a. A word combination mostly expresses a subordinate relation between its constituents.

b. Unlike a sentence, a word combination does not have predication.

c. A word combination has a subordinate and major/superior members which are in the relation of a supplement and a main member.

d. A word combination can be expressed by different patterns.

Since a component of a word combination can be in a linking relationship with other words with a full meaning, a combination of patterns entails resulting in the difference between simple and complex word combinations. The study of the volume of word combinations has turned into material of separate research in Russian linguistics. Some consider a word combination a two-member combination. Others suggest accepting two types of word combinations – simple and composite¹⁰³. The first group involves the combinations where one of the full words supplements the other. They can be two-word or three-word. In compound combinations the main member gets a supplement expressed with the whole combination¹⁰⁴. The volume of word combinations has not been addressed in the current monograph since we aim to reveal the relations between the constituents of a word combination where the volume is not of great significance.

¹⁰³ Валгина Н.С., Розенталь Д. Э. и др. Современный русский язык, М., 1971, с. 301-313 (Valgina N.S., Rozental D.E. et al. Modern Russian, Moscow, 1971, pp. 301-313).

¹⁰⁴ Валгина Н.С., Розенталь Д. Э. и др. *ibid.*, с. 301-313 (Valgina N.S., Rozental D. E. et al. *Ibid.*, pp. 301-313).

In word combinations the relations between words is predominantly of subordinate nature. Having a supplement in a combination mostly depends on the semantic meaning and morphological characteristics of the main member. Hence, depending on the fact whether the main member is a verb or an adverb, the case of the supplement can change. Let us compare the pair - *pennants exchange* - to *exchange pennants*. In separate cases the supplement can define the number of the main member - *numerous fans, different uniforms, athletes in groups, etc.*

If the main member is a verb, it possesses supplements typical of a verb, i.e. the combination is based on objective and adverbial relations as in *to shoot the ball, to suspend from the yard.*

Usually, word combinations are classified according to the part of speech the main member belongs to. In sports reports frequent are noun, adjective, verb, adverb combinations and rare are numeral ones.

Naturally, such a classification cannot be complete if part of speech characteristics of the supplements are not considered.

Before addressing the patterns of different part of speech combinations, we should consider the type of combinations that are applied in sports reviews and chronological-informative texts. Currently, linguists pay attention not only to the constituents of word combinations, but also to the context in which the combinations appear. In this case, the word combination itself becomes the minimum unit of expressing

different phenomena in the given context¹⁰⁵, since people speak not with separate and independent sentences, but with larger language units, through the combination of sentences which depend on one another and influence each other's structure. "Taken independently the sentence has no syntactic meaning.... It is only in a large sections of speech that the sentence develops and expresses it fully"¹⁰⁶:

Currently linguists obviously center their attention not on the words but on larger language units (supraphrasal unities)¹⁰⁷.

Let us consider the interrelated paragraphs of sports reviews and see what kind of word combinations are used here and in what relations they are with the context. It is worth stating that we accept two types of combinations - simple and composite.

“Ronaldo Luis Nazario de Lima is still probably the most famous footballer in the world. A Nike survey recently found that after the Pope and George W Bush, he has the most recognised

¹⁰⁵ **Тер-Минасова С.Г.**, Синтагматика функциональных стилей и оптимизация преподавания иностранных языков, М., 1986. с. 46-47 (**Ter-Minasova S.G.**, Syntagmatics of Functional Styles and Optimization of FL Teaching, М., 1986, p. 46-47).

¹⁰⁶ **Долгова О.**, Семиотика несплавной речи, М., 1978, с. 29. (**Dolgova O.**, Semiotics of Poor Speech, М., 1978, p. 29).

¹⁰⁷ **Сѣ и Гальперин И.Р.**, Очерки по стилистике английского языка, М., 1958, 459 с., **Невезина З.**, Структурно-семантическая организация сверхфразовых единств в современном английском языке., автореф. канд. дис., Киев, 1971 (**Galperin I.R.**, English Stylistics М., 1958, 459 p., **Nevezhina Z.**, Structural and Semantic Organization of Supraphrasal Units in Modern English, Doctoral thesis, Kyiv 1971).

face across the globe. Of course, an Adidas survey would probably find that the most famous face is framed by blond shoulder-length hair, but other than David Beckham, there is no other player whose appeal reaches so far beyond the game itself.

Ronaldo, like Pele, is an icon in his own country - in the poor part of Rio where he grew up, four members of the junior football team are called Ronaldo - and internationally, where he personifies the romance, the beauty of the Brazilian style of play in a way that no player - not ever Romario - has done since the beautiful team of 1970. And he is the central figure in modern football's most enigmatic mystery: just what did happen on the afternoon of the 1998 World Cup final? He has had to testify in the Brazilian parliament about the day - for intrigue, secrecy and conspiracy theory, the game's equivalent of the JFK assassination.

For the last season he has been one of the famous names in Real Madrid's los Galacticos, an improbable quintet of musketeers - Raul, Luis Figo, Roberto Carlos, Zinedine Zidane and Ronaldo - now expanded to six with Beckham's arrival. And the most astonishing thing about Ronaldo today is how lightly he wears a load that would have crushed many other talents”.

(CHAMPIONS, October/November
2003, p. 39)

In the example above we meet simple, as well as compound combinations. Thus, the simple ones are presented in one pair – a supplement and a main member (*the most famous face, beautiful team*). It is established that simple are those combinations where the main member is combined with more than one constituent, but in this case the supplement of the main member is not a separate combination. Here is an example: *many other talents, the most astonishing thing*.

Compound combinations are more abundant: “*Ronaldo Luis Nazario de Lima, the most recognized face across the globe, junior football team, the beauty of the Brazilian style of play, central figure in modern football's most enigmatic mystery, to testify in the Brazilian parliament*”, etc.

Meantime, the combinations in the extract are constructed in such a way that the supplement – main member relations between the words have a definite aim: to exert an influence on the reader, to make the speech more impressive.

In the passage above the word combination *the most famous footballer* used in the first sentence, in fact, determines the further development of the utterance, since the aim of the review writer is to present the world famous sportsman to the world. That’s why when talking about him he uses such phrases where the supplement appears in the form of an adjective in the superlative degree (*the most famous face, the most recognized face across the globe*). However, to make the speech more tangible and influential, the reporter mentions the birthplace of the sportsman and the reputation and popularity that Ronaldo enjoys. Many people born in a poor district in Rio were named after the sportsman.

The hard road from unknown to the peak of success is associated not only with the beautiful performance the Brazilian sportsman shows surpassing even the exceptionally talented Romario. Ronaldo is also the central figure in modern football's most enigmatic mystery. This compound combination is made up of three combinations which draw the attention of the reader to the final of the world cup in 1998. Ronaldo was obliged to give evidence in the Brazilian parliament. And most surprisingly, he managed to handle the huge burden easily. Something that could have devastated other talents.

Obviously, the combinations used in the extract above stand out with their unique, unusual and individual way of thinking.

The strife to make the speech more impressive makes the reporter use combinations where the ideas expressed, if not blurred, are highly enigmatic and mysterious.

To make the speech more impressive and less monotonous the reporter uses the same word in different combinations in its direct and indirect meanings (*the face framed by blond shoulder-length hair, the most recognized face across the globe*). Meanwhile, combinations carry an evident affecting-evaluative value – *would have crushed many other talents, in the poor part of Rio*, etc. The constituents in these combinations bear the imprint of the individuality of the author, hence the information conveyed fulfils a more complicated task. It helps reveal the authorial position and his attitude to the events.

Now, based on the example of chronological-informative texts, let us consider the nature of the combinations used in short reviews.

*“Football is **the biggest sport** in the world and belongs to us all. Every individual has the **unalienable right to participate in football free of discrimination**, regardless of **ethnic origin**, nationality, colour, religion, gender, sexuality or disability-be it as players or spectators”.*

(Fare 2004, p. 3)

*“The **second qualifying round** of the European Women’s Under-19 Championship has produced the names of the **seven teams** who will join the **host nation**, Germany, who qualify automatically, in the **final round** to be played in late July /early August”.*

(Uefa direct 5.03, p. 8)

The highlighted combinations, unlike the ones used in the previous extract, are simpler and more ordinary since the given texts fulfil merely an informative function. Thus, stylistically relatively neutral, common and frequently used combinations are used here. The subjective approach or attitude of the author has nothing to do here and therefore, the combination or its elements are usually used in their direct meaning.

Now let us try to address the frequently used combinations in sports reports with their patterns. In current English sport reports a noun is attributed with a noun in the common and possessive cases, an adjective, a numeral, an adverb, etc. Here the main member is a noun while the supplementation is predominantly pre-positioned and can be expressed by different cases. The relations between the elements are mostly attributive and partly objective and adverbial.

The supplementation of a noun phrase can be a **noun**: *footballer Zidane, coach Zagalo, woman footballer*. The supplements in these combinations can conventionally be called inverted predicative attributives. If in other expressions of noun phrases the supplement chiefly denotes an attribute of the main member, in this case the supplement denotes an attribute not in the proper lexical meaning, but with the syntactic role it plays.

“The footballer Ren’ Henriksen is the captain of Denmark and a defender at Greek football club ‘Panathinaikos’”.

(Fare 2004, pp. 14/15)

“The captain Pavel Nedved says, as the football player I know, that the result of the match does not depend on colour of the skin or religion, but only performance on the pitch”.

(Fare 2004, pp. 12/13)

In the highlighted examples the supplement, which stands for an occupation, acts as an attribute for proper names. However, the latter can also supplement and describe common nouns as in *chess player child*, *weightlifter boy*, etc.

Few are sports combinations with a noun supplement. However their use is not alien to sport reports as they prevalingly introduce sport terminological combinations:

centre back – a central defender

centre forward – an attacker in the middle of the field

corner kick – a kick from the corner

degree of difficulty – a level of difficulty

choice of end – choice of the sides

change of ends – changes of sides

point of aim – a target

a) combinations with supplements expressing possessive relations are quite frequent. Here the supplements act as an attribute. Thus, for example:

*“**Women's football** is enormously popular in China mainly thanks to television”.*

(FIFA magazine, June 2003, p. 23)

*“One of European **football's greatest modern icons**, Zinedine Zidane, has revealed he will retire in the summer of 2005”.*

(CHAMPIONS, October/
November 2003, p. 77)

b) Fewer are those combinations whose supplement is a

proper name and is in authorial relation with the main member and conventionally can be considered combinations with an “authorial seal”. Here are some examples: *Muller goals*, *Yashin school*, *Fosbury flop*, *Yamashita vault*, *Zukahara vault*, *Diamidov turn*, *Cooper Test*.

The noun may be accompanied with an adverbial *phrase* (*ball made of leather*, *flag made of silk*, *swords made of steel*). More often the main word-adverb of the phraseological unit is omitted and the common case acts as an adverb. The supplements of noun combinations can be expressed in the common case and express a partial meaning. The supplement denotes the whole, a part of which is expressed by the main member. The partial meaning can become the supplement of a verb and a noun alike.

“Zidane from the attackers was attractive with his improvisation game. Some of them couldn’t manage to free from the foul area”.

(FIFA News, April 2001, p. 4)

Sport reports include a considerable number of combinations with nouns describing external appearances as in *athlete with uniform*, *footballer with ball*, *skier with sticks*, *captain with armband*.

Noun combinations can use supplements of verb origin. In this case we have an adverbial relationship between the elements: *meeting in the ring*, *warm-up in the ice-rink*, *match in the stadium*, *advantage in the game*, *victory in the final*, *fans in the court*, *defeat on home territory*, *ball in the net*.

*“It's mainly because I like to try different things out, and it's better to lose the ball **in the other team's penalty area**”.*

(CHAMPIONS, October/November 2003, p. 79)

Noun phrases expressed with prepositions are quite frequent. In this case, the complement and the noun can be in adverbial (*match **in the stadium**, sport **on the water***), as well as object relations (*attitude to the referees, interview about the match*).

There are phrases whose complements are used together as one member of the sentence. Together with the key member of the phrase expressed with a noun they make up a subject group (*names of famous footballers, plentiness of beautiful shots, master of hard shots, coach of the leading team, accuracy of the pass, sharpness of the serve*).

Noun phrases can have an extensive complement which stands out with its semantic embrace: This type of noun phrases are used in the titles of chronological-informative texts: *Rising Modern Pentathlon star* Georgina Harland, *World Orienteering Champion* Yvette Baker, *World No 1 Squash Champion* Peter Nicol, *Formula One rookie*, Jenson Button (Sport in the UK, pp. 24-27).

Qualitative adjectives make up more phrases while the relatives have fewer areas of application: “*Tall, strong and experienced Verheyen* is as much a forward as a midfielder, and excellent in front of goal” (CHAMPIONS, October/November 2003, p. 133).

It has been observed that sport reports involve nouns with adjectives denoting volume. Thus, nouns expressing volume are complemented with adjectives expressing features of volume (*wide runway, large stadium, short swimming pool, high platform, narrow track*).

Common are also noun phrases complemented with relative adjectives in the superlative degree (*the best match, the most striking match, fastest time, strongest athlete, the most powerful run, the most impressive goal, the hardest block, the highest jump*).

*“Kahn is looking forward to putting all of that behind him and proving that he, and not Gianluigi Buffon, is **the best goalkeeper** in Europe”.*

(CHAMPIONS, October/November
2003, p. 105)

*“**The best defence is attack**”.*

(CHAMPIONS, October/November
2003, p. 118)

As far as sport set phrases are concerned, here, too, there are many noun phrases complemented with adjectives. They can be classified based on the complement: phrases with qualitative adjectives such as *accurate pass, dangerous play, long ball, fast run, slow run, high ball, thunderous shot, sluggish movement, powerful run, powerful drive, generous advantage, heavy punch, magnificent drive, decisive goal, swift move, shrewd pass, solid start, nice save, remarkable*

comeback, crashing goal, spinning ball, perfect dive, neat entry, poor entry, rapid fire, chip pass, active play, close match, hard shot, bumpy pitch, clear tackle, dirty play, defensive wall, clear penalty, crisp shot, hard game, luxury player, narrow defeat, poor execution, soft goal, violent tackle, and phrases with relative adjectives which are quite abundant in sports reports (collective movement, final tie, double somersault, lobbed ball, nullified goal, winning goal, flowing raids, overhead lift, opening effort, overall lead, leading bunch, headed goal, flying header, volley shot, standing jump, forehand drive, floating drop, moving block, finishing line, sporting arms, cross pass, grapevine throw, total result, multiple foul, athletic ability, concrete defence, diving save, aggregate score, inswinging corner, solo goal, territorial advantage, unbeaten record).

In sports reports the use of the pattern **Numeral + Noun**, i.e. the noun complemented with cardinal, ordinal as well as distributive numerals functioning as attributes in a phrase is also rather frequent: *five continents, 1st season, thirty participants, ten-ten athletes, three-man combination, three-points rule, four-step rule, four-team group, 470 class (yachting), 5-sec. rule (basketball), 3 laps (cycling), etc.*

“Africa: 20 host countries, 490 participants from 33 countries”.

(Volley World 2000/1, p. 23)

The phrases sometimes include nouns denoting various measurement units of space, time, weight and number. In this

case, the unit of measurement is complemented with an attribute expressed by a cardinal numeral.

“Deborah was born on 14 April 1969 and is 179 cm tall. Deborah has already played in 37 legs of the World Tour”.

(Volley World, 2000/1, p. 40)

In **verb phrases** the key member is mostly expressed by the non-finite form of the verb: the Infinitive (*to mark a position, to take up a position, to cover a player, to fire a shot, to loosen a hold, to tip the crossbar, to ram a shot, to whip from the centre, to heat in a goal, to fire the ball, to smash home, to slot in, to leave smb. flat-footed, to make up a deficit, to kill the ball, to deliver a hit, to neutralize a player, to parry a blow, to clear the bar, to grasp a point, to graze the post, to drill the ball, to win on aggregates, to hit the woodwork, to hook in a goal, to lob in the ball, to head the table, to net a goal, to shave the post, to split the defence, to square the ball, to speed up the game, to steal the ball, to thrash in a volley, to control the pace*); the -ing form (Participle I) (*entering the field, refereeing the match, breaking of balance, pushing off the bottom, starting the match, curling the shot, scoring a goal, clearing the bar, taking the corner*); Participle II (*shocked from shoot, thrilled of victory, injured from the tackle, defeated from the champion*)

The complement can also be expressed by **a noun** (*to take a victory – to win, to gain a medal – to win a medal, to*

grasp a point – to earn a score, to inspect the arms – to examine weapons, to fire a pistol – to fire, to handle the ball – to be skillful at a ball, to bounce the ball on the stick – to throw the ball at the stick, to hook an opponent – to catch the rival, to break balance – to force out of balance, to apply a chokelock – to use a trick that can make someone choke, to escape a chokelock – to avoid a trick that can make someone choke; an adverb (to win quickly, to stand face to face); a Participle (to resist playing, to fall running); a Substantivized Participle (to help the injured, to inspire worrying).

It is obvious that the syntactic relation between the members of the verb phrase is of either objective nature: *to execute a throw – to throw, to score a goal – to score a point, to suspend a player – to remove a player, to tuckle an opponent – to take the ball from a rival*, or of an adverbial one: *to put the ball into play – to start the game, to raise oneself from the water – to jump from the water, to pass into space – to make passes*.

Thus, the elements in the phrases mentioned above (both noun phrases and verb phrases) are in a complement + noun relation. Still, sport reports include syntagmatic units where the pair words expressed by the same or various parts of speech possess the same grammatical role and significance. They are linked with conjunctions. Semantically and syntactically these words are correlated notions.

Our observations have allowed to divide the word combinations of pair words with the same meaning into one-class and multi-class groups. The first group involves sport

phrases made up with words belonging to the same part of speech, and a conjunction: *down and out – exhausted, games and set – a won match, medals and trophies – medals and prizes, slips and shorts – a shirt and pants, leg and leg – a draw, hare and hounds - mass running, give and go – a trick (basketball)*, etc., whereas multi-class phrases present a combination of words belonging to different parts of speech: *Q and reverse Q – a group of eight people (in figure-skating), heel - and - toe speedster - a fast sportsman, heel and toe walk – walking in sports, razzle and dazzle, pitch and roll – swaying, hitch and kick – a long jump*, etc.

The syntagms belonging to these two groups are connected with each other by the conjunction “and”. But this is not the only way of linking pair words in a syntagm. The phrase can have the following forms: (N+by+N), (N+or+N), (N+to+N). Thus, for example:

double or quits – the one defeated receives a chance to try his luck once more. If defeated he has to way double (double or nothing),

drop by drop – landing by skis,

drop - and - check descent – drop by drop,

bow to bow race – to compete face to face, nose to nose,

from gong to gong – the whole round,

from start to finish – from the beginning to the end,

play - by - play – reporting about a match.

This kind of word pairs are rather typical of sports reports. Here are some passages:

*“He tried easily now. No longer could he do a fast twenty rounds, **hammer and tongs**, fight, fight, **from gong to gong**”.*

(BOXING MAGAZINE 1995, N32, p. 11)

*“It may be necessary... to reduce the minimum of eight **out-and-home matches** at present insisted by the M. C. C. Committee”.*

*“The so called **point-to-point steeplechase** - i. e. the original form of sport”.*

*“But I am sure the curtains must have moved in the breeze and I lay taking in the calls and **the to and fro of tennis** on those unconcerned afternoons, and I suppose the sight was a pleasurable one”.*

(SporTime, N7 June 1994, p. 10)

Phrases usually used in the military field occupy a considerable place in sport reports. Their usage has a definite stylistic purpose. Due to the use of military phrases sports reports become more figurative, impressive and influential. The reader “feels” and “sees” the tension in the match. Naturally, the phrases coming from the military field can be both stable and free. The following patterns have been observed;

a. Noun + Noun (N+N)

rocket shot, wing attack, centre attack, danger zone, grip zone, attack zone, victory on superiority.

b. Adjective + Noun (Adj.+N)

explosive power, starting shot, compound attack, direct attack, constant attack, total attack, defensive zone, permanent attack, frontal attack, combined defence, dangerous situation, clear victory, complete victory, compound win, rapid fire, telescopic sight, shooting distance, shooting position, starting shot, useless shoot, complete command, desperate persistence, territorial advantage, a comfortable victory, a fierce shot.

c. Verb + Noun (V+N)

to block the attack, to shoot an arrow, to pursue an opponent, to catch an opponent, to take up position, to fire a pistol, to fire a shot, to hit the target, to cover smb., to dictate the pace, to resist the attack, to break resistance, to take the field, to double the advantage.

d. Verb + Adverb (V+Adv.)

to shoot fiercely, to run fast, to win clearly, to defend stoutly.

*“The visitors **defended stoutly** but soon found themselves behind when Czech striker Ruman opened his account for his new employers with an excellent **long-range fire**”.*

*“Auer found himself in space close in nine minutes later, and duly **thrashed in a volley** as the German side closed in on victory”.*

(Uefa direct 10.04, p. 18)

*“The result was effectively settled in the 69th minute, Nisja making it 2-0 with a fierce shot. Norway ended the match in **complete command**, with only Taylor’s free-kick causing Heier any problems”.*

(YOUTH Championships 2004, pg. 9)

*“The pattern continued in the second half, with Italy **dictating the pace** of the game while France passed the ball well but struggled to threaten the well-organized Italian back line”.*

(WORLD HANDBALL magazine,
3/2001, p. 14)

To sum up, it can be stated that Noun phrases are complemented by a noun, which expresses most diverse relations – possession, “authorial”, attributive, etc.

The complements of noun phrases are expressed by different cases, hence with various meanings.

Frequent is the use of phrases with complements describing external appearances as well as those with the main member of verb origin.

Noun phrases can have an extensive complement. The adjectival complement that has a meaning of volume is conditioned by the main element of the phrase expressing a volume.

Phrases complemented with relative as well as qualitative adjectives, are very practical.

The Numeral in a noun phrase functions as an attribute.

If in verb phrases the main element is an adverb, the complement can be expressed by a noun, an adjective, a pronoun, an adverb, etc. They can be in a different syntactic relation with the noun. The syntactic relation between the main and secondary members is either objective or adverbial.

Sports reports also involve syntagmatic units where the pair words belonging to the same or various parts of speech have the same grammatical role and significance. The elements of such phrases are linked with a conjunction, and semantically and syntactically they are correlative notions.

7. EXPRESSIVE MEANS IN SPORTS LANGUAGE

It has long been established that expressiveness of speech serves different purposes. Expressiveness, in general, is perceived as an animate, direct, impressive beauty of speech, an unusual, unique description of images without which speech becomes uninteresting and dull. Stylistics studies expressiveness as a unique stylistic means which finds its reflection first of all in belles-lettres, then in publicistic style. The expressiveness of speech refers to the metaphoric meaning of the words. In that case the given concept loses its nominative value acquiring an obvious influential role and significance. The aim of the use of different expressive means is to convey artistic nature to the speech.

Since the direct function of sports language is to make an impact on the audience or the readers, expressive means are many. We can say that the influential power of the speech directly depends on the use of expressive means. They are divided into two main groups – tropes and figures of speech. The first group – the tropes are words and word combinations that are used figuratively aiming to introduce expressive-emotional-evaluative overtones into speech. Based on association or analogy the devices of the first group are of paradigmatic or systemic nature, whereas the second group concerned with the arrangement of words is the expression of syntactic structures, i.e. functions on the linear level of a particular speech event. In other words, the devices of the second group are syntagmatic phenomena.

In sports newspapers the expressive means have a distinct

stylistic role. They can be regarded as decisive means to impact readers which make the speech more expressive and interesting.

*“After Everton had **realized his solo** against the three players of the opposite team when he made the foul shoot, everything seemed to come to an end. That night Bavaria **looked not so good** as for previous two weeks when they defeated the Dortmund players for a score 4:1. But for three minutes before the match when everybody thought it was over, suddenly **invisible powers** drove the guests forward and within 100 seconds Felix Magath’s alumni **turned everything up to down**, in direct and indirect meaning. After scoring a goal by a leg shoot the guests disappointed set that part of the body to work by which they usually think. The result is two goals by head shoots made by Luis and Makay. They **stole the victory** from Borussia”.*

*“What! What happened! When the match is going to be over we must act with all power, but on the contrary everything was in vain”, says the coach Bert Van Marvayk. But his Munich colleague’s face was **shining with happiness** “After the break we played a **polite football** and at the last minutes we **were simply super**”.*

(Uefa direct, 05.01, p. 21)

The example above recounts the victory of Bavaria. In the last 100 seconds they scored two goals and defeated Borussia. The speech of the coach, in terms of both psychology and expressiveness, comes to best describe the state of events. The losing team should “*turn everything up and down*”, otherwise “*everything would come to an end*”, and the winners are sure that they never turned to any harsh measures, or forbidden trick and played ‘polite football’ and hence, it is not accidental that towards the end of the match they were simply “*super*”.

The extract is rich in expressive means but they are so fluently merged with the speech that no one is able to notice the efforts of the reporter to make his speech more influential.

There are many types of tropes in sports language. Epithets, metaphors, similes, metonymies, ironies and in some cases, paraphrasing can be encountered.

Research indicates that in sports language epithet also describes the subject, the phenomenon from its aesthetic, expressive point of view.

“The coach was watching the game with an impatient look. His anxious hands raised the weight”.

(SPORT EUROPE, n.33/97, p. 17)

As can be seen from the example, the epithet “anxious” enhances the expressive and emotional coloring of the speech.

Metaphor is a type of trope. It is highly typical of sports language and often is regarded as a reduced comparison. Here

the proper meaning of the word opposes its new, figurative meaning¹⁰⁸. It is the best means to produce impressive, emotional images and enjoys a wide usage. It reveals features, situations, different consequences of actions which present the state of events and phenomena in a new light.

“The strong wind was blowing. The guards’ hats were running all over the playground as if little wheels. The stadium shouts were thundering. Every five minutes the new runners were coming out from the start. And the lances were flying far and far away”.

(CHAMPIONS, August/September
2004, p. 43)

It should be noted that generally the use of the metaphor is dependent on diverse conditions. They sound proper and interesting when they bear the imprint of the individuality of the reporter, and his speech is distinguished with direct and encouraging emphases. Actually, it is hard to find a more or less comprehensive report without a metaphor because the absence of metaphor in a piece of speech makes the latter dull and weak from an expressive point of view.

Sports language is also distinguished with the frequent use of paraphrasing – another stylistic device which offers a

¹⁰⁸ Gasparyan S., Matevosyan A. English Style in Action. Yerevan, Lezvakan Horizon, 2011. Խղատյան Ֆ., Ոճաբանության առարկան և խնդիրները, Ե., 1971, էջ 131 (Khlgatyan F., Stylistic and its Objectives, Yerevan, 1971, p. 131).

description instead of naming the object directly¹⁰⁹. The presentation of a generally known phenomenon in this way makes the speech impressive, colorful and influential.

*“Finally the **queen of the sports** as the light athletic is named with all its right, was certified to the disciplinary rights”.*

(SporTime, No6, July1996, p. 23)

*“The culmination of the celebration became the participation of the Soviet athletes, as they were nominated by the local press. The **fatherland of the Olympic Games** receives its guests with love and pleasure”.*

(The Times, 1980, N150, p. 11)

*“The **world number one football player** was also participating in the opening of the games”.*

(Uefa direct, 04.03, p. 15)

With the help of paraphrasing the reporter achieves certain expressiveness. Using fewer words he manages to present a full and more impressive speech.

The use of personification is rather frequent in sports reports. In this case things and phenomena are attributed with human qualities.

¹⁰⁹ Гальперин И., Очерки по стилистике английского языка, М., 1958. с. 125 (Galperin I.R., English Stylistics M., 1958, p. 125).

“The Olympic Games came to birth in the wonderful past of huminity”.

(ATHENS 2004, April 2000, p. 22)

“Atlanta. Of course he will strengthen his muscles and will have the victory medal, it will never appear before the difficulties”.

(Atlanta, Spring 1996, p. 15)

It is important to mention that if tropes help further enhance the figurative meaning of words and their use, the figures of speech, as already mentioned, are syntactic means that add a certain shade of coloring and emotiveness to speech. They are similes, rhetorical questions, different types of repetition, gradation, inversion, aposiopesis, ellipsis, etc.

In sports language as well as in other functional varieties of speech, simile is a figure of speech where to make the subject or the phenomenon more expressive, it is combined with another, more familiar phenomenon which helps to better describe the object or phenomenon compared¹¹⁰.

“The ball like an arrow flew to the goal”.

(FIFA magazine, September 2004, p. 48)

“And here is the stadium like a big bowl”.

(FIFA News April 2003, p. 4)

¹¹⁰ Арнольд И., Стилистика современного английского языка. Стилистика декодирования, 2-е изд. Л., 1981, с. 88 (Arnold I., Stylistics of Modern English. Stylistics of Decoding, 2nd edition. Leningrad, 1981, p. 88).

“As strict parents they were watching and following the sportsmen”.

(Uefa direct, 10.02, p. 20)

The rhetorical question is typical of sports language. It is common knowledge that it has a positive and affirmative meaning and can bring ambiguity to the speech. In this case the utterance acquires a new coloring drawing the attention of the reader to an important issue.

“Who can say what the athlete feels who is taking part in the competition for the first time and whom thousands of eyes are directed”.

(SPORT EUROPE, n. 46/99, p. 17)

“Can the stadium place the thousands of audience who are crowded in the streets and squares?”

(Uefa direct, 05.01, p. 12)

“How could that competition be if two years ago the fans hadn't received a definite answer after the collision of the two competitors. The confusion had more and more strengthened the fans' interest. The boxer had to meet again with the famous wrestler”.

(SPORT EUROPE, n.46/99, p. 29)

Rhetorical exclamation is more frequent in TV and radio broadcasts during live reports. They are used in sports

newspapers. It is predominantly connected with the feelings of individuals and the society together with the expression of exultation, anger, joy, requirements and admiration.

“Oh, my God! Could he excel me with his speed and run whispered Gordon Piry”.

(Sport in the UK, p.13)

“And here is the Olympic Games stadium. You get out of breath because of the plenty of lights. How many have dreamed of today, how many hopes and disappointments! How much of energy! How much power and will have been spent to appear inside these walls”.

(Olympic Opening Ceremony-
Sydney 2000, p. 5)

In the extract below we present how the reporter expresses his opinion about the opening ceremony of the Sydney Olympiad.

“It was really wonderful! May some fragments of that celebration be spread throughout the world by wise journalists. May all the prep process went forward in such a level that it might not have an end. There is no doubt that the celebration was wonderful and it took place. The authors of the performance could simply protect the logic and completeness of their intention”.

(Olympic Opening Ceremony-
Sydney 2000, p. 8)

The rhetorical address can be used also when the speech is addressed to the past, to individual people, to some specific time, etc. This stylistic device refers the speech to the past, the speech considerably enriches with emotive tones and acquires an impressive effect.

“Town of ancient Gods! You have preserved the legend times dust on your wall. Show your good will to those who are just with stable will”.

(Olympics News, August 2004, p. 15)

“Olympic Flame! The most mighty people have deigned you. Their hearts have oscillated because of your epiglottis and your temperature has been taken with them forever”.

(The FLAME, January 1998, p. 2)

Evidently, the reporter does not specify the speech with the opening ceremony of the games. With the help of a rhetorical address he achieves wider generalization. Every sportsman, when standing in front of the fire brought from the country of the Olympic gods, feels he/she is the heir of a great time which also includes those who will come after him/her. This exceptional feeling that the sportsman experiences, makes the latter have a deep respect towards the rest of the participants, including the representatives of the rival team.

The next syntactic stylistic device typical of the sports language is the repetition. The aim of the repetition is to draw

the attention of the reader to one specific phenomenon¹¹¹. Everything can be subject to repetition – a word, a phrase and sentence.

“We won, because psychologically we have been preparing well enough. We won because the opposite team had neither the same proficiency nor experience. We won because we were acting together at the moment than ever! At last we won because we were to”.

(Volley World 2000/1, p. 22)

The repetition of a sentence at the beginning of different paragraphs can draw the attention of the reader to a certain phenomenon and in the entire speech it can create a unique logical link with the previous paragraphs. With each repeated sentence there is a new wave of emotions and feelings which makes the speech more expressive and influential. Very often we can meet the repetition of words and conjunctions. Here, the individual significance of each lexical unit is emphasized.

Another stylistic device directly connected with this phenomenon is gradation. Here, each succeeding language unit intensifies (rarely weakens) the meaning of the previous one thus making the speech emotionally more charged. Due to the repetition of words with a similar meaning, the meaning of the repeated word can get stronger or weaker. Hence, in sports language, rising and falling gradation can be noticed.

¹¹¹ Гальперин И., Очерки по стилистике английского языка, М., 1958, с. 215-217 (Galperin I.R., English Stylistics M., 1958, p. 215-217).

“But Mikol! Mikol!

What did we know about this young athlete before the start of the Olympic Games? And how much we knew after 44.6 seconds. It turned out he was never afraid of Kwantoren. He can excel the Belgian athlete, he can excel the strongest English athlete, he can never fail reaching the finish, he can laugh and he can devote that laughter to us”.

(Olympic News, September-October
1996, p. 14)

The sports language uses inversion, the reverse of the normal word order, quite often. In this case of a reversed order of words the word in question appears in the center of attention.

*“Their faces are calm, eyes bright, nothing told about cordial emotion, about sport **malicious**. He was running fast, excelled lightly like a plane, looked with his eyes **black and symbolic**”.*

(SporTVision, No122/February
1998, p. 25)

In sports reports frequent are also cases when in the course of the description of events, the author deliberately omits certain words which are easily guessed by the reader. This stylistic device is known as aposiopesis. It is known that aposiopesis promotes expressiveness and emotiveness of speech. This stylistic device is the sudden breaking of the

utterance or a sentence. Aposiopesis makes the flow of speech incomplete and causes outpouring of feelings¹¹².

“Hello... Irisha... I have already been awarded... I will call you again after the press conference. Did you watch the race?... I love you... Kiss Yura”.

(Sports, 1980, N8, p. 17)

“Our sportsmen reached Athens. But... Many things were unexpected. The offered food brought much complain. We ought to be adapted... Disturbing and permanent doping tests”.

(CHAMPIONS, August/
September 2004, p. 50)

In the first example, the omitted words come to witness that the sportsman who has won the Olympic medal cannot express in words all that is happening in his soul at that moment. The question “Did you see the run?” makes the reader relive the quick run of the sportsman that brought him to the top of the Olympic games. His speech, with interrupted sentences and expressions is the evidence of the exceptional and unique feelings that the sportsman is experiencing at the moment.

Irony is a means of emotional evaluation in sports language. In this case negative phenomena are usually

¹¹² Մարտյան Ա., Հայոց [եզզ]ի ոճաբանություն, Ե., 2001, էջ 169 (Marutyán A., Stylistics of Armenian, Yerevan, 2001, p. 169):

ridiculed indirectly¹¹³. The utterance, that sounds like a praise at first sight, takes on a negative meaning. Ascribing positive features to someone the author indicates the idea that these qualities, in fact, do not exist.

*“In my opinion Komenezin is in a **good state** to play. He could block only one shoot, the others appeared in the net”.*

(UEFA flash, April 2000, p. 3)

Humorous expressions are not infrequent, either. In this case the attitude of the reporter to the phenomena or to the given sportsman is friendly and the speech becomes more lively due to the changes in feelings.

*“When five laps had remained for the finish, Piri stopped breathing but not generally, of course, to Kuts nape. Gordon Piri stayed behind. Many began asking. **Kuts seemed to think the race to be not 200m. but 2000m”.***

(SporTime, No6, July 1996, p.38)

Portrait is an important element of imagery which demonstrates various stylistic colors in different genres of the publicistic style. Portrait is usually the description of this or that individual. It attempts to reveal the character and

¹¹³ **Ջրբաշյան Էդ.**, Գրականության տեսություն, Ե., 1980. էջ 240 (Jrbashyan Ed., Theory of Literature, Yerevan 1980, p. 240):

behavior, etc. of an individual¹¹⁴. The sports language often includes portraits. They can be either brief or rather bulky. It is the combination of various expressive means that makes the portrait of the sportsman more tangible and complete. This is how the author presents the new champion of Russia.

“Alexey Tischenko with oleander on his head, the Russian flag on his shoulders was sitting in the press conference hall as a young God and was looking attentively at the medal which he had just been praised and touched his lips from a moment to a moment and trying with his teeth. There is no doubt he has never tasted such a delicious thing for 20 years”.

(SPORT EUROPE, n.29/96, p. 11)

Here the reporter has managed to create the portrait of a charismatic young sportsman, nearly as friendly as possible. The young sportsman is depicted as a child who does not care about the people around him. So many efforts and so much zeal and vigor has been spent to achieve this small and brilliant “thing” – the medal, and like a child, who takes every brilliant thing to his lips, he does the same. The whole image gets complete. First, he is captured with the national flag over his shoulders. At the final moment, he is seen singing the national anthem. The sportsman, first of all, is the defender of the reputation of his country and then an ordinary and friendly

¹¹⁴ Եզեկյան Լ., Ոճագիտություն, Ե., 2003. էջ 370 (Yezeqyan L., Stylistics, Yerevan, 2003, p. 370):

individual who can get surprised like a child and not care to express his own joy. Here is another example of a portrait.

“But the Brazilian Oliveira? He was packing his things, he three times increased his achievement centimetre by centimetre. Yes he had achieved only high results before the Olympic Games and he wished so much to overcome the area and the time!”

(The Times, 1980, N150, p. 13)

The warm, gentle character of the sportsman excites with his sportsman-like attitude. Still, the portrait does not include only the obvious external features. The nature also counts which adds certain shades to the character. Everything can be overcome. It is possible to become Number One sportsman of the world but it is impossible to overcome the time. There will come a time when a younger and a stronger personality will arrive at the top and you will have to leave your place. It is inevitable. Even the strongest and the most powerful will bow before the time. And when the moment comes to leave, one should do it in a knight-like manner like the great Brazilian – Oliveira.

Thus, the examples come to show that sports reporters demonstrate certain skills in penetrating into different phenomena. Due to various stylistic means in the sports language newspaper publications become more expressive and thereby more impressive.

CHAPTER THREE

LINGUOSTYLISTIC APPLICATION OF GRAMMATICAL MEANS IN SPORTS LANGUAGE

It is common knowledge that this or that news, report or a publication of any genre can be presented with the use of diverse morphological and syntactical means. In this chapter we focus on the morphological and syntactic realities which are more frequent in newspaper language in general and in sports essays and reports, in particular.

1. THE LINGUOSTYLISTIC APPLICATION OF MORPHOLOGICAL MEANS

The opportunity to choose between language means in the field of morphology is rather limited if we are to compare it with lexical or syntactic levels of the stylistic study of the language. Nevertheless, one can observe the use of different parts of speech for stylistic purposes. The grammatical categories of the noun, adjective, numeral, and partly interjections play a considerable role in newspaper publications.

The linguostylistic use of the noun in sports language. In terms of stylistic possibilities, the grammatical category of number is the richest among the grammatical categories of the noun. First, one can frequently encounter nouns which,

though being singular, possess a collective meaning and denote the general class of certain objects and phenomena.

“The audience comes to the match with an expectation of a nice game”.

“The competitor would never tolerate the weak defense of the left side of our team, the excel became more often and the stadium was obviously getting and was whistling”.

(CHAMPIONS, October/November
2003, p.85)

There are nouns that have a collective meaning as in the examples above. In sports language one can come across many cases when proper names are used in plural. It aims to describe a certain type of a person. Obviously, people are given names to be differentiated from one another, however, the plural use of the names has a different purpose. It aims to describe an individual or individuals with certain qualities. Here is an example.

“And still Peles, Garnichas will be born, who will symbolize this. It seems to be the most popular game which has attracted millions of people’s hearts, they awake pleasant memories in us and first of all by their natural talent. It appears moving forward beautifully, possessing the ball with a great skill”.

(CHAMPIONS LEAGUE,
1998/99, p.58)

The reporter presents the name of a famous footballer in plural aiming to emphasize certain qualities and features of the character, the talent of the player. Doing so he distinguishes the football stars who have left an unforgettable trace in the hearts of millions of people, and this was done due to their individual, natural talent. Nature has gifted them with distinctive qualities – fast passes, speed, agility, physical strength, ability to make a quick decision in unexpected situations. Differentiating these qualities the reporter, by using the plural form instead of a singular one underlines these qualities that are going to be a stumbling block for the coming generations. A unique bridge is created between the great football stars of the past and the ones of the future who will repeat the feats of their predecessors.

The grammatical categories also possess certain stylistic coloring (definite, indefinite, a person, an object). Usually, the noun is used with a definite or an indefinite article.

“Thousands of happy people were watching the opening of the first Olympic Games. What feelings did Pier Kuberten have at the moment? He was happy to realize his idea. He was happy that the place of the International Olympic Games Athens was chosen, not Paris”.

(Olympic News, July-August
1996, p.11)

The category of indefiniteness is usually expressed by the absence of the definite article as well as by the use of the

indefinite pronoun “one”¹¹⁵. This indefinite pronoun acquires the meaning of number. If it is stressed, it appears as a numeral.

“Within a month they succeeded in getting 300 thousand drakhmas wich should be used for those sports constructions where once big competitions had taken place”.

(Uefa direct, 4.03, p.11)

“In any case Luis Spiridon, 24 years old, born in a village in Greece attracted everybody’s attention who won the Marathon race”.

(ATLANTA 1996, p.6)

In the examples mentioned above the first indefinite article “a” is used as a numeral and in other cases as an indefinite article. In the last examples (*once, in a village*) it is used for stylistic purposes. Here the general idea is specified around a certain object or phenomenon.

Still, the indefinite article “a” possesses other lexicostylistic nuances as well. The nouns that are coupled with them become more important. They draw the attention of the reader to the phenomenon. It is supposed that the reader will get additional information about the phenomenon later.

¹¹⁵ Ջահուկյան Գ., Ժամանակակից հայերենի հոլովման համակարգը, Ե., 1967, 89 էջ (Jahukyan G., the System of Inflection in Modern Armenian, Yerevan, 1967, 89 p.):

“In such cases one usually needs one and a half month to reconstruct his strength and due to his self-willingness he realized it in a two weeks period. To bring his strength together he needed in Seoul and every day a situation or failure appeared here, either his name couldn’t be found in the computer or he didn’t have the right of the foodstamp, or the trainings failed”.

(International SPORT,
April 23-28, 2002, p. 42)

The indefinite article “a” “creates” a situation or state when the reporter complements its indefinite meaning out of necessity. The expression “*every day a situation and a failure*” makes it possible to predict the further development of the information and the reporter comes up with enumeration.

Usually, information about the meetings of renowned sportsmen begins with the introduction of their names. They are usually impersonal nominative sentences.

“Zinedine Zidane, Luis Aragonés, Yurgen Klinsman... as well as about all the stars who will show only attractive football”.

(Sport Grass News,
vol. 11 April 2001, p.11)

Articles are not used in reports of separate events.

“1977, September 12, The country had its First World Champion”.

“Football. The legends of the Europe championship”.

In the examples adduced above no article has been used because of the general nature of the utterance. The reporter does not specify his speech thereby emphasizing the fact that the information is designed for large masses.

The stylistic use of the adjective in sports language. The adjective as a part of speech demonstrates wide possibilities in terms of its use for stylistic purposes. It is hardly possible to imagine a sport report without the use of adjectives. With its evaluative role it displays a wide range of stylistic possibilities. Even if the reporter has no clear-cut intention to make an impact on the reader when using adjectives, the adjective, with its degrees of comparison, greatly contributes to the development of the emotive qualities of the utterance. Hence, it is no accident, that the adjective exceeds the other part of speech with its semantic shades since it demonstrates not only qualitative features that are typical of the object, but also a characteristic that derives from its relation with another object. Hence, as already mentioned, the adjective is divided into two groups – qualitative and relative adjectives. The differences of their grammatical features are illustrated in the works of renowned

grammarians¹¹⁶. From a stylistic point of view the qualitative adjective is obviously richer, since it contains the evaluative attitude of the author towards the subject matter which, in its turn, can add some subjective shades of meaning to the adjective. As is known, relative adjectives have a narrower field of application. They can obtain stylistic coloring only in their metaphoric applications. Thus, for instance,

*“During the training the **iron rod** didn’t resist. However such a thing the specialists had never seen?”*

(Sport in the UK, p.30)

*“The athlete who goes for biathlon, he must have not only strong legs as well as **iron hands**”.*

(SKI WM, 2001, p.8)

In the first case, the relative adjective in the phrase “*the iron rod*” denotes the feature of the given object directly and does not contain any evaluative attitude while in the second example the change in the meaning of the adjective in another context takes on quite a new stylistic nuance.

Thus, the sports language also comprises common phrases and expressions that are typical of both English and Armenian. Truly, “Relative adjectives are stylistically unmarked as they are neutral in their direct meaning.

¹¹⁶ **Виноградов В.**, Русский язык, М., 1980, 639 с. (**Vinogradov V.**, The Russian Language, M., 1980, 639 p.).

Conversely, their metaphoric applications become impressive and meaningful”¹¹⁷.

Both qualitative and relative adjectives include certain characteristics specific to objects and phenomena. However, it is the qualitative adjectives that carry an evaluative attitude. This brings emotiveness and expressiveness to the speech especially when used properly and duly.

*“Free style outstanding athlete A. Medvedov is the best known and **entitled** sportsman in the history of wrestling. He has won in Tokyo, Mexico and Munich Olympic Games, seven times in the World championships, and three times in the Europe championships. Becoming **the strongest** in the world he broke down the imaginations about the **heaviest** sportsman... at the beginning of 1970s the Soviet athlete brought a **new** style which particularly refers to the speed and technics preparation.*

*Later the president of the International wrestling Federation Milan Ertsngan would tell the journalists, “When we were adopting the **contemporary** rules as standard we chose Medvedev’s style”.*

*That’s why the **heavyweight** athlete should not excel the 130kg”.*

(SporTime, N6, July 1996, p.67)

¹¹⁷ Մկրտչյան Ռ., Ժամանակակից հայերենի ձևաբանական ոճաբանություն, Ե., 1992, էջ 130 (Mkrtchyan R., Morphological Stylistics of Modern Armenian, 1992, Yerevan, p. 130):

There are numerous adjectives in the passage above. However, it is their stylistic effect that counts most. Here, four key elements of communication merge – the attitude of the speaker to reality and the listener, the content, the appearance of things and phenomena as well as individuals who are related to them in a certain situation¹¹⁸.

To make the role of the noted wrestler more evident to the reader, the reporter turns to the use of qualitative adjectives which are exclusively positive. The adjective “*entitled*” displays the grateful attitude of the public towards the service of Medvedev. Nevertheless, to make the utterance more definite and unexaggerated, the reporter makes it known at the very beginning of the article that the wrestler is the most renowned sportsman in the whole world, but is the best known only in the history of Free Style wrestling. Hence, the author succeeds in making his utterance somewhat more definite and truthful. Very naturally, the reporter grounds his impressive descriptions on new information and evidence, which, in their turn, introduce new adjectival additions in the text. Thus, qualitative adjectives make the speech more impressive through the effect they produce, while relative adjectives carry certain stylistic coloring and add new emotive shades and nuances to the speech. Medvedev was announced a winner three times in the “*Olympic Games*”. “*Olympic*” is a relative adjective and in this case it is not of less significance. It comes to prove the exceptional importance of the participation and victory of the sportsman

¹¹⁸ Մկրտչյան Ռ., նշվ. աշխ.: Zydatis W., Grammatical Categories and Text Functions. Tubingen, 1986 (Mkrtychyan R., Idid.).

in this high-quality championship – Olympic Games where the winner enters the history of sport and remains “*As an Olympic Champion forever*”. Such descriptions witness the accomplishments of the sportsman which is important not only as a piece of information, but also as a means to focus the attention of the reader on this fact. After this general and impressive report, the commentator goes on to enumerate the professional qualities of the sportsman.

It is obvious that the qualitative and relative (qualitative – contemporary, relative – Olympic) adjectives as well as nouns which acquire adjectival features in this context best describe both the sportsman, and the role he has played in the history of sports, his tactics, the rules that have already become compulsory today and are applied worldwide. With all this in mind, the reporter describes Medveded with the superlative degree of the adjective: “*becoming the strongest in the world*”.

Qualitative adjectives that denote a feature of the noun are directly related to the color characteristics of the objects in the nature. A color is a natural characteristics of an object, hence their expression in a given lexical context should be expressed by adjectives denoting color. Usually they are expressions of external features of the nature, environment, objects and/or a person.

“Barcelona, the second big city in Spain and its major seaports are replaced to the North East. Other most attractive sights one may visit in the heart of Spain, is one of the greatest stadiums in

*the world the magnificent “Nouo Camp” with its **grey, white, dark and red** constructions which create a happy mood”.*

(FIFA News, April, 2001, p.7)

*“The **white** edge lines of the **green field** distinguished the race distance blackness, and in different sections of the field took their places the footballers with **red** and **blue** uniforms were making slight, the light reflecting from the **green field**”.*

(ATLANTA, 1996, p.40)

These adjectives (grey, white, dark, red and adjectival constructions (white edge lines, green field, blue uniform) reflect the external qualities of the phenomena and create interesting, non-standard pictures devoid of any monotonous colors. The color adjectives take on an allegorical and in certain cases even a symbolic value.

*“1964 was the **White Olympics**’ 40th anniversary”.*

*“The foreign journalists wrote about Bobrov. The Soviet team got 40 gold medals, ‘**Red star**’ the best player of the championship”.*

(SKI WM 2001, p.8)

The reader associates the phrase “*White Olympics*” with snow whose key characteristic is its whiteness. Hence, “*White Olympics*” refers to Winter Olympics. Apparently, to avoid the constant repetition of the sports event, the reporter turns to the color phrase. Besides, white also symbolizes purity, innocence, justice, etc.

The frequent use of the adjectives *gold*, *silver* and *bronze* are linked with yellow and white colors. The same is true for the phrase “*Red star*”. Red stands for victory, though, it is also quite possible that the reporter introduces some political shades into the context.

Very often certain colors turn into symbols for sports teams. In this case, if the color is mentioned, it encompasses not only the team, but also the fans of the very team who cheer for their favorite players and wear T-shirts of the same color.

“Rio Ferdinand, the player of Manchester was strictly punished, refusing the doping test and was deprived not only from the opportunity to help his team in their league championship, also to defend his national team’s colors in the European championship in 2004.

The “Red devils” coach very often said, that this disqualification became one of the most decisive moments in the England championship

(Uefa direct, 3.04, p.16)

The qualitative adjective “*red*” is a symbol of victory, however, in this case it stands for a certain team with its definite number of fans, their emotions, joys, disappointments and character.

There are many phrases where adjectives can denote psychical or mental features of famous renowned sportsmen as well as external characteristics. Adjectives belonging to this semantic field add to the impact in sport publications:

“Unattainable Ronaldo with his sudden movements broke the opposite team’s plans”.

(FIFA magazine, June 2003/No6, p.41)

“The credible Kolina permanently could come out from difficulty even during the most difficult situation of the game, his decisions never changed”.

(FIFA magazine, May 2004/No5, p.14)

“Iron Tyson before the beginning of the match always tried to influence on the opposite boxer with his gossips”.

(BOXING 1999, N35, p.7)

Adjectives of size make up a separate group. It goes without saying that any object or phenomenon is of certain size (big-small, high-low, wide-narrow) and hence, when describing qualities or features reporters often turn to

adjectives of size (*a big stadium, small competition, narrow passages, high results, low results*).

However, the stylistic significance of size adjectives is not of great importance. They can acquire a more emotive and expressive value when applied metaphorically. Among the adjectives belonging to this semantic field one can differentiate the words that carry an expressive coloring. Thus, for instance, when size adjectives are used (*huge, tremendous*) even without degrees of comparisons, the readers experience the feeling of great proportions.

“It is huge Maracana. Here thousands of spectators transfer a new quality to the match”.

“The competition halls which have huge measures which were known in old Greece; in Olympos (VII century BC), in Delphic (VI century BC), in Athens (IV century BC), today also surprise us with their elegance”.

(The history of FIFA), 2004, p.57)

When used metaphorically size adjectives denote an indirect, but a meaningful and universal meaning.

“I can’t say I am like Pele who made a great revolution in football, but I can say I live like Maradona, says Ronaldo”.

(CHAMPIONS, October/ November, 2003, p.47)

Ronaldo emphasizes the uniqueness and exceptionality of Pele's qualities. Hence, his role in the history of football is but revolutionary. Clearly, the adjective "great" has a bigger dimension here than the adjective "big" in ordinary phrases (*a big ball, big timetable, big score*).

Evaluative adjectives such as *wonderful, amazing*, etc. are also numerous in sports language:

"When Kolina invites somebody out, he amazing Kolina says pityingly, Do you know what you did and you didn't leave any chance for me".

(The history of Fifa, 2004, p.17)

"Anybody can buy a wonderful team and they suddenly win the league championship".

(FIFA magazine,
February 2004/No2, p.53)

The adjectives used here are definitely *evaluative*. The use of such adjectives is conditioned by the subjective attitude of the author towards a specific object or a phenomenon.

"During all the decisive finals I have appeared as a good, productive player, I have never been lost. Maybe that is very unusual. I have never said this previously".

(BULLETIN OFFICIEL, N162,
March 1998, p.18)

The adjectives used in the sentence are of evaluative significance, but are different in nature. In one case the adjectives present the phenomenon as different people, in different ages would do (*decisive finals*), in the other case, the adjective serves as an expression of the final evaluation of the speaker, his own, subjective evaluation of the match (*good, productive player, very unusual*).

The author as well as various heroes and coaches can demonstrate an evaluative attitude. In such cases, the reporter gives preference to the direct speech since the descriptions of the interlocutor become more interesting, reliable. This is especially true for interviews with celebrated sportsmen.

“-who is the best player in the world in your position?

*-Zinedine Zidane surely. No one is better. He has the best control of all the players I’ve ever watched. He is **fantastic**, although in one situation, I think I am stronger”.*

(CHAMPIONS, October/November
2003, p.73)

The descriptions referring to Zidane get not only an expression of the individual qualities of the sportsman. He can get control over the players in the field at any moment of the match, is able to find a solution in any situation, hence he is fantastic as a sportsman. These descriptive adjectives make the speech more lively, friendly and eloquent.

Hardly one can find a sports publication on any sports event with no reference to the external appearance of the sportsmen involved or their performance.

“He has everything. He’s quick, skillful, brave, has vision and probably because he has a low center of gravity, he’s a devil to stop. His skillful passing and ability to change the tempo of Juve’s game had made Camoranesi indispensable to the Bianconeri”.

(CHAMPIONS, August/September
2004, p.8)

““He is my point of equilibrium”, declared Jose Mourinho of Porto’s versatile wingman Maniche. At 26, the combative midfielder has seized on his second shot at top-flight football and dazzled with his skill in attack and tenacity in defense”.

(CHAMPIONS, August/September
2004, p.12)

“Despite being 22, Xabi Alonso has turned Sociedad around. The energetic, ambitious and skillful left back has an accurate short and long passing range, an innate understanding of the game and plays with only two touches- he stops the ball, thinks and passes, generally to the right place”

(CHAMPIONS, October/November
2003, p.9)

Adjectival combinations demonstrate that qualitative adjectives enjoy a wider application than relative ones. The role of the sportsman gets more emphasized when qualitative adjectives are used with *verbs to seem, to think, according to me, according to him, in my opinion*, etc. Sentences made up with these adjectives carry certain judgment. In these cases the evaluation provided by a certain person may coincide with the purpose of the reporting.

“It seems to me that Zidane is one of the best known players of the world”.

“To my opinion football is the best known game in Uruguay”

(CHAMPIONS. August/September, p.95)

“I think, here in the spiritual home many of the world’s greatest games, a passion for sport continues to shape the British identity”.

(Sport in the UK, p.2)

In the context of these words or expressions adjectives can express the opinion of the speaker as well as that of the interlocutors which may or may not coincide with that of the author. It is evident that such a structure, though being an expression of a personal attitude, when coupled with adjectives can help create remarkable descriptions. Not only evaluations stemming from one’s natural features (*The quick player Zico, Edu within his fierce shoots, clever wrestler,*

etc.), but also the social status of the person, his accomplishments in the field of sports are of great interest. Of course, this kind of adjectives provide a deeper and wider picture of the inner world of the sportsman, portray his physical and moral qualities and his personality in a new light. This is how the reporter describes the legendary Brazilian footballer Socrates not only as a player, but rather as a versatile and sophisticated personality.

“Socrates – elegant, intelligent, successful. With the longest name of any player were to take part in the FIFA. World Cup, Socrates Brasileiro Sompao de Souza Viera de Oliveira is the only man in football to be qualified in the five key areas of the game: as a good coach, skillful doctor, physiotherapist, clever player and manager”.

(The history of FIFA, 2004, p. 65)

Since adjectives predominantly express evaluative attitude, be it positive or negative, they appear in cases of deviations from the average standard of evaluation accepted in the given environment. The average evaluation standard is the universally accepted idea of phenomena that undergo certain description. And when it is necessary to provide individual descriptions, which are always personal in nature and cannot be considered standard, certain phenomena call for absolute evaluation. Here, the role of adjectives expressing absolute evaluation cannot be overestimated. Without degrees of comparison they demonstrate the absolute

or the highest degree of the given feature. They help to capture the attention of the reader longer.

“The new season of the games in Spain could find wonderful Ronaldo and Beckham”

(CHAMPIONS, October/November 2003, p.27)

“This year to illustrate the world known competitions, an agreement was made in Lausanne sep., 3th, 1998, in the wonderful Olympic Museum”

(SPORT EUROPE, n 43/99, p. 29)

In word combinations with such adjectives (*a wonderful game, unrepeatd movement, sharp shoot, miracle competition, unchangeable athlete, etc.*) the adjective expresses the superlative degree of the given phenomena.

It should be noted that evaluative adjectives mainly have the pattern of adjective + noun. Here, stylistically the adjective is more active. The latter, even if stylistically relatively neutral, gets more powerful and more impressive when in the same context it is accompanied with a noun.

“The ball sharply appeared in the net from the sharp corner. I was not even noticed at the first moment and the players of the opposite team haven’t come to themselves yet”.

“Beckham’s sharp movements simply confused the French, the latter couldn’t show speed and skillfulness to stop his moving forward”

(FIFA News, April 2003, p.6)

If the adjective in the adjectival combination *sharp corner* in the first passage does not have a metaphorical meaning, in the second one (*sharp movements*) its use is completely different. *Sharp* is perceived as sudden, unexpected, quick, unusual, non-standard movements suggesting a way out in any unexpected situation which would, by all means, lead to an effective end.

The stylistic use of words is certainly conditioned by a number of circumstances – first, by the linguistic context in which the given word is used, then by the individuality of the author and his intentions¹¹⁹. Hence, these important preconditions collectively produce the mood that is necessary to be transferred to the reader.

Adjective + Adjective+ Adjective patterns are rather scarce in sports language. In this case the noun has two attributes the first of which usually plays the role of a semantic intensifier.

“In a flying short time the Greek government could do the best to welcome the guests arrived from different parts of the world”.

(The FLAME, December 2004, p.21)

¹¹⁹ Вольф У., Грамматика и семантика прилагательного, М., 1978, 200 с. (Wolf U., Grammar and Semantics of the Adjective, M., 1978, 200 p.).

“Daniel Barley Woolfall administrated FIFA in an unbearable difficult time”.

(FIFA Magazine, December 2003, p.12)

“The Brazilian player Lutsio scored a goal in an astonishing beautiful jump. While the South American, who plays for German club Bayer Leverkusen, earns marks for style, he does not hit the back of the net on this occasion”.

(FIFA magazine December 2003, p.12)

If we compare the semantic qualities expressed by adjectives in the above mentioned combinations, we shall notice that they express the meaning of the superlative degree. Usually the first adjective, being deprived of its initial meaning, intensifies the evaluative meaning of the second one. In the aforementioned examples the adjectives are evaluative in nature. This, however, does not mean that relative adjectives, as in *Olympic rest*, cannot have similar stylistic applications.

So far only the semantic characteristics of adjectives have been addressed. The investigation of the grammatical peculiarities of adjectives is of no less value and importance due to the stylistic importance of those features.

Comparative degrees are typical of qualitative adjectives. The latter, with their evaluative nature, possess wider opportunities for stylistic coloring. The stylistic application of the grammatical category of comparison becomes irreplaceable as it usually denotes the feature expressed by the

initial form of the adjective through intensification. It goes without saying that this grammatical category appears in a context where qualitative adjectives are used in evaluative structures and define the object in comparison or without any comparison with other objects having the same quality. With the help of the comparative degree the reporter compares a certain quality belonging to a certain individual or phenomena with those of the rest of the phenomena and displays their greater or lesser degree.

*“Jirji Dvorak. He is **a better** specialist than the previous ones who is sure that the use of dopings in football is not systematic process”.*

(WADA NEWS, February, 2002, p.12)

*“Then in 1998. Came the great leap forward. A manager and trainer from top volleyball Netherlands trained his players and prepared them psychologically, took care of organizational and communication details wished them to be **more studious** and active”.*

(Volley World 2000/1, p.40)

In the examples adduced above one can see a greater degree of human features. Cases of comparatives with less are rather rare. Thus, for instance:

*“The Nigerians are **less studious** than the Cubans and the result was obvious”.*

(World Amateur Boxing, 32/1995, p.12)

Newspaper language also abounds in many examples of comparisons of adjectives where equal qualities are compared. In linguistics this type of comparison is termed equal comparative¹²⁰. In this case, conjunctions and comparative words such as *like*, *as*, etc. are added to the positive form of the adjective.

“Like a huge torch was flaming the fire in the night darkness which was more impressive and enraptured”.

(ATLANTA 1996, p.5)

We can state that the adverbs *more* and *much* as well as conjunctions *similar*, *like*, etc. often appear in a structure expressing the degrees of comparison of certain features.

“Uruguayan exhibition football that thrilled both fans and experts like the leading protagonists having learned their footballs skills on the streets”.

(FIFA magazine, March 2004, p.36).

The superlative degree is the most popular one among the degrees of comparison of the adjective. If this degree is used in the given lexical context, it means the speaker cannot be indifferent to the phenomenon presented. It is a sign of

¹²⁰ Halliday M., An Introduction to Functional Grammar, London: 1985.

admiration. Though, it is not excluded that it can be used to express a highly negative attitude. Such cases are not many.

*“According to the results, the German club achieved at the end of the season, this year may be considered the **worst** in his short coaching career”.*

(Uefa direct 5.03, p.18)

*“The **worst** experience Alessandro Nesta ever had was facing Ronaldo”.*

(CHAMPIONS, October/November
2003, p.41)

The evaluations presented by qualitative adjectives used in the superlative degree, as in the adduced cases, express the highest degree of evaluation. Usually this refers to sportsmen who are unique both in their professionalism and popularity.

“Ronaldo-Luis Nazario de Lima is still probably the most famous footballer in the world. A Nike survey recently found that after the Pope and George W. Bush, he was the most recognized face across the globe”.

(CHAMPIONS, October/November
2003, p.39)

To show the extent of popularity of one of the most famous and talented footballers in the world, the reporter

indirectly compares him with the world acclaimed figures. After the Pope of Rome and George W. Bush he is the most recognized and famous personality across the globe. Interestingly, the comparison is made between people belonging to quite different social fields and a sportsman where Ronaldo is behind only two famous people. However, as a football player he become the only and the unmatched.

Italian Kolina is truly a good referee. During the whole match he controls the process of the events and notices every trifle and it is not accidental that the part referring to his description will contain adjectives in the superlative degree. It helps to draw the attention of the reader to his professional skills and qualities.

*“Roth is pondering the relevance, in this age of stratospheric player profiles and multi-million euro TV and sponsorship deals, of the old aphorism that **the best referees go unseen**”.*

(CHAMPIONS. October/November
2003, p.49)

The use of the adjective in newspaper language and the level of its influence largely depend on the aesthetic and social experience of the reader. It is necessary that the message should reach the ears of the reader due to its

expressiveness, the so called additional meaning¹²¹. Thus for instance:

*“The first Olympic Games of the modern era – held at Athens in 1896 – were pioneered by Baron Pierre de Coubertin, a **great** admirer of the sporting tradition in 19th century British schools”.*

(Sport in the UK, p.20)

*“Gari Kasparov is a **great** chess player and his role in the development of the ancient game is unchangeable”.*

(SPORT EUROPE, 29/26, p.34)

In these two examples the adjective “*great*” has quite different meanings. In one case it has a direct and in the other case an indirect, general meaning. In the second example the adjective briefly presents the scope and volume of the work carried out by the sportsman which famous sportsmen of the world try to achieve.

Of course, the perception of the given meaning of the words largely depends on the experience of the reader, his taste, his temperament. In these cases, especially with the use of the adjective, without introducing the superlative degree into the speech, the meaning of the superlative degree is

¹²¹ Մկրտչյան Ռ., Ժամանակակից հայերենի ձևաբանական ոճաբանություն, Ե., 1992, էջ 175 (Mkrtchyan R., Morphological Stylistics of Modern Armenian, Yerevan, 1992, p. 175):

achieved through a unique combination of the linguistic means of the adjective.

*“Schumacher as a sportsman has remained **unequal** for long. His participation resolves many things”.*

(Sport in the UK, p.21)

*“The Brazilians showed an **artistic** football opposed to the European rough football”.*

(FIFA Confederations Cup France
2003, p. 47)

*“Four line-ups competed in winning. Playing to its own fans, Canada beat the USA 3-0 in the first phase. Second was Puerto Rico and third Mexico. They showed **artistic** play”.*

(Beach Volleyball 1997, 29/31
August, p.24)

Each piece of information is backed by certain extra-linguistic factors. The existence of the new and the unknown is very important. It is of a relative nature since a thing which is new to one, may not be as such to others. In any case, the novelty in any reporting makes the news more valuable and useful.

The use of the numeral in sports language. Numeral is stylistically less efficient since linguistically its area of usage is rather narrow and it deals with fewer other parts of speech.

The numeral mostly expresses quantitative relations, therefore, it cannot be rich stylistically. Still, the numeral enjoys rather a wide usage in numerical expressions of the results of matches, height, length of the track, weight, duration of the match, and other phenomena. Here, the numeral exclusively expresses the content, however, the recording of sports results gets highly important since in the consciousness of readers it is viewed as the demarcation line of greatest efforts and accomplishments that come to witness the endless and infinite power of human abilities. It is worth mentioning that the numeral appears at the beginning of the sentence, i.e. the position of the numeral is important. Thus, for example:

*“The Soviet hammer shooters have always been leaders”.
Here are those awarded.*

1960, Rome – Vasily Redenkov

1964, Tokyo – Ronald Kim

1972, Munich – Anatolu Bondarchuk

1976, Montreal – Yuri Sedikh

1980, Moscow – Yuri Sedikh

1988, Seoul, - Sergey Litvinov

*Hammer shooting record belongs to Yuri Sedikh. It was recorded on the 30th of august, 1986 in Stuttgart, at the European championship measuring **86m 74cm**.*

*Physically Yuri Tam is the most notable one, height **193cm**, weight **118kg**. As for Sedikh his*

height is 185cm. weight 112 kg. Litvinov's height is 180cm, weight 106kg.

(Sports 1990, N8, p.31)

The absolute numbers presented in the passage express content, however, these dates make it certain that Russian sportsmen held a superior position in this sports for decades. Hence, the mentioning of the dates acquires certain stylistic value since the achievements in the given sports are not perceived as accidental, unexpected ones. The reporter particularly emphasizes the date breaking the Olympic record (*August 1986*) and its result – *86 m 74cm*. This result can be recorded after lengthy work. The reporter presents the physical data of the sportsmen, also in numbers and also impressive, to underline the idea that such accomplishments can be achieved by exceptional individuals.

In the examples above, apart from their direct meaning, the absolute numerals exert a psychological influence on the reader. The effect of the speech is related to the unusual size of the phenomenon as an exclusive expression of human strength. However, along with the direct significance of the use of the numeral, though not so frequently, one can also come across examples that are interesting in terms of their stylistic value. They are usually expressed in colloquial styles, mostly in interviews where the speech is natural.

“I have said for a hundred times that Alexey Povetkin will become an Olympic champion. The Egyptian Mohamed Ali refused to take part and

Alexey became a champion” says Lyonid Tyagachev.

(ATHENS 2004, September
2004, p.28)

The phrase “*said a hundred times*” shows the speaker’s consistency and assuredness, his attention towards the given sportsman and his trust. The notion of the numeral “*one*” can at times be expressed by the adverb “*once*”. Thus, for instance:

“Because of the injury he once attended the training and once not, that’s why the season will be hard for him”.

(Sport Grass News, vol.13,
June 2003, p.4)

Meanwhile, the numeral “*one*” can express uncertainty or can have the meaning of the indefinite article “*a*”. For example:

“The president of the club declared that one new coach will train the team”.

(University Sports MAGAZINE,
August 2003, p.18)

The meaning of proximity is expressed by the use of absolute numerals through the repetition of two different numerals.

“That famous weightlifter attended volleyball for 4-5 years, then chose his favourite sport”.

(Sport in Sweden, June 2002, p.14)

There are numerals that usually appear in clichés.

*“The enthusiastic fans filled the streets. **7 days and nights** who passionately cheered their team. They were happy and inspired”.*

(SporTime, No6, July 1996, p.32)

One may also encounter other phrases which denote a new, exceptional and rare meaning. This is more typical of colloquial speech.

*“**Once in a thousand**, one can have the chance to take part in such a competition, it is really a luck”.*

(CANOEING International,
2/2002, p.8)

Metonymic application of numerals are important. In that case the metonymy combines the meanings of both the noun and the numeral, thereby making the speech more concise and meaningful.

*“Vandorf is in the first runway. The negroes are standing in the **second, third and fifth** ones.*

They are seriously disposed. The fourth one has an injury. He is not a competitor today”.

(Atlanta, Spring 1996, p.19)

In certain cases ordinal numerals can be used metonymically. It brings brevity, precision, and certain emphasis to the utterance. When used in the genre of reporting, ordinal numeral contains the meanings of the noun, numeral and demonstrative pronoun. Such semantic condensation makes the speech neater and more impressive.

*“The **first** was always eager to reach the **second** but it means the **third** one couldn’t be the **second** or **first**”.*

(SPORT EUROPE, 29/96, p.41)

The description of the famous runner, of course, refers to the sportsmen who displayed nearly the same results. However, with the help of the ordinal numerals one can understand the classification of their strength and their positions in the given variety of sport in general. Such a semantic formulation also carries some metonymic significance. Everything is changing and developing in sports. One can never exclude that the runner-up, i.e. the one holding the second place, can leave the winner of today behind. Everything depends on the individual qualities of the sportsman, on his diligence and talent. Hence, it is not excluded that tomorrow or some other day the one occupying the third place will become the winner. The use of the ordinal

numeral “the second” as a noun is of certain interest, as well. Here it takes on the meaning of exceptional, unique. Here are examples:

*“Zidane is unique. There is not **the second** in the world”.*

*“Every true and exclusive talent is unique, **the second** can’t be. They are also unique in their fates”.*

(Sport in the UK, p.27)

It follows that numerals, though limited in number, are capable of introducing certain stylistic functions into sports speech.

2. THE LINGUOSTYLISTIC APPLICATION OF SYNTACTIC DEVICES IN SPORT ARTICLES, REVIEWS AND INTERVIEWS

Syntax plays an important stylistic role in the speech structure. It is directly linked with the content of the speech and the intention of the author, hence the multi-layered nature of the stylistic structure, its dynamic development unlike the manifestation of the morphological system.

The individuality of the reporter is best reflected at this level “since the individual- stylistic category is predominantly structural-syntactic in nature”¹²². The analysis of the syntactic structure of the text mainly deals with the structure of sentences, types of conjunctions, syntactic units, the structure of paragraphs and their stylistic value. One cannot ignore the fact that the means and principles of conjunction between the members of the sentence play a significant role in the stylistic coloring of the structure of speech. It is no accident that V. Vinogradov attached great importance to “the means and principles of the arrangement of words, the methods and categories of the intonation patterns. Even the difference between the structure of the sentence and its size are highly important for the evaluation and understanding of the syntactic peculiarities of a literary-aesthetic text”¹²³. Thus, the

¹²² Сб́ и **Ефимов А.**, *Стилистика художественной речи*, М., 1961, 519 с., **Givon T.**, *Syntax and Semantics*, New York, 1979 (**Ефимов А.**, *Stylistics of Literary Language*, М., 1961, 519 p.).

¹²³ **Виноградов В.**, *Стилистика. Теория поэтической речи. Поэтика*, М., 1963, 12 с. (**Vinogradov V.**, *Stylistics. Theory of Poetic Speech. Poetics*, М., 1963, 12 p.).

borders of syntactic stylistics are rather broad. They are syntactic units, ways of combining words, diverse patterns of intonation that bring certain emotional colorings conveying originality to the utterance.

It is common knowledge that word combinations are units of pre-communication that carry nominative significance, and their stylistic value is observable. As far as sports publications are concerned, many word-combinations appear in titles and descriptions which focus the reader's attention on the key information.

The main unit of syntactic stylistics is the sentence with its various semantic, structural, intonation patterns and ways of their application.

As is known, two-member sentences which contain the main parts of speech, denote an incident, a reality, some story, etc. They are used in almost all functional styles and, as a rule, lack the expressive-emotive charge which is mostly typical of one-member sentences. With their concise content and intonation they draw the attention of the readers to the most important part of the events. Their stylistic value in speech is really important, in this respect.

A two-member sentence is a word combination which, due to its intonation, reaches the level of a sentences and becomes a unit of speech¹²⁴. In sport publications these sentences carry limited information and are usually used with

¹²⁴ Տե՛ս **Chomsky N.**, Syntactic structures, The Hague, Mouton, 1957, p. 121, **Պողոսյան Պ.**, Խոսքի մշակույթի և ոճագիտության հիմունքներ, Ե., 1990, 351 էջ (**Poghosyan P.**, Fundamentals of the Culture of Speaking and Stylistics. Yerevan, 1990, 351 p.):

other types of sentences. Since they appear without a predicate, they fill this gap with the help of other sentences. Together they make up a complete and full chain of the general “story”.

One-member sentences appear in various forms. They are divided into three groups – sentences without a subject, impersonal sentences and word-sentences¹²⁵. In sports publications sentences without a subject are used when referring to weather conditions, natural phenomena as well as time to express various relations with the environment. However, it is worth mentioning that the presence of the subject is mandatory at the syntactic level in English grammar. In the examples below, however, the absence of the subject at the semantic level is expressed by the pronoun “it” which acts as a formal subject in English grammar.

“It was raining for two hours before the match. It was three o’clock. The air was clean and disposable. The match of “Dinamo” Kiev against “Rome made a good impression despite the scandal. The most striking player was the Serbian halfback Goran Gavranich”.

(CHAMPIONS, December/
January 2005, p.78)

¹²⁵ Creider C., Syntax and Semantics, New York, 1979.

“It was a great honor for me to write a few words in FIFA magazine to wish FIFA a happy centenary”.

(FIFA magazine, May 2004. P. 23)

The two sentences adduced above do not have a subject and express a general meaning. Here the pronoun “it” serves as a formal subject. The attitude of the author towards the natural phenomenon is neutral. The friendly mood is made clear in the context of the surrounding sentences. The audience is in anticipation: the rain may continue and the decisive match may be cancelled. However, the natural phenomenon stops right before the meeting and the general mood changes. The interest in the match is further enhanced.

It is known that impersonal sentences appear in two main forms, and conditioned by the part of speech they are expressed through they can be nominative and verbal. The use of nominative impersonal sentences in sports publications is rather limited. It is used when the reporter wants to make his speech more emotional.

“Exactly one hundred years ago in 1880. The hockey rules first were declared in Czech Sports Association, in Prague. Since then the rubber discus with a 7.62 curved line and with a thickness of 2.54 cm. began its victories throughout the world”.

(Olympic Moscow, 1980, p.18)

This sentence lacks predication, it clearly denotes a certain historical period of time “*exactly one hundred years ago in 1880*”. The attention of the readers is fixed on not only on a certain period of history but also on the distance in time, a century, which is a huge time for the humanity as well as the history of the world. However, for the reporter time does not matter, it is really hard to show another type of sport which has followed the rules and details of the game so closely. That is hockey which has remained the same since the moment of its emergence. To make this idea expressive and impressive the author has turned to the use of an impersonal sentence.

“1986 - World Cup Championship (Beijing)”

Yelena Shushonova the first place. Daniela Silavich the second.

1987 – European Championship (Moscow).

Silavich the first place. Shushonova the second. She roughly makes a mistake on the runway.

1988 – Olympic Games (Seoul). *In multi-competitions the first is Shushonova, Silavich gets a silver medal”.*

(Sport, 1990, N8, p.8)

With the help of nominative sentences the reporter presents the years-long competition between two athletes in gymnastics. Sentences that begin with a new paragraph present new information. However, in the whole context they make up an extraordinary chain of the sequential development

of events. The style of the reporter is rather reserved but at the same time his speech is meaningful in the seeming simplicity of the utterance since the listing of the matches at a one-year interval makes the intense competition between the two best sportsmen more than evident. How many efforts and how much energy have been invested to reach their aim.

“Generally one-member sentences are based on the relationship between the object and its name”, G. Jahukyan writes. “The object acts as a directly presented real subject, the name – a predicative. Due to the directness of the relationship the predicative does not acquire a special expression of a word-particle”¹²⁶.

In the examples above the sentences are made with numerals, nouns. One can also encounter sentences with imperative mood while interviews are distinguished with the wide use of word-sentences. In sports publications they usually reflect the attitude of the speaker to different phenomena, and therefore they are mostly evaluative in their nature. These sentences are more specific to the colloquial language. They make the speech more lively and interesting. With the use of word-sentences the utterance gets shorter, more concise and more intelligible. In this case the answer gets definite and certain. Not to repeat the sentence from the very start, the replier uses a word-sentence which becomes a kind of an unusual continuation of the previous sentence:

¹²⁶ Ջահուկյան Գ., Ժամանակակից հայերենի տեսության հիմունքները, Ե., 1974, էջ 405-406 (Jahukyan G., Fundamentals of the Theory of Modern Armenian. Yerevan, 1974, p. 405-406):

Did you ever have an idol?

-Pele.

Which football club did you support as a child?

-FC Zurich.

Who is the best player in the world right now?

-Thierry Henry.

Which team is currently playing the most attractive football?

-France.

(The history of FIFA, 2004, p.46)

As in the examples above word-sentences usually act as answers. They can express confirmation, negation as well as come to substitute for any idea or thought.

With the help of answer words like *yes* or *no*, the reporter solves an important stylistic task. First, he avoids redundancy in repetition and makes the utterance more decisive, determinate and sharp, thereby expressing a number of attitudes. Thus, for example:

-That was your First Olympic year with your new club and in a new country....

-Yes.

(SporTime, vol. No6, July 1996, P.39)

-What was expected from those years? You may be suspended from the team?

-No!

(Uefa direct, 8.04, p.15)

In the first example the famous sportsman answers briefly to avoid commenting on the speech of the reporter. The reader, however, understands that it is the first time the renowned sportsman has participated in the Olympic Games. In the second example the word-sentence carries out a certain stylistic function, too. To the answer of the reporter, if it is possible to be suspended from the team, the sportsman answers “*No*”, i.e. irrespective of the challenges, the sportsman is sure of his strength.

Word-sentences can express an alternative, a doubt (*in a way, maybe, probably*).

-Was the political situation in Germany the decisive factor in your move to England?

-In a way, yes.

(SporTime vol. 1, No6, July 1996, p.22)

Word-sentences can also express the psychological state and the mood of the speaker.

-If you always accept everything is all right and you are defeated because of the referees can anything be resultative?

-Oh, no.

(Uefa direct, 3.01, p. 14)

Segmentation is quite popular in sports publications, especially in the English ones. It resembles the previous word-sentences in the form of expression but is different in

structure, content and style. As is known, the “segmented structure” is made up of two main parts.

“The advantage –this is what is needed today for the sportsmen and also for the coaches”.

(BULLETIN OFFICIEL, No 151
August 1995, p.17)

“Victory. Those are permanently expected it who make more efforts and are never disappointed”.

(Hokey’s International 2001, p.41)

As can be seen in the examples mentioned above, segmentation can act as a separate sentence, or can be included in the composition of a sentence. In both cases the utterance is divided into two parts. They are separated from one another by a break. This makes the speech more impressive and solemn. This stylistic means of speech building is more typical of oral speech. In this respect, we should consider the observation of Sh. Bally related to the characteristics of segmentation and its relationship with oral speech. While the ideas expressed in the written speech are expressed through interconnected words, the necessity for quick reporting forces to present separate, segmented parts of utterance so that the information could be possible and easier to digest¹²⁷. Sentences with a segmented structure are more

¹²⁷ Балли Ш., Общая лингвистика и вопросы французского языка, М., 1955, 84 с. (Bally Ch., General Linguistics and on Some Issues of French,

frequent in reports, interviews and publications which convey most diverse information. Thus, for example:

*“Television and sport: They are unanimous”,
“Sporting large bases: What are they for?”,
“Training efficiency. How to increase it?”,
“Specialized schools. How will they be?”.*

There is another type of segmentation in which different constituents change places. In this case the separation of the nouns and pronouns from each other makes the whole structure of the sentence emotional. In this case, the pronoun takes on a more general nature meanwhile making its further clarification in the next sentences presumable¹²⁸.

*“Again **that** date comes to our mind 1983,
when Gunde Svan came to arena for the last time.
He has won seven times the World
Championship”.*

(SporTVision, No 121/January
1998, p.27)

*“And here all **those** are gathered from all the
countries to cross their swords”.*

Moscow, 1955, 84 p.).

¹²⁸ Булаховский Л., Русский литературный язык первой половины XIX века, М., 1954, 298 с. (**Bulakhovski L.**, Russian Literary Language in the First Half of the 19th century, Moscow, 1954, 298 p.).

*Where does **this all** appear? The unrespected feelings of love and friendship to each other?"*

(Sydney 2000, p.6)

Linguists are convinced that the division of the sentences into different parts makes the information easier to perceive than a lengthy one.

Sports publications also make use of an attached structure. In this case, the information or idea is complemented by additional clarification. This form of expression is more typical of oral speech when the idea is born after delivering the main thought. The combination of various constituent sentences is realized both with and without conjunctions.

"What's your aim to come here?"

- "For victory. We have arrived here with our team, friends and relatives".

(CHAMPIONS LEAGUE,
1998/99, p.59)

In certain cases the main part of the sentence can be repeated.

"They were only to invite that exceptional sportsman. The sportsman who has never been defeated".

(Boxing 1999, N35, p.4)

Types of Sentences based on intonation and their stylistic expression. From the perspective of the style of speech the distinction of the sentences based on intonation should be considered important. Generally, sport reports, interviews give preference to declarative sentences. They come to confirm or negate a certain phenomenon without displaying a marked individual attitude. In English, declarative sentences possess a direct syntax Subject + Predicate and are mostly uttered with a falling intonation. These sentences help express the cognitive judgments of the reporter, his ideas, his attitudes towards most diverse events, descriptions of natural and social events, etc. However, the reporter tries to affect not only the readers' mind and consciousness with his publications, but also his feelings and imagination. The illustrative speech gives birth to most diverse memories and feelings in the minds of the readers. If the idea is presented with complex structures it is hard to perceive it, while if the sentence is expressive, the speech gets more impressive and attractive at the same time. The sentence is built so that the expressive means could not only make the utterance more impressive, but rather more convincing thereby flaring the imagination and feelings of the readers. In this case it gets easier to restore the picture and its possible conclusion later in one's imagination. This is also an important factor and is conditioned by the structure of the sentence. However, it does not follow that expressive means should overwhelm the sentence. Expressiveness and impressiveness are important components of the overall stylistic structure. Declarative sentences make the

conversation with the reader more friendly. It looks like a direct conversation we might have with a friend. Declarative sentences help sports reporters deliver diverse news.

“One of the world’s greatest individual medley swimmers is Jesse Vassallo, who was born in Puerto Rico but emigrated to the USA when he was a child. He trains with the most famous coach Mark Schubert in California. He trains extremely hard and is known in swimming as the Iron Man.

The greatest all-round female swimmer is Tracey Gaulkins of the USA. She won five gold medals at the 1978 World Championships in Berlin when she was fifteen years of age. Britain’s best medley swimmer is Sharron Davies from Plymouth who won both gold medals at the Commonwealth Games in Edmonton, Canada. She is trained by her father, and is currently the “Golden Girl” of British swimming”

(Swimming, 1981, N3, p.8)

The role of declarative sentences in emphasizing the evaluative tone of the text cannot be overestimated. This, certainly, affects the formation of the viewpoints of the reader and makes the influence of the text more real. Declarative sentences are particularly important in the structure of the given text, in terms of stylistic coloring. If the reporter knows what he wants to tell his readers, declarative sentences help him to deliver his utterance in a clear-cut and definite way.

The use of verbs comes to reflect the rapid development of events, to ensure clear and complete transfer of information.

Here is an extract that shows how declarative sentences help present the sequence of the matches of the Real Madrid in the course of several months. It covers both the achievements and the future plans of the team.

“By winning the UEFA Champions League, Real Madrid earns the right to take part in two other competitions, First of all, on 25 August, In Monaco, they will compete in the UEFA Super Cup which, for the first time, will bring together the winners of the UEFA Champions League and the winners of the UEFA Cup, given that the Cup Winners’ Cup no longer exists.

On the 28th of November, in Tokyo, Real Madrid will take part in the European/South American Cup, in which they will face the winners of the Copa Libertadores, the most prestigious of CONMEBOL’s club competitions.

The semi-final of the Copa Libertadores were played at the beginning of June. The first, a derby between the two Sao Paulo clubs Palmeiras and Corinthians, turned out to be a hard-fought affair with goals a-plenty. Palmeiras came away as winners, after kicks from the penalty mark, having lost the first leg 3-4 and won the return leg 3-2. In the other semi-final, Argentinian side Boca

*Juniors beat Mexican cub America (4-1 and 1-3).
The final will take place on 14 and 21 June”.*

(UEFA flash, June 2000, p.3)

Declarative sentences report information (either confirm or negate). In English general and partial negations are differentiated. The first one refers to the predicate and is expressed by the particle *not* while partial negation refers to the other members of the sentence and is expressed by pronouns (*no one, nobody, nothing*), adverbs (*never, nowhere*) and conjunctions (*lest, unless*).

General negation is directly linked to the content of the sentences and expresses the negative attitude of the speaker towards the idea stated. Thus, for example:

*“All of a sudden, this country which had been
not in the world’s good books did something
positive”*

*“If you lost and were not good enough, that’s
fine if you have done your best. What I would have
regretted was the feeling of losing and **not** having
engaged myself fully”*

(CHAMPIONS, October/November
2003, p.56)

It is evident that in case of partial negation, the attention of the author centers on separate members of the sentence. In that way the meaning of the member is emphasized in a negative way. In sports publications this technique makes the

utterance more impressive and certainly attracts the attention of the reader.

*“Then after Inter, I knew we could win the competition?” “Yes, yes, It’s strange. For I have **never** lost a final”.*

*“Why hadn’t he ever said this before?” “Yes, yes, It’s strange. Fr supposition I’ve **never** said it”.*

*“In all the finals I appeared in as a player, I never lost. It’s strange. For supposition I **never** said before”.*

(CHAMPIONS, October/November
2003, p.76)

As is well known, interrogative sentences are also diverse in terms of the meanings they express. Each of them has a specific stylistic coloring in speech. It is common knowledge that according to the purpose of utterance questions can be general, special, alternative and disjunctive.

General questions demand a confirmation or negation on the part of the interlocutor.

“Is that because you’re a creative player?”

It’s mainly because I like to try different things out, and it’s better to lose the ball in the other team’s penalty area.

*“You come from a poor background and play with a ball of a rolled-up socks as a kid. **Has that hardship affected you?**”*

“It is not so much the hardship, but the education and family values that have made me who I am. Hardship has made me more grateful for what I have and made me fight harder to succeed. It’s made me stronger”.

(CHAMPIONS, October/November
2003, p.79)

Special questions are made to make certain clarifications.

“Which coaches do you admire?

I owe a lot to Fernando Santos, who was at Porto beforehand, and Portugal’s coach Felipe Scolari who used to be in charge of Brazil. And Mourinho is one of the best – his methods, his rapport with players and his results.

*“Everything seemed to dick for you once you arrived at Porto. **What do you put that down to?***

The fans. The main difference between Porto and other big Portuguese clubs is the support”.

(CHAMPIONS, June/July
2004, p. 79)

Alternative questions are not infrequent in sport publications either. Here the conjunction either combines homogenous sentences or members.

“Has the rotation system helped or do you want to play every game?”

It’s definitely been good to rest sometimes. But Mourinho has raised the level of the whole team, so now any player can rest if necessary. That’s Mourinho’s great strength. With European games and internationals, it’s good for some of us to take a break once in a while”.

(CHAMPIONS, June/July
2004, p. 79)

Disjunctive questions, though not very often, may also appear in sports publications. This type of question makes the speech unusual. Here the first element of the question either negates or affirms a certain phenomenon and the second questions it.

“Beckham is an extraordinary player. And he’s obviously got a very good team of advisers. **He hasn’t put a foot wrong, has he?”**

(CHAMPIONS, October/November
2003, p. 42)

Imperative sentences are rather few in sports publications. They usually appear in direct speech and do not enjoy a wide usage.

“**Stop!** The referee’s voice was heard. The sportsmen went away from each other”.

(BOXING MAGAZINE 1995,
N32, p. 10)

“Raise the flag,- from the microphone was heard”.

(International SPORT,
April 2002, p. 26)

Compared to imperative sentences, exclamatory sentences that express emotions and feelings, are more frequent in sports publication.

“What a wonderful game it was! Kaka from the side line, Gattuso and Zeedorf from the middle side. The first, as usual was the image of attack, the second maybe he passed his best season, after departing “Ajax””.

(Uefa direct, 5.03, p. 8)

The first sentence is exclamatory in nature and carries an obvious meaning of evaluation. It creates a positive attitude toward the utterance right from the very beginning. Exclamatory sentences usually appear in colloquial style and carry an emotional charge making the speech more emotional and impressive.

The abovementioned language means usually appear in large-scale texts on sports – in articles, reports and interviews. As far as informative texts are concerned, where the concise style is mandatory and where the information should be presented in a certain limited space, phraseological, syntactic devices come to help reporters. Some of them are quite frequent: *on the occasion of, in addition to, in accordance with, in a view of, in contrast to, in case of, to come to an agreement, with regard to, etc.*

“On the occasion of the Confederation Cup Ronaldo and Figo spent some time with the press, looking back and ahead”.

(CHAMPIONS, October/November 2003, p. 44)

*“Few multi-million euro acquisitions have been brought **in addition** to be the galloping defender Cafu, plucked from Roma”.*

(CHAMPIONS, October/November 2003, p. 76)

*“**In accordance with** a Congress decision, FIFA originally intended to create an international arbitration tribunal for football”.*

(FIFA Activity Report, April 2002-March 2004, p. 83)

*“**In a view of** the problems and challenges mentioned above, this body’s work will not diminish in the near future”.*

(FIFA Activity Report, April 2002-March 2004, p. 81)

*“Some basic drawbacks still need ironing out, especially **with regard to** the domestic competition formats, some of which are too overloaded to comply with the coordinated calendar”.*

(FIFA Activity Report, April 2002-March 2004, p. 78)

“In contrast to goal, there are no selection criteria”.

(FIFA Activity Report,
April 2002-March 2004, p. 62)

“In January 1994 the International Olympic Committee (IOC) and the international sports federations came to an agreement on the principles of the battle against doping in sport”.

(WORLD HANDBALL magazine,
4/98, p. 8)

“In case of dispute about required elements, video recording may be used for final decision by the referee”.

(Swimming 1998 N1, p. 7)

The use of phraseological units of Verb + Noun type (*to take an interest in* = to interest, *to give support* = to support, etc.) is not random in sports publications. Thus, for example:

“Millions of people in the UK take a close interest in the performance of British sports teams and individuals at the highest level”.

(Sport in the UK, p. 12)

“The sponsors’ departure from baseball also demonstrates that those who give support to sports financially are selecting their sports and

modes of cooperation more and more carefully”.

(Motion-Sports in Finland, 1/99, p. 6)

Impersonal structures (it is reported that..., it is suggested that..., it is officially announced that...) usually occur when the aim of the reporter is to draw the reader's attention to the most important part of the reported information.

“It was suggested that he had to agree a cut in this deal because Real Madrid is not sponsored by Nike”.

(CHAMPIONS, October/November
2003, p. 42)

“The event was supposed to be a tournament with the currently best men's national teams from each of the continents of Asia, Africa, Europe and Panamerica, which would have amounted to an official World Cup”.

(WORLD HANDBALL magazine,
4/98, p. 56)

“The Grand National steeplechase, run over 4.5 miles at Liverpool's Aintree racecourse, is considered to be the UK's most demanding horse”.

(Sport in the UK, p. 23)

“It is reported that a first joint visit by UEFA and CAF was made to Eritrea from 27 to 29 April, to establish the bases for cooperation and to identify the needs of the football association with its officials”.

(BULLETIN OFFICIEL, No167,
June 1999, p. 25)

“It is officially announced that the draw for the third qualifying round of the UEFA Champions League will be made at the Intercontinental hotel in Geneva at 12.00 hours on Friday, 23 June 1999”.

(BULLETIN OFFICIEL, No 167,
June 1999, p. 17)

In sports publications frequent is also the use of various Verb structures (with Infinitive, Passive, Participial constructions).

*“If you are up and **coming** striker, you are French and you have the pace to punish defenders you’ll have to grow accustomed being compared to Thierry Henry”.*

(CHAMPIONS, October/November
2003, p. 7)

*“His best **showing** in the UEFA Champions League so far came when he scored twice”.*

(CHAMPIONS, October/November
2003, p. 7)

The aim of presenting news in nominative syntactic structures expressed by the Infinitive is to conceal the source of the news or simply avoid responsibility.

*“It is blinked you **to have missed** him playing one match, a friendly against Ecuador”.*

(CHAMPIONS, October/November
2003, p. 8)

*“An ambitious player who can also play further forward on the left flank, he **should** soon **be** a way into the senior national side, battling with Mikael Silvestre to displace the thirtysomething Bixente Lizarazu for a place in Europe’s finest international side”.*

(CHAMPIONS, October/November
2003, p. 9)

As already mentioned above, titles play a highly important role in journalism. Particularly when designed with unusual fonts they capture the attention of the reader. Usually they possess certain linguistic peculiarities. For example, recent happenings are presented in the Present Indefinite Tense:

“Ronaldo scores new goals”.

(European Football-
1999/2000, p. 6)

Sometimes articles and auxiliary verbs are omitted:

“(The) Number of players (is) soaring, clubs (are) creating”.

(FIFA magazine 2006,
June 2000, p. 23)

“Players (are) suspended by (the) disciplinary committee”.

(FIFA magazine,
August 2001, p. 9)

The Predicate, which in this case is secondary, can also be omitted:

“Championship in Spain”.

“Draw at UEFA’s office”

(FOOTBALL market,
2000/September, p. 4)

Subjects are omitted to lay a special emphasis on the predicate:

“(We) Expect excellent match”.

(WORLD SOCCER,
December 1999, p. 31)

There are structures in which the of-phrase is not used to make the sentence shorter with inanimate nouns.

“Price ticket’s discussed”.

“Time UEFA’s meeting fixed”.

(WORLD SOCCER,

January 2000, p. 27)

All this comes to prove that in articles on sports, reviews and interviews in sports publication multiple means including certain patterns can be used to produce an impact on the reader.

CHAPTER FOUR

STRUCTURAL, STYLISTIC PECULIARITIES OF SPORT GENRES

1. STYLISTIC PECULIARITIES OF SPORTS REPORTS

A report presents the informative genre which offers an immediate and detailed coverage of events and includes various types of news reporting with diverse principles of illustrating the phenomena (talks, descriptions, reviews, etc.).

Theoreticians are not unanimous in the formulation of the genre of the report and in the clarification of its boundaries. Some assume that it is live information which is presented in a figurative manner¹²⁹, while others are convinced that it is closely related to correspondence or even belongs to the field of arts. Evidently, such an approach to the issue highly expands the boundaries of the genre¹³⁰. Under these circumstances, it is not only the new and unexpected news that is important, but also the authorial stance and position to it, his/her ability to combine facts and come to the necessary conclusion. In this respect, a report carries an individual nature and therefore is unique in its linguostylistic nuances.

We attach more importance not as much to the clarification of the boundaries of the genre, as to the

¹²⁹ Жанры советской газеты, М., 1959. с. 24 (Genres of Soviet Newspapers, M., 1959, p. 24).

¹³⁰ **Навозов А.**, Поговорим о репортаже, М., 1959, №6. с. 27 (**Navozov A.**, Let's Speak About Report, M., 1959, №6, p. 27).

versatility of the genre, the revelation of the peculiarities of its expressive means. The discovery of the nature of a report and its characteristics call for an investigation of the stylistic manifestations of the genre.

At this level of the study of the language, the stylistic analysis includes “the lexical expression of the mind”¹³¹, i.e. the speech. In this case, the revelation and analysis of units with a certain stylistic value are of greater significance. If grammar views the form as its starting point, stylistics regards content as such.

At this level of the investigation of the sports report not only peculiarities of structural representation are manifested, but also those of psychological one which are closely related to its content and in fact come to explain the characteristics specific to this genre.

Millions of people all over the world seek beauty, will, courage, demonstration of exceptional individual qualities in sports. Still, awe-inspiring are not only the determination and resolution of the sportsmen to overcome the difficulties, but also the collective joy and disappointment, the direct and immediate reaction of the people who perceive, experience and relive all that.

And all this is true for all age groups. Sport events include both the old and the young. Why is it so? This can be explained by the fact that the psychology of the spectators is the integral part of sports psychology. It exerts a direct impact of the whole process of the match and on the final result

¹³¹ **Балли Ш.**, Французская стилистика, М., 1961, 394 с. (**Bally Ch.**, French Stylistics, Moscow, 1961, 394 p.).

through different means of expression from joyful exclamations to whistles. Not accidentally, each goal scored by a visiting football club has a double value. The spectators experience such moments of great joy which sends off the daily thoughts and concerns. Events loaded with inexhaustible charge of drama unfold in front of the spectators. The outcome of the match is unknown and unpredictable for both the sportsmen and the audience. That is why the victorious end of the match is equally important for them both. The spectators never see themselves apart from “their team” or “their sportsman”. Therefore, the attention of all – both the sportsma(e)n and the spectator(s) is fixed on the realization of the goal. The instigation of the overall tension is maintained by mutually-nourishing “fields”. The feelings of the sportsman and the result achieved usually find their adequate expression in the exclamations or whistles of admiration, or in the joy or disappointment of the spectators. The drama of the event involves everyone in the same psychological field as mentioned by the representatives of the psychological school more than once ¹³².

Nevertheless, why was the report born? Psychology pays attention not only to why this or that expression or way of its delivery has been chosen to make an impression, but also why it is delivered and what field of perception it is targeted at¹³³.

¹³² **Якобсон П.**, Психология чувств, М., 1956., **Парыгин В.**, Общественное настроение, М., 1966, 267 с., **Самсонов Р.**, Социальная психика и идеология, Е., 1970 (**Jacobson P.**, The Psychology of Feelings, М., 1956, **Parigin V.**, Public Mood, М., 1966, 267 p., **Samsonov R.**, Social Psychology and Ideology. Yerevan 1970).

¹³³ **Выготский Л.**, Психология искусства, М., 1987. с. 171 (**Vigotski L.**,

In its content and way of delivery, a report is aimed at exerting an impact on the public consciousness and psychology. That is, it has a definite purpose of advocacy and aims to influence the public psychology, consciousness and actions. Hence, the personal qualities of the reporter, his position on the interrelation between sports and the society, his skill to perceive and reproduce their psychology are of paramount importance for the successful realization of the sports report. Due to his skill of analyzing and reinterpreting events, the reporter makes the event meaningful. Irrespective of the analysis of a certain situation, his speech is subject to the main idea in the consciousness of the author. It turns out that the event receives a symbolic value in the end. Depending on the attitude of the reporter it can have negative as well as positive consequences.

The theoretician P. Barashev states that not long ago the informative nature of the sports report had a direct impact on the stylistic peculiarities of this genre. The reporter was merely someone who reported information. Under these consequences, it is not surprising that the nature of “*I*” and “*It seemed to me*”, “*I believe*” were replaced with “*we*”. Thank God, it was in the past, and seeing many different reports again and again we feel heartily happy for the success of the reporter¹³⁴. If at some point the individual character of the reporter was ignored, it was gradually restored through

The Psychology of Arts, M., 1987, 171 p.).

¹³⁴ Барашев П., Полстроки о репортаже // Свидетельствует репортер, М., 1985, с. 311 (Barashev P., On the Issue of Reporting// Reporter Witnesses, Moscow, 1985, p. 311).

authorial emotions, thoughts and introduction of publicistic elements. Moreover, the report is distinguished with an explicit authorial “self” which is expressed through the stylistic coloring of the material both in the choice of the word-stock and the stylistic structure.

While radio and TV nets are quickly spreading information around the globe, the reporter presents the already old news and events with a balanced tone combined with professional interpretations. He communicates the spirit of the events, his individual emotions to the readers. It is possible to conventionally divide the investigated reports into two main groups – informative and aesthetic.

In the first group, the means of delivering the report are not many and carry a general informative nature. The frequent use of verbs and the passage to new paragraphs create the impression of a quick succession of actions. The verbs bear the major semantic burden. However, the “telephone” style of the report of the events makes it possible to pass from one state of actions into a completely different one, but also produces a tense mood towards the unfolding events.

“We didn’t give away in the relay-race.

We were afflicted. The animation surrounded us. The same day by the excellent play of our basketball players”.

(SEOUL 1988, p. 16)

The research done in the framework of the monograph reveals that this form of report making is quite rare in the

press. Fewer are the cases when the informative speech starts with impersonal sentences. In this case the reporter expects a more active and practical attitude to the material. Thus, for example:

“Moscow, June – July, 1980”, “Kalgari night, February, 1988”, “Extremely cold”, “Good Will Games. Moscow. July, 1986”.

Frequent are the publications which we have viewed as “aesthetic” examples of sports reports. Here the speech structure is more complex and versatile. The perception and reproduction of different phenomena is carried out by the author with the introduction of his personal opinion. The authorial, individual approach gets more important in this case. If in the previous case, the transfer of information is the most important aspect (positive or negative), here the method of delivery of the information, which already is distinguished with an individual coloring, is also significant. The higher the level of individualization of the events is, the more powerful the speech becomes.

“During the World Championship in Mexico Maradona was characterized beyond imagination; phenomenon, wizard, Superstar, phantom and so on. After the semi-final the Argentinian commentator Orlando Dustren described his country's team in a very original way entitling, – The General and ten recruits. There is no doubt that

Dustren didn't wish to obscure the others' role. But it must be accepted that he expressed the content of the match not usual, but rather impressive”.

(Sport games, 1986, N9, p. 12)

In this example the reporter's non-standard description goes beyond the vocabulary specific to an ordinary report. The use of military terms is not only appropriate but also highlights the inner tension and drama of the fight. Here the rival teams cannot make a compromise like true generals and soldiers in the battlefield. However, the correspondent who involves the reporter in the realm of the individual with an exceptional willpower, tries to justify his use of the word “*general*” at the beginning of the article with more detailed and balanced arguments.

“It is true that Diego during the final match neither scored more often possessed the ball but he took part in every important and decisive episode. He passed the ball to Khorke Buruchaga and with the third goal brought a victory to the team”.

(Sport games, 1986, N9, p. 10)

The facts presented by the reporter (though the sportsman did not score a goal in the final match, he was able to ensure the victory of his team) help to restore the image of Maradona, the non-ambitious footballer in the imagination of the reader. Still, the reporter thinks it is not enough. To show

that the facts presented are not accidental, he provides the reader with a definite conclusion about the sportsman.

“Today everybody is sure that Argentina is not Maradona, it is a great team,- packing his bag in the cloak-room he repeated again and again the twenty-five years captain of the team. Again and again denying the supposition that Maradona is the best player in the world”.

(Sport games, 1986, N9, p. 12)

To make the superstar more perceivable as a human, the reporter “takes him out of” the image already existing in the consciousness and imagination of the spectators and the viewers and brings a nuance not so typical of a “general”. But it is easy to understand him as a human being.

“Today, – says Maradona, it is out of sense that it is my happiest day, – and he adds, when I got the World Cup from the president of Mexico, I got tremble and shock”.

The reporter manages to deliver the whole set of emotions and feelings experienced by not only the hero but also the thousands of fans with the help of a couple of words uttered by the hero himself. However, the report, which gradually becomes versatile allows the commentator to reveal the physical and mental efforts that the sportsman has taken and thereby, the goal that the “general” has achieved with his

ten soldiers gets more valuable. When the score was 2:2, at the 81st minute of the match, as the hero states, “*I felt doubt*”. But it was followed by “an aggressive burst which comes from heart, as it would happen in a great team”. Curiously, the hero, even when speaking about his own emotions, never set himself apart from the team. The reporter does not view the image of Maradona, his sport wickedness, the inborn inner strife to win the rival as mere individual phenomena. His desire and drive to overcome challenges are directly connected with the mood in his team, the psychology of his “soldiers”. Hence, they are one body with a shared will and psychology.

However, the commentator constructs his speech so that the readers would picture a phenomenon of national importance that people have long been striving for. In this case, the introduction of a direct speech becomes one of the most important conclusions of the report. But it becomes more impressive because the sport event that has a decisive significance for the country is assessed by the words of the leader of a whole group where both the captain and his teammates had been struggling for the same goal.

“We merited our triumph. What way it is supposed or estimated it is just not only for all of us as well as for football all over Argentine”.

(Sport games, 1986, N9, p. 13)

The personal pronouns in plural do not only enhance Maradona’s modesty. They come to remind of the gigantic

work and efforts invested on the way to the realization of the goal. The role of the state is irrefutable here.

It is obvious that the author of the report can be the one who has watched or is watching and sometimes is participating in a certain event. This makes it possible not only to create the impression of the readers presence at the events but also to enrich the genre with a phenomenon which is commonly known as “authorial digression”¹³⁵. In this case due to the reference to past events and happenings of different time periods, the present event gets more meaningful and complete. The reporter comes closer to the genre of reviews so that the reader can imagine better that the success of Argentina is not accidental, it owes much to the “general”. He recalls the important meetings which helped Argentinians arrive at this highest level of success. If TV and radio broadcast conveys the immediate impression from the match at best, the newspaper report transfers such details which the ordinary spectator does not have time and ability to combine. Here the speech of the specialist unites the emotions of the sport fans which endow the genre with a special charm.

“At the first match with North Korea in fact he was the most productive and organized scoring three times”.

“The match with the previous World champion when the team was losing the game, he controlled

¹³⁵ **Զրբաշյան Էդ.**, Գրականության տեսություն, Ե., 1980, էջ 215 (Jrbashyan Ed., Theory of Literature, Yerevan 1980, p. 215):

his power overwhelmed the defence line of the Italian team and equalled the score. The second goal during the match with England was the most wonderful one of the present championship and the most exceptional one in the history of the World championships. And don't forget that Diego showed his skill and ability being under permanent control and pressure by the opposite team”.

(Sport games, 1986, N9, p. 13)

The author of the report *Konsepsiona Badilo* uses such words and word combinations (*rivals, control, pressure, to destroy*) which are mostly typical of military terminology, but they are served with such directness and intelligence that they turn into the most important words of interpreting different phenomena in the whole linguostylistic context of the report. They recreate the tense and at the same time joyful, victorious atmosphere of the match. In this process, the author of the report does not underestimate anyone of the rival team, even the Belgians who did not stand out in the crowd. Here, too, the commentator continues to describe the rival team with the help of the words taken from other fields.

“Yes, the Belgium didn't surrender, didn't stop taking the initiative of training but they considered to be players of another division under Maradona's phone”.

(Sport games, 1986, N9, p. 13).

Players from different teams are described in the same way. They are uncompromising towards each other. They are stubborn and persistent with their handicraft and mastery. Belgians are so-called division soldiers with their playing style and psychology. The author of the report introduces the rest of the players whose descriptions are not different from those of the leading sportsmen.

“Buruchaga played his role equally playing as a forward on the left side. He began the attack from the left side and could appear at any important side”.

(Sport games, 1986, N9, p. 14)

Making authorial digressions, constructing his speech through the combination of the present and past events, quoting the heroes, a sports reporter creates direct, impressive, living and animate characters who have been able to overcome everything in themselves and somehow reduce the chances of the victory and succeed in making all that happen thereby writing a new page in the history of the sports world.

The example above proves how wide the borders of this informative genre are. Now vertical reports are inappropriate and untimely. Combinations of various linguistic means (authorial speech, heroes' speech, past events, heroes' emotions) merge with the speech of the skillful commentator and create a unique animate picture which has had its place in the past and why not its development in the future. Here one

can hardly speak about mere information. Such a report becomes a real story whose participants with their actions, speech and emotions create that story also thanks to the ability of the commentator to relive and re-experience it all. Such a structure affects people's psychology and consciousness with its emotive and expressive charge creating a full picture of the events. It follows that "the image of the author" plays a special role in the stylistic structure of the report. Moreover, we can say that today it becomes almost the most important aspect in this genre with all the consequences entailed. His impressions and way of interpreting events predetermine the accurate perception of the events or the formation of inaccurate understanding.

What is the difference between the "authorial self" of a piece of literature and that of a sport report? It obviously consists in immediacy and directness for the speech in a sport report is not mediated with the image of the "narrator" which is typical of literature. The writer, the narrator and the witness coincide in this case, and this circumstance enhances the validity of the events and gives it a publicistic coloring. Meanwhile the reporter acts as a witness or a participant of the events which brings a friendly tone into the speech. The possibility to disclose the events from "inside" makes the speech trustworthy and draws the attention of the public to the report. The authorial attitude, the freedom to relive and combine the events endows the genre with features typical of publicistic style: the friendly nature of emotions; impressions; feelings of a witness or a participant of the events; evaluations, comments, questions and conclusions.

“Everything can be resolved by Zico’s shoot. The populous audience kept silence. The Brazilian’s beloved player can’t realize the penalty. And here the unbelievable continues. After the match the penalties show us more than one ‘kasous’. Socrates, Platini, Tsezar miss... Maybe the excitement was the cause It is obvious. The exaggerated self-confidence of Socrates? Yes, veteran Platini’s weariness. And it is also possible. But what did the Brazilians coach say about the greatest players’ error, how he explains the apparition.

Not any way. It is unexplicabe. It is football”.

(Sport games, 1986, N9, p. 17)

Skills to play professionally with a ball, ability to improvise combined with bright and smart mind, a beautiful performance, an admirable feeling of satisfaction with the performance of professionals... these are impressions made by the French national team. Is it surprising that for the Latin American public the French players nearly became equal to Brazilians though as distinct from Latin American football which is based on artistic expression, the European one gives priority to athleticism, and the French are no exception in this respect.

“The Brazilian team in Mexico was not so self-confident as in Spain. As it seems to me they ignored to pay attention to the defence and their

only wish was to surround the opposite team's goal. They never considered a tragedy having the ball in their own goal. Their aim was to score than the other team”.

(Sport games, 1986, N9, p. 4)

The principles of the match should be left to be debated over by specialists. But who can speak about football as a phenomenon? Alas, everyone and no one is professional here... No one, as long as no economists, no sociologists and no other specialists have been seriously engaged in football.

“As for the others inhabiting in different continents despite the difference and the varieties of languages they speak in Europe, Asia, Africa, Australia, North and South America. But football is not only conceivable, it is also outwardly comprehensive by everybody. In order you are able to estimate who has won that game, there is no need to turn to logarithm ruler, to confident table”.

(Sport games, 1986, N9, p. 4)

The “authorial self” in sport reports. The examples above, notwithstanding the fact that in each of them either this or that psychological moment acquires more importance, share a common feature. In all these cases the writing of the reporter is aimed not only at the description or analysis of the events, but himself as well. He becomes a unique subject of

research for himself. His feelings, impressions, emotional outbursts which are conditioned with actions enrich the speech with emotive and expressive overtones apart from creating the illusion of being present. However, the presence of the “authorial self” in sport reports cannot be unlimited since it would contradict a more important component, i.e. the factual side of the events. The true description of facts, often distinguished with photography accuracy, confines the authorial imagination and limits its solutions to a certain extent. The neglect of either of the two demands can break the structure of the genre and distort the style. On the one hand, we can receive a dry, linear, non-influential record of events, on the other hand, fake, elaborate and actually senseless “information”. The fusion of these two principles is the acceptable option which aims to transfer complete information to the readers.

Depending on the preferences of the reporter-commentator, his mood as well as the situation and the interaction between the two principles, the utterance and the tone can change. As a result, quite different types of reports can be produced: either “the authorial self” can remain discrete and hidden in the sub-context or the author can come up with his digressions, assessment, conclusions and questions. Hence, we can have various types of reports – informative, lyrical, emotional.

Evidently, the speech in this genre is built with the third person though the speaker is known (it is the author, the reporter). With the application of the “present of the report” the events unfold as if they are happening in front of the

reader, though the speech, in some cases, can relate to the past.

The action is happening “right now, at present”. This fact makes the time period of the speech of the reporter unique for this genre.

“Here, during the meeting the journalists at the fixed time were sitting with people in the room, whose biographics have enriched the history of sports”.

(Uefa direct, 4,03 p. 12)

“Speakers at the 31st GAISF meeting in Duisburg addressed the vital issue of how sports federations can make the most of their commercial potential in the future”.

(SporTVision, No121/January
1998, p. 12)

In certain cases, when the reporter considers it necessary to add more information to the main actions in the report which are mostly past actions the speech is constructed so that the reader can have the feeling of witnessing all the events. Both the unfavorable weather and the fierce fight competition between the teams are perceived as actions unfolding in the present.

“The strong wind was driving away the mist that covered the yard, but the starting match

between the two teams never reminded about the strict weather”.

(Sport games, 1985, N6, p. 8)

“The present of the report” is related to the expression of the “authorial self”, the accuracy of the events, the documentary-like definiteness which, of course, is of stylistic value. Hence, it is not enough to speak about the presence of the “authorial self”. Such a way of constructing a report brings the events closer to the reader, takes him closer to the environment, the atmosphere where the events are taking place. As a result the reader-spectator has the illusion of presence. People become participants of the matches, though indirectly.

“The present of the report” is characterized with a unique structure. Usually the present of the speech mostly manifests itself in the reports presenting great events. These reports start with a description. It is explained by the fact that before passing on to the very events the reporter presents the certain qualitative aspects of the phenomena and not the very action itself. In this case, this way of expressing one’s thoughts takes on a more structural significance since the description together with the present of the report forms the beginning of the speech thereby creating a certain mood for the coming details.

“St. Kitts and Nevis, with a combined population of around 50000, is one of the smallest nations in the world. A favoured holiday haunt of the rich and

famous, life on these Eastern Caribbean islands is lived mostly in the slow lance, but that is fine by locals and visitors alike.

When it comes to sport however, St. Kitts and Nevis take things seriously. St. Kitts, the bigger island, is home to Kim Collins, the sprinter who stunned the sporting universe in Paris a few months ago by winning the world 100 metres title, while little sister Nevis has produced several cricketers who played for the world-conquering West Indies side”.

(FIFA magazine, January 2004, p. 59)

The structure of the report also contains various subdivisions of time dimensions. When it comes to major sport events, it is naturally presented in the present simple tense, and the authorial ‘digressions’ can be expressed with the help of one of the past tenses of the verb.

“To tell more the suspension of the goalkeeper of Milan, equalized the opposite teams chance and increased his wish to return to his team”.

(CHAMPIONS, June/July 2004, p. 37)

Obviously, in the given example the reporter remembers past events when the celebrated goalkeeper of Milan was removed from the football ground which increased the chances of the rival team to achieve success, meanwhile increasing the wish of the Milan goalkeeper to return to the team.

“At the same time even with ten players ‘Milan’ possessed the initiative organizing permanent attacks but the other team’s forward succeeded”.

(CHAMPIONS, October/November 2003, p. 37)

In this example, too, making a reference to the past events, especially to the removal of the goalkeeper of Milan, the reporter finds some “justification” for the past defeat.

One of the ways of the expression of the present of the report is the report built upon nominal sentences which is widely used in informative genres. Structurally the role of the latter is not that big. It forms the beginning or the entrance of the speech and doing so it enhances the framework of the issues to be discussed. As far as the syntactic expression is concerned, we can state that with the help of the limited use of certain words it describes the given event or the situation as well as the place and the time of the action. This method is also distinguished with a clear-cut description of events and dynamic nature.

“The capices of the competition fate. The three finals of the French National Team, competition without losers, impossible prediction”.

(Uefa direct. 4. 03, p. 18)

“The law of compensation. A new ampoule of qualification. The spirit of struggle, the forgetness of old. The speech goes to technology”.

(UEFA flash, June 2000, p. 3)

The whole drama of the competition becomes obvious through this kind of sentences and expressions. The main idea, the descriptive features, the mood and the main theme of the report is conveyed through outlines. The reader does not lose his/her interest in any second. On the contrary, it increases. The reader wants to find out the details of the content of the report as soon as possible. This form of a report also stirs the imagination of the reader. Transferring the most important, the reporter gives a chance for the rest to be filled with the reader's imagination.

In sport reports descriptions take on a more general nature with the use of the Present Indefinite tense and do not relate to any specific time period.

*“The state of the proper gyms immediately **increases** the effectivity of training, each visitor **shows** a particular carefulness, as well as his responsibility **rises**”.*

(Uefa direct, 1.01, p. 12)

*“What is being done to solve that problem? As much as **I know** nothing. Every time the leaders are changed, the problems **remain** and there **is** a quality loss”.*

(UEFA flash, August 1993, p. 5)

Along with the present of the report, the past indefinite tense is also used.

*“In my opinion our national team **didn't yield** the world team. But I have a certain orientation in the question”.*

(CHAMPIONS, December/January
2004, p. 27)

*«But at Sydney 2000, athletes from Great Britain and Northern Ireland **enjoyed** their most Successful Games since Antwerp 1920. The Team GB **came** home with 28 medal in total which placed them an impressive 10 th in the overall medals table».*

(Sport in the UK, 2002 p. 21)

It becomes obvious that the speech constructed with this tense form already denotes the process of the already finished events which, in its turn, provides an opportunity for understanding that it is related to “the present of the report”. The events of the past have their effect on the present and therefore, their combinations do not create a common time field. It is not accidental that in the examples mentioned above the Past Indefinite tense form gradually transforms into present.

Thus, the ways of expressing the present time are quite diverse. They are directly linked with the “authorial self” which, in its turn, explains the characteristics of the structure of the report¹³⁶ as well as the tone and the mood of the

¹³⁶ **Бекасов Д.**, Корреспонденция, статья – жанры публицистики, М., 1972, 76 с. (**Bakasov D.**, Correspondence, Article – Genres of Publicistics, Moscow, 1972, 76 p.).

speech. Their changes impose specific linguistic features on the sport report. Here, the succession of the events (the events of that very time) is expressed by simple and complex sentences having a subject and a predicate, and diverse ways of their expression, whether extended or un-extended, they express different stages of the development of sport meetings. Verbs, other parts of speech, particularly nouns and numerals, are used to present them.

“27.08.2003. The beginning of the games opening”.

*“September 11th, Madrid “Santiago Bernabeu”.
6315 spectators”.*

(International Football Tournaments,
2004 p. 20)

“1.23.03 – Postnikova is the sixth”.

*“1.23.36 – Kuradtsen was unlucky. He got the
tenth place”.*

(Sport 4/98, p. 27)

The given examples speak of certain stylistic characteristics typical of a sport report where intonation (in a written text it is expressed through a slash) acquires more significance. It is followed by the general, “free” formulation of speech. Here, even the main parts of speech can be absent. The information is given in a condensed form. The reporter provides the reader with the main information while the secondary one or the links between the main and the

secondary are left for the reader-spectator to decipher. Sometimes, the report is constructed with the help of the externally independent, nominative sentences. These sentences express most diverse information – the starting time of the competition, the size of the distance of the competition, the number of the goals scored, the outcome of the meetings, etc. In this case, in terms of both tone and syntax, the reporter clearly underlines the transition from one topic to another and it keeps the reader in constant tension.

“Thus the second half of the match, Karlo Ancheloty with his team starts the match more active than the previous one. However, the 73rd min. of the second half could bring a victory”.

(Uefa direct, 2.04, p. 18)

Such a structure fulfils certain tasks structurally, semantically and syntactically. This form creates a kind of a link between the “idea” or “theme” expressed in the previous paragraph and the new one. Also, with a new tone and new meaning it comes to enhance the necessity of passing on to some new and important news or “theme” which, of course, stirs the mind of the reader and transports him/her to a more active state.

The transition of the events highlighted in the report to different stages is carried out also by contrasting different time periods. The transition from the present to the past and vice versa create relatively “independent time fields”, which though seem opposite, in reality, demonstrate a successive development of events.

“The organization of a FINA Diving Grand Prix Super Final has been approved. The 1998 edition will be held in August in Aachen, Germany, subject to negotiations with the German Swimming Federation.

Starting from the year 2000, the FINA Diving World Cup will be run in seven years”.

(Swimming, 1998, N1, p. 7)

The paragraphs can include nominal sentences which apart from their nominative meaning are able to condense the meaning of time, combining it with the importance of the “sound” of the event.

“Gong. Shoot. All is over”.

“The match is over. It is a victory”.

(Sport games, 1978, N7, p. 29)

The headline of the report. The headline plays a crucial role as far as the genre of the structure is concerned. They have a great role in drawing the attention of the reader-spectator to the most important aspects: presentation of the questions from a new perspective or simply expression of the authorial attitude directly.

We have divided the headlines of the reports of various types into two main groups: informative and evaluative. The headlines of the first group usually have a direct, practical nature. They are predominantly expressed by word

combinations, nominal sentences which give a general idea of the content of the report.

“The opening of the season”, “The first start of the Olympics”, “The life of the Olympic town”, “The end of season”.

Evaluative headlines are rather rich and are usually expressed by complete sentences. In structure they can be simple and compound.

“It was not a usual match”, “It is a pleasure to meet friends”.

“It is impossible without chaos”, “The referees have new problems”.

“How to explain the paradox we always have?”.

Such formulations reveal most diverse mental and emotional nuances in information.

“The champion’s luck came true as in a tale”, “In the Russian league championship. From victory to catastrophe”, “The Brazilian fanatics seemed to be in half heart attack”, “I don’t think that tomorrow we will be in the league”, “The great is always seen from far away”.

Headlines are often formed with the help of sports terms which are understandable for wider circles of the society.

“We are ready to accept the sporting tournament”,

*“Everybody is eager to reach the finish”,
“Knock down is not the end yet”, “And so the start”, “Here is the finish”.*

Headlines can contain the outcome of the competition (*“Plentiness of gold medals”, “Medals in all the continents”*), the attitude of the sportsmen, their wishes (*“We expected more”, “We will still meet”, “More could have been done”*), the personal reasons to achieve victory (*“Mastery and will win”, “Victory doesn’t like cowards”*)

In another case they can convey a general and perceivable mood to people (*“Victory! Here is our dream”, “We all are Olympians”*).

One cannot ignore the fact that headlines evidently act as advertising and that forces the speech to be meaningful, unusual and dynamic.

The introduction of the report. The introduction of a report is of no less importance from the perspective of the structure of the genre. Here it is important to expand the idea of the headline, to provide details and also to highlight the important points in the speech. They often remind of certain sub-titles which embrace a certain circle of questions, but unlike the sub-titles apparent in belles-lettres style, these introductions are more closely connected with their inner meaning and mood. They present not only rapid changes of questions or problems, but also changes of mood, which

guide the reader and serve as a stimulus for the instigation of the imagination.

Here are the formulations of the introduction under the title of *“To look forward to tomorrow”*. These are expressions marking the start of a new paragraph and not only reveal the “authorial self” but also selectively convey the information which bears the imprint of the individuality of the reporter.

“Match for memory”, “Only these players and not others”, “There is not any game without mistakes”, “The audience is the best judge”, “It may be a standard”, “The referees’ new problems”, “For the favour of the coach”.

As can be noticed, the introduction with separate sentences provides a complete picture of the points one by one. They refer to football in general. After a certain meeting the reporter passes to the issues that are related to the cast of the team formed as a result of many years of hard work though one should always develop themselves as it is necessary to reconstruct the style of playing, everything that promotes a good match.

The role of the audience is enhanced once again. Both the coaches and the sportsmen are in the center of attention of multi-thousands of spectators and viewers. Hence, it is not only the score that counts. Sportsmen should demonstrate a smart and beautiful performance.

A new, dynamic and proficient referee puts forward new

challenges to the other referees who are forced to make rapid and accurate decisions. The whole script of the match, the role of each player is decided and regulated in new and each time unpredictable conditions. And if something goes wrong, its reasons can be different. The goal is realized by each member of the team, the audience, the mood, the will, the referee and hence, the sportsman should not be left alone and unprotected.

Evidently, the sentences singled out in the introduction are united in sense though they resemble the “telegraph” style. Very often the introduction, with the combination of different sentences, can relate to the past events which have prepared the event of today. In this case, the sentences of the introduction are merely of informative nature.

The introduction under the headline **“He invites and conquers ‘Valencia’”** aims to convey information.

“The 19th of September. The beginning of the match.

The teams with the same players.

All the tickets are consumed.

The stadium is in a wonderful state”.

(Uefa direct, 8.04, p.14)

The ending of the report. Eventually, **the ending** of the report plays an important role in the linguostylistic structure of the genre. It directly completes, enhances and highlights the idea present in the headline but this time more grounded and meaningful.

Speaking of the expectations of the work and the society

under the title “With tomorrow’s expectation”, the reporter ends the speech as follows:

“The realization of the problems directed to the football development of tomorrow (The complex approach is polygon). It is impossible without moving forward, without the wish of expecting tomorrow”.

(Uefa direct, 5.04, p.17)

It is worth mentioning that the ending fulfills the function of a frame in this genre. The explicit “authorial self” which encircles the whole report, sums up the beginning and the ending of the speech. It makes the events more trustworthy and impressive. Besides, in terms of time, even if the report includes most different events, it “fits” in one complete time field due to the ending. In this case the impact of the interpretation is more lasting, the speech sounds in a new tone. It can convey a completely different mood or idea to all that has been said.

“The colleagues meet in order to find that invisible bunch which unites and brings together people’s hopes, and later they become the base on which rises the confidence”.

(EPC News, No11, July 2002, p. 9)

“The Word Championship is over. It went back to history. But new voices from different parts of the world will be still heard about the victories

and defeats”.

(WORLD CUP-2002, p. 3)

“Millions of people all over the world admired his play who were watching the Spanish Championship. But he didn’t feel happy scoring hat-trick with the match against the opposite national team. But according to his promise he could do more for his team than those three goals”.

(CHAMPIONS, August/September
2004, p. 22)

Due to the purposeful construction of the separate elements of speech (the headline, the introduction, authorial digressions, ending) the genre gets structurally more complete and comprehensive.

Thus, the two main report types (informative and belles-lettres style) can be almost the same only structurally and are different both in their content and the depth of interpretation. In case of this second type, one can say that the reporter together with the reader constructs a serious conversation. Here, parallel to the delivery of information, the revelation of the cause-effect links of various phenomena gets more important. The expansion of the borders of the genre, the deepening of the analytical opportunities, the revelation of new and unusual means of influence bring the report close to the literary-publicistic genres.

2. STRUCTURAL PECULIARITIES OF TEXTS ON SPORT

The study of the stylistic peculiarities of text has acquired wide popularity. Previously, analyses at various levels of the language and the interrelations between them, separate language units and the language as a whole were the most popular topics to be considered. In the long run, there emerged a need to carry out a linguistic analysis of the language levels in progress, i.e. in communication. “Communication, in a broad sense, involves not only “theoretical” – linguistic, but also all cases of psychological and practical as well as instinctive – biological and physical contact at all the levels of development”,- E. Atayan writes. “The thoughts, actions and feelings of an individual are also types of communication”¹³⁷.

This task, naturally makes the subject of investigation more general. Now we speak about the text with the help of which the general structure is realized in the course of communication.

If the text analysis was once carried out indirectly and served as a sort of background when studying various phenomena, now the text is perceived as a complete communication structure which is endowed with certain characteristics. They are generally called text categories

¹³⁷ Атаян Э.Р., Коммуникация и раскрытие потенций языкового сознания, Е., 1981, с. 4 (Atayan E.R., Communication and the Potential of Language Consciousness, Yerevan 1981, p. 4).

which are expressed through the plot, sequencing, repetitions and other qualities¹³⁸.

The study of the communicative concept of text has been in the center of attention of both foreign linguists like S. Schmidt, I. Arnold, T. Batalova, V. Naer, P. Sgall, G. Leech, G. Fersheren, etc. and Armenian linguists G. Jahukyan, E. Atayan, S. Gasparyan, S. Zolyan, G. Gasparyan¹³⁹ and others.

¹³⁸ **Мороховский А.** и др. *Стилистика английского языка*, К., 1991, с. 200 (**Morokhovskiy A.** Et al. *English Stylistics*, К., 1991, p. 200).

¹³⁹ **St u Schmidt S.J.**, Some problems of communicative text theories // *Current trends in text linguistics*, Berlin, 1978, p. 47-60. **Арнольд И.**, *Стилистика современного английского языка. Стилистика декодирования*, 2 изд. Л., 1981, **Баталова Т.**, *Виды и средства коммуникации в стилевом расслоении литературного языка // Прагматика и стилистика. Вып. 245, М., 1985*, **Наер В.**, *Прагматика текста и ее составляющие // Прагматика и стилистика. Вып. 245, М., 1985, с. 4-13*, **Сталл П.**, *Значение, содержание и прагматика // Новое в зарубежной лингвистике, М., 1985, с. 384-398*. **Leech G.N.**, *Principles of Pragmatics*, Longman, 1985, p. 250. **Verschueren J.**, *Understanding Pragmatics*. N.Y.: Oxford Univ., 1999, p. 295. **Джаукян Г.Б.**, *Универсальная теория языка. Прологомены к субстанционной лингвистике, М., 1999, 320 с.* **Атаян Э.Р.**, *Коммуникация и раскрытие потенциалов языкового сознания, Е., 1981, 60 с.* **Չափաշարյան Մ.Ք.**, *Տեքստ, փոխաբերականություն, մեկնաբանություն, Եր., ԵՊՀ, 2018, 230 էջ*, **Золян С.Т.**, *Семантика и структура поэтического текста, Е., 1991, 316 с.*, **Гаспарян Г.Р.**, *Автор – текст – адресат. // Иностранные языки в высшей школе, Е., 1998, с. 142-149.* (**Arnold I.**, *Stylistics of Modern English. Stylistics of Decoding, 2nd edition. Leningrad, 1981*, **Batalova T.**, *Types and Ways of Communication in Different Styles of Literary Language// Pragmatics and Stylistics, Ed. 245, Moscow, 1985*, **Naer V.**, *Text Pragmatics and Its Constituents// Pragmatics and Stylistics. Edition 245, М., 1985, pp. 4-13*, **Stall P.**, *Meaning, Content and Pragmatics// The Novelty in Foreign Linguistics, М., 1985, pp. 384-398*, **Jahukyan G.B.**, *Universal Theory of Language. Introduction to Substantive Linguistics, М., 1999, 320 p.*, **Atayan E.R.**, *Communication and the Potential of Language Consciousness, Yerevan 1981, 60 p.*, **Gasparyan S.K.**, *Text, Metaphoricity, Interpretation, Yerevan, YSU, 2018, 230 p.*, **Zolyan S.T.**, *Semantics and Structure of Poetic Text, Yerevan., 1991, 316 p.*, **Gasparyan G.R.**, *Author-*

The word text is a Latin word meaning texture, fabrics, coherent narration. “A text is a written or oral sentence or a coherent unit of sentences which helps make the speech complete”¹⁴⁰. The size of the text may vary depending on the author’s wish, genre requirements and a number of other factors¹⁴¹. It follows that there is a certain link between the functional purpose of the text and the organization of information. Generally, the categories of information, division, inner relations and overall completion are highly important for a text.

Modern literary English is a complete system of functional styles. Theoreticians have different views on the classification of functional styles. Some broaden their borders, while other, on the contrary make them narrower¹⁴².

Text-Addressee// Foreign Languages in Higher School Yerevan, 1998, pp. 142-149).

¹⁴⁰ **Չախուկյան Գ., Խղիպոյան Ֆ.**, Հայոց լեզու: Հանրակրթ. դպր. 9-10-րդ դաս. համար, Ե., 1994, էջ 188 (**Jahukyan G., Khlghatyan F.** The Armenian Language. Secondary school. 9-10 classes, Yerevan 1994, p. 188).

¹⁴¹ **Арнольд И.**, Стилистика современного английского языка. Стилистика декодирования, 2 изд. Л., 1981, с. 40 (**Arnold I.**, Stylistics of Modern English. Stylistics of Decoding, 2nd edition. Leningrad, 1981, 40 p).

¹⁴² **Տե՛ս Գавրանեկ Բ.**, О функциональном расслоении литературного языка // Пражский лингвистический кружок: Сб. статей, М., 1967, с. 338-377, **Кожина М.Н.**, К основаниям функциональной стилистики, Пермь, 1968, 175 с., **Ջրբաշյան Էդ.** Գրական ժանրերի հիմնական շփանհչների մասին / ԲԵՆ. Ե., 1970, N3, էջ 128-140, **Наер В.**, О текстовых параметрах функционального стиля: К постановке проблемы // Текст в функционально-стилевом аспекте, М., 1988, с. 4-9. **Разинкина Н.М.**, Функциональная стилистика английского языка, М., 1989. - 182 с. (**Gavranek B.**, On Funcional Layers of Literary Language// Prague Linguistic: Collection of Articles, М., 1967, pp. 338-377, **Kozhina M.N.**, The Basis of Functional Styistics, Perm, 1968, 175 p., **Jrbashyan Ed.**, On Main Criteria of Literary Genres/ Yerevan, 1970, N3, pp. 128-140, **Naer V.**, On

I. Galperin divides different publications into two main groups –publicistic style (articles, oratory, essays) and journalistic style (informative articles, reports, ads)¹⁴³. It goes without saying that the line between these divisions are relative. Hence, the classifications which are of more general nature are of importance. A. Morokhosvki¹⁴⁴ classifies texts into two groups: texts which, due to their structure, maintain the strict and at the same time common forms of information delivery (an announcement, a notice, etc.) and texts with a more flexible structure. The reporter is free to analyze, combine various facts (essays, an article, review, etc.). Due to the free structure of the text, the reporter maintains not the regular structure of the text but his principle of being guided by his own intention.

The means of making a text make up its information core. It contains the whole information which helps make the text possible. The constituents of plot development (a sentence, sequence, climax, solution) are very important here. This is mostly typical of poetic speech as well as publications written in a style specific to the publicistic genre.

Various publications on the study of the semantic, structural peculiarities of text differentiate between the main categories which are important for the discovery of the text as

Textual Parameters of Functional Styles: Statement of the Problem// Text in Functional Perspective, M., 1988, pp. 4-9, **Razinkina N.M.**, Functional Stylistics of English, M., 1989, 182 p.).

¹⁴³ **Гальперин И.Р.**, Очерки по стилистике английского языка, М., 1958, 459 с. (**Galperin I.R.**, English Stylistics M., 1958, 459 p.).

¹⁴⁴ **Мороховский А.** и др. Стилистика английского языка, К., 1991, 271 с. (Morokhovskiy A. Et al. English Stylistics, K., 1991, 271 p.).

a stylistic unit¹⁴⁵. Among them one should mention text completeness, discreteness, personalization, the position of the reader, etc.

These categories are more relevant to belles-lettres style, and one can encounter its penetration into the newspaper style predominantly in magazine articles. They are distinguished with analytical speech and expressiveness, while in relatively neutral genre the formal style is applied when the speaker or the writer tries to express his personal attitude.

In different studies¹⁴⁶ journalistic publications are divided into three groups – informative, analytical and literary-publicistic. Short informative messages (a chronological article), interviews, reports, correspondence, etc. belong to informative genres, articles, letters, press releases belong to analytical genres, essays, feuilletons and reviews fall in the category of literary-publicistic genres.

¹⁴⁵ **Мороховский А.** и др., նշվ. աշխ., էջ 202 (**Morokhovskiy A.** Et al., Ibid., p. 202).

¹⁴⁶ **Вакуров В.Н.** и др. Стилистика газетных жанров, М., 1978, 183 с., **Краус И.**, К общим вопросам речевых стилей и жанрово-стилистических классификаций // Функциональная стилистика: теория стилей и их языковая реализация, Пермь, 1986, с. 42-49, **Բաղդասարյան Հ.Մ.**, Ժողովրդավարական, ժողովրդաստր և ժամանակը, Ե., 1989, 487 էջ, **Պոդոսյան Պ.**, Խոսքի մշակույթի և ոճագիտության հիմունքներ, Ե., 1990, 423 էջ: (**Vakurov V.N.** et al, The Stylistics of Newspaper Genres, Moscow, 1978, 183 p., **Kraus I.**, General Issues of Speech Styles and Genre-Stylistic Classifications // Functional Stylistics: The Theory of Styles and Their Language Realization, Perm, 1986, p. 42-49, **Baghdasaryan H.M.**, Journalism, Journalists and Time, Yerevan, 1989, 487 p., **Poghosyan P.**, Fundamentals of the Culture of Speaking and Stylistics. Yerevan, 1990, 423 p.).

Chronological articles which are rather frequent in sports publications are one of the relatively simple ways of conveying information. It presents facts and the reality together with answers to questions what, when, where, etc. There is almost no interpretation or commentary of the news which comes to explain the brevity of the narration. It carries an official feel. No authorial intention can be traced.

Generally, the author is missing in these reports thereby further enhancing the impersonality and formality of the news. This is best expressed in the syntactic structure. The choice of the vocabulary, the traditionally used means, etc. give us a ground to believe that the information contained in newspapers is aimed at the public at large.

To save space and time, authors turn to a number of abbreviations. The principle of economizing underlies not only the choice of the wordstock, but also other language units from all the levels of language.

Patterned means of expression are quite frequent in chronological articles since the urgency of the news calls for speed and skills, hence the use of patterns becomes inevitable. The necessity for the use of syntactic means is conditioned by the urgency and brevity of the news. Complex sentences, participial constructions, assertions or negations – all of them may be explained by the quantity of news and comprehensive information.

The structural analysis of a chronological article demonstrates that the key elements – introduction, main body and conclusion, can change their places. In certain cases, the title can take the role of the introduction while the conclusion

does not follow the traditional rules (authorial conclusion, consumption of the material, etc.). The conclusion is of great importance. It can condense the content of the whole article. Still, chronological articles, like any other text has certain principles of internal and external division, categories of information, divisions, intertextual relations¹⁴⁷.

The examples below will help understand the structural peculiarities of informative-chronological articles and texts on sport.

Text One **New Medical Manual in 1996**

Dr. Jako, chairman of AIBA's Medical Commission, and the AIBA General Secretary have agreed to issue a new Medical Manual in 1996.

It will provide answers to many questions, such as "out-of-competition doping tests", problems related to AIDS and the procedure for acquiring a ringside doctor's licence. The manual is scheduled to appear even before the Olympic Games.

(BOXING MAGAZINE 1995, N32, p. 24)

This chronological article consists of two interrelated paragraphs. The first paragraph conveys the main information. In fact, it is a more detailed version of the title. If the title already states about the medical journal that was

¹⁴⁷ **Мороховский А.** и др. Стилистика английского языка, К., 1991, с. 213-225 (**Morokhovskiy A.** Et al. English Stylistics, K., 1991, p. 213-225).

published in 1996, the first sentence informs the readers that the publication of the journal was initiated by the chairman and the doctor of Amateur International Boxing Association. However, since the journal is medical in its nature, the information starts by mentioning the name of the chairman of the Medical Commission. This draws the attention of the reader to the idea presented in the title. This time, however, the information gets more “serious” and valuable. The book is published by the support of a top specialist and a high official.

The main content of the information which is contained in the first paragraph (with the second sentence which begins the second paragraph), takes on a specialized but more important nature. The pronoun “*it*” makes a link between the second sentence and the previous one and the noun phrase “*to many questions*” captures the attention of the reader even more. Thus, he can get replies to many questions. The process of out-of-competition doping tests, the procedure for acquiring a ringside doctor’s license stand out among them.

Most importantly, no sentence contains any evaluative or emotive-expressive elements. Factual information enjoys the dominance. Hence, the author of the article is exceptionally concerned about facts and evidence. That is the reason why the headline is highly important for the article. As a matter of fact, it is the most important informative and linguistic field that captures the attention of the reader, and its content is expressed in a highly concise text.

Chronological texts make often use of abbreviations as can be seen in the example below.

Text Two

Italy continues activities

After the Beijing Congress, the Italian Amateur Boxing Federation headed its President Marchiaro had ceased any co-operation with AIBA and withdraw all its condidates supposed to work on AIBA Commissions. That move also led to Prof. Anthonio Francone losing his position of Chairman of AIBA's Medical Commission. In mid-January the federation invited for a discussion on how to further implement the idea of holding a Convention on the theme "Boxing Entering the Third Millennium". The participants in the talks agreed to organize this event in the interest of boxing despite the very tense relationship of the Italian federation with AIBA. However, the role that European Amateur Boxing is to play for the further advancement of Amateur Boxing in the world should be better defined.

(BOXING MAGAZINE 1995,
N32, p. 23)

This text differs from the previous one both in size and the intensity of the content delivered. The headline of the text "**Italy continues activities**" not only acts as an introduction, but as a conclusion, as well. Thus, irrespective of the facts presented in the text, the nature of justifications, Italy will continue its activities.

Chronological texts also follow one of the conditions of the use of abbreviations. The word combination (*Italian Amateur Boxing Federation*) is not presented in the form of an abbreviation since it may not be understood by common readers, while the *International Amateur Boxing Associations* appears in the form of an abbreviation several times. The frequent repetition of the words simply becomes unnecessary.

According to the logical development, the text is divided into three parts— introduction, the main body and the conclusion. However, these three parts are so closely interconnected that the reporter did not find it necessary to present them in separate paragraphs.

The first complex sentence is conditioned by too much information. First, the word “*Italy*” in the headline and the word combination “*Italian Amateur Boxing Federation and Beijing Congress*” act as introductory information which carries the most weight. They provide the reader not only with certain facts about the geographical location, but clearly state the information which is directly linked with international problems of sports. Naturally, this conveys more significance to the utterance. The sentence with its certainty informs the public about the unusual happening in the world of sports. Italy is withdrawing all its representatives from all commissions as a sign of agreement. There is no word with an evaluative meaning in the combination. We only perceive the fact. However, the phenomenon becomes more impressive due to the special meaning that arises in the next sentence. The decision proves unfavourable especially for Prof. Antonia Frankone who was deprived of his position as a chairman of

the Medical Commission. The next sentences certainly refer to the future steps of Italy. The Federation considers the key issues related to boxing in the third millennium and decides to support the realization of the convention titled "*Boxing Entering the Third Millenium*". And all this for the development of boxing despite the strained relations between Italy and Amateur International Boxing Association. The reporter is convinced that the European Amateur Boxing plays a huge role in the development of amateur boxing. Hence the headline of the text "*Italy continues activities*" is perceived newly: the role of Italy in the development of sport cannot be overestimated.

It is evident that the reporter completes his idea through the combination of various facts. He does not come up with his own assessment. No commentaries are presented. His attitude is expressed in the structure of the utterance, logics and general information.

The segmentation of the text is of huge importance in informative texts. This technique ensures the sequential development of the thoughts and the perception of the information. This function is complemented with chronological, logical relations of the text (**subjective-cognitive function**).

Here is yet another example with obvious segmentation.

Text Three

First women's tournament

On 22 March, the FA of Andorra (FAF) staged its first Women's football tournament. A team from the FAF's football school competed with clubs from Barcelona, including Sporting Rubi, Unio Esportiva Guineueta and RCD Espanyol. Our team finished in second position, behind UE Guineueta.

The FAF plans to continue promoting children's football and women's football and to that end, will be repeating the experience of the women's tournament next year and increasing the number of participants.

In May, the Memorial Francesc Vila youth tournament will be staged for the fourth time. Many clubs taking part will be FC Barcelona, RCD Espanyol, Valencia CF, Real-Sociedad, Athletic Club Bilbao, Atletico Osasuna, Real Zaragoza, Atletico de Madrid, Utrecht and a team from the FAF's children's football school.

(Uefa direct, 4.03, p. 18)

This information is presented in three paragraphs. The latter is considered to be the smallest unit of the text. In the given example all the three paragraphs are relatively independent from one another. They make up one whole of separate pieces of information. The headline fulfils the

function of an introduction. The reader understands right from the start that the passage is about the first visit of Women's Football team to Andorra. The three sentences of the first paragraph are in a cause-effect as well as time relationship. The first sentence distinguishes a certain period of time which marks the beginning of the tournament while the second specifies the scope of the teams participating in the tournament. The last sentence of the paragraph comes to sum up the utterance (*Our team finished in second position, behind UE Guineueta*). The second paragraph is the result of the change in the content delivered, hence, the direct speech is replaced with another direct speech of the author. It offers a relatively "independent" topic which is logically connected with the previous paragraph. From cause-effect relations we proceed to the field of judgments. The Football Federation of Andorra anticipates to hold a Women's tournament next year, too as well as to add the number of participants thereby promoting increase in the number of women and youth participation.

The third paragraph suggests a new time and spatial informative field. Though being close to the first paragraph in terms of time, it, however, sums up the text since the aim of the reporter is to provide information about Women's football. The last paragraph states that much importance is attached to youth football, and enumerating the famous football clubs, the text ends with the phrase "*a team from the FAF's children's football school*" where the word "*children's*" has already been used in the previous paragraph which makes a link between them in terms of both the content

and the form. The abbreviation Football Association of Andorra (*FAF*) is presented fully in the first sentence, and appears in the form of an abbreviation throughout the text. This fact creates a sort of time and space unity for the succeeding information field.

Thus, summing up, we can state that informative texts abound in nouns, particularly names. Verbs denote a phenomenon, an incident, but they fail to mention the development of events and their details. The vocabulary is predominantly literary. Even if there are certain cases of the use of complex sentences, their syntactic composition is rather simple, intelligible which is conditioned by the principle of the clear-cut division of the sentences and by the succeeding paragraphs. The syntactic structure in this kind of texts is “static” since the aim of the information is not to present the phenomenon in motion, in a certain period of time, but record the given fact.

Essay-like sport texts have a more complicated structure. With the help of a free structure the reporter is guided by his own principles¹⁴⁸. In terms of the type of expression, texts fall into two groups – objective, which express the relations between various phenomena, irrespective of the author, and subjective which presents the attitude of the author towards the content delivered¹⁴⁹.

¹⁴⁸ **Мороховский А.** и др. Стилистика английского языка, К., 1991, с. 202 (**Morokhovskiy A.** Et al. English Stylistics, K., 1991, p. 202).

¹⁴⁹ **Ջահուկյան Գ.**, Ժամանակակից հայերենի տեսության հիմունքները, Ե., 1974, էջ 39 (**Jahukyan G.**, Fundamentals of Modern Armenian Theory Yerevan, 1974, p. 39):

No essay-like text can ever avoid the expression of the individuality of the author, his professionalism, his ability to analyze and combine various facts, his methods of creating a certain character which is an important precondition of this genre. In certain cases this genre calls for a lot of skills. In order to have a deep insight into a given phenomenon the author is nearly identified with the hero of the text. Thus, for instance, Yuku Yukinen has divided the essay dedicated to the world famous Paavo Nurmi *“The great and lonely one”* into separate parts. They make the text easier to understand. The first part of the essay lacks a headline. It acts as an introduction. The first sentence witnesses a serious conversation.

“As an old man, the king of the long-distance runners, Paavo Nurmi (1897-1973), denies it all. He said he had lived in vain. He viewed sports and his sports accomplishments as meaningless. According to him, only actual work and the achievements of science and art had lasting value”

(Motion-Sport in Finland,
1/97, p. 10)

All the sentences of the first paragraph are in a cause-effect relationship. Each sentence confirms the previous statement and lays grounds for the next sentence and as a conclusion Nurmi views only real work, achievements in science and art as lasting values. The first and the second

sentences of the essay are the only expression of the mind of the author. The rest two are the direct speeches of the hero of the essay. The whole essay is the analysis of the exceptional sportsman's path of life which discloses the meaning of the first paragraph. To show that the abrupt conclusion made by the sportsman at the beginning of the essay is not episodic or the result of pessimism of an elderly, the author quotes a part from an interview in 1931.

“I don't consider this running anything special. It's so fleeting. They could write about me it was a question of some mental accomplishment. I'm not overestimating mental work either, but of this nothing will remain”.

The words of the sportsman uttered forty years ago witness the views of the phenomenal sportsman, his perceptions, his consistency in discovering phenomena for himself. Nurmi was convinced that people could write about him if what he did had something to do with mental perfection, accomplishment, but nothing *“remains from running”*. Thus, combining the authorial speech with direct and indirect speeches of the hero, the reporter manages to disclose the unique worldview of the thinking individual. The author gently proceeds from the description of the human qualities to his professional ones:

“As an athlete Nurmi was an exceptional individual...”

Reading about Nurmi's career, one cannot help being amazed at his excellence. His incredible superiority continues to command respect. The most unbelievable of his accomplishments was his 1925 tour of the United States when he ran in 55 races and won 53 of them.

The 1925 tour and Nurmi's five gold medals from the 1924 Paris Olympics made him superstar in the United States, too".

All these accomplishments made him a superstar. However, the reporter does not forget the role of the political motives, either.

"The Americans raised him to the same pedestal on which they had placed boxing legend Jack Dempsey and baseball's hero, Babe Ruth. Even now, Nurmi may be the world's most famous Finn".

(Motion-Sport in Finland,
1/97, p. 10)

Comparing the hero of the essay with the legendary sportsman, the author is sure that even by today's standards Nurmi is the most renowned Finn.

Generally, completeness is one of the most important features of the text which has two modes of expression – semantic and structural which is expressed in the inter-related principles of the text – semantic unity and interconnection of

various parts. The complete text maintains the semantic unity. Only secondary elements are changed when moving from one paragraph to another.

The means of text formation make up the information core of the text. They are mostly constituents of the development of the plot – exposition, development, climax and resolution. They are mostly typical of belles-lettres style and publicistic style¹⁵⁰.

In the first part of the text the reader gets a complete, though general idea of the time, place of the hero, of his relationship with the material (real and non-real), etc. It is evident that the development of the essay is provided still in the introduction. Nurmi has his own understanding of sports and is in conflict with the environment trying to protect it. All developments in the essay meet at this point.

In the chapters titled “*The right man at the right time*” and “*Always and lonely*” the author manages to recreate the long and glorious road taken by the sportsman presenting various tournaments.

“From the standpoint of his superstar status, Paavo Nurmi’s life was well timed. World-class sport in the current sense of the term was born in the 1920s – and world-class sport has always needed stars around which to construct itself”.

(Motion-Sport in Finland,
1/97, p. 11)

¹⁵⁰ Շալունց Ռ., Մամուլի և հրապարակախոսության լեզուն, Ե., 1987, 229 էջ (Shalunts R., The Language of Press and Public Speaking Yerevan, 1987, 229 p.).

On the threshold of the civil war in 1917 Finland got independent and the victories of Nurmi became more important. However, the author of the essay concentrates on the conflict between Nurmi and the environment which reaches its climax.

“Even when he was still in the army, however, he offended the sacred values of rightest Finland when he refused to take his military oath”.

And as a conclusion of all this: “Finland did not however trust the young soldier”.

Nurmi refuses to take a military oath and it does not prevent him from becoming a national icon. His statue was erected as a symbol of national pride. The next subdivisions “**Lowest pulse, highest rates**” and “**One more time**” elaborate on his sports accomplishments. Here, as always, Nurmi was against all those who tried to make use of his achievements in sports. “*His last race in Vyborg on September 16, 1934, winning at 10.000 meters in 31:39.2*”. And then, Nurmi, who had won unbelievable heights due to his endless efforts, was living his last years which are presented in “**Tough to the end**”. The author combines the facts not by enumerating tournaments, but out of his intention to disclose the inner world of the hero. Towards the end of the essay the author comes back to the topic he had started the essay with.

“Culture and the arts were nevertheless more important to Nurmi than sports were. After his running career, he devoted a lot of time to cultural pursuits.

He attended classical-music concerts in Helsinki regularly. He also enjoyed opera and even played the violin a little. He assembled a substantial art collection in his home”.

(Motion-Sport in Finland,
1/97, p. 12)

It is evident that the conflict or the psychological duality in the heart of Nurmi had found its final solution in favor of arts in the later years of his life. However the phenomenal sportsman attracts the attention of the reporter as a person, an individual who was all alone with his own glory and in constant conflict with the environment that was guided by greed and vanity. The last paragraph and the headline take the main idea of the text in an interesting frame. Nurmi was all alone with his suffering.

“Right to the end, Paavo Nurmi thought on both himself and the people around him. He sometimes told his nurse about the resentments which had always oppressed him. The man who outruns all his rivals never outruns his bitterness”.

(Motion-Sport in Finland,
1/97, p. 13)

The person who had won all his rivals, failed to win the bitterness inside him.

These means of text formation (exposition, development, climax and resolution) contain the whole information of the sports article and serve as the main links of the plot. The communication means that help generalize the information play a significant role in the text as they make the utterance complete. They usually appear at the end of the text. Sometimes they can be found at the end of some parts of the text¹⁵¹.

“Even now, Nurmi may be the world’s most famous Finn”.

“When you see through everything, peace and happiness may be impossible to find”.

When speaking about the sportsman’s attitude towards professional sports the author generalizes.

“There was no doubt as to Nurmi’s professional status. At least since his U.S. tour of 1925, he had been receiving compensations for his races, compensations which could under no circumstances be dismissed as per-dien payments or reimbursements for expenses”.

(Motion-Sport in Finland,
1/97, p. 11)

¹⁵¹ **Мороховский А.** и др. Стилистика английского языка, К., 1991, с. 203 (**Morokhovskiy A.** et al. English Stylistics, K., 1991, p. 203).

Means of communication usually are placed either at the beginning or the end of the text or sometimes at the end of certain parts of the text. The means of conjunction can also vary. The latter ensure the connection between different parts of the text.

In the abovementioned passage the author creates that link with the help of headlines of separate parts, though they are different in nature: “*The right man at the right time*”, “*Always the lonely*” (**analytical**); “*Lowest pulse, highest rates*”, “*Tough to the end*” (**characterizing**); “*Businessman in the runner’s image*” (**descriptive**); “*One more time*” (**casual**). Due to a certain order of the titles, the author manages to depict various stages of the sportsman’s life which are linked not only by a common topic, but also by a chronological sequence.

Unlike the abovementioned text, where the natural flow of events (the fabula) in the chapters following the introduction coincides with the development of the plot of the text, sport publications adopt a style in which the plot does not coincide with the fabula. The author makes some changes in time to make a psychological impact on the reader. Thus, Thomas Bocker’s essay “*Klinsmann on all fronts*” depicts the long road taken by the famous German footballer. The author distinguishes between two important points in the preface. Football plays a crucial role in the life of Klinsmann, however equally important is his determination to believe in his past and his roots.

“Whether on the internet, in Major League Soccer, or in his private life, Jurgen Klinsmann has always been devoted to football”.

His maxim? “Never forget your roots”.

(FIFA magazine,
August 2004, p. 58)

The last interrogative sentence captures the attention of the reader. A short pause makes it possible to assume the importance of the sentence that follows. And indeed, the sentence *“never forget your roots”* is very important for the author to make the structure complete.

Analyzing the past of the hero of the article, the author breaks the chronological flow of events by means of various parts *“Second home in the USA”, “A love of children”*. The final part of the article *“The baker’s apprentice”* which was to be presented at the beginning, is given at the end of it thereby laying emphasis on the idea presented in the introduction. He was a baker’s pupil, he got education, obeyed his parents’ will and all this somehow shaped his sports destiny: *“Wherever I go. I will never forget who helped me get there”*. The author makes a direct link with the introduction with the help of this sentence. Meanwhile talking about the childhood years of Klinsmann and the role his parents played in his life, the author introduces the childhood years at the end of the article, emphasizing the key principle of the hero – the decision to cling to one’s roots.

The completeness of the text is conditioned by the intent of the authorial speech which is expressed in the wish to create a

direct, communicative link with the reader or audience. The text takes on various expressions according to the type of the reader it is targeted at and the aim (transfer of information, impact on the reader, etc.)

The information conveyed is objective on the one hand, as it is presented by an objective description of facts and events. But on the other hand it demonstrates the author's attitude to the phenomenon covered and is subjective. Thus, we can see that this text is of a mixed type which is rather common.

The completeness of the text is conditioned by its thematic unity, as well. Here the analysis of the sportsman's past record is united with the present events due to the author's skill which is also of great significance.

After all, the complete nature of the text is conditioned by its structural unity.

3. LINGUOSTYLISTIC PECULIARITIES OF SPORT ADVERTISING IN ENGLISH JOURNALS

Advertising plays a crucial role in our reality. It invaded our lives through TV screens, radio frequencies, the pages of newspapers and journals, appearing at every step.

People belonging to different cultures, social layers perceive ads differently. Being a unique phenomenon in our reality which is designed for thousands of readers, listeners, viewers, it has given birth to different approaches and opinions. It is a rapidly developing phenomenon, rather quick in responding to major and minor changes in the social life.

The word advertising comes from the Latin expression “ad vertere” meaning “to turn the mind towards something”.

Despite the fact that thousands of various research studies have been carried out in the last hundred years, there is no generally accepted specific approach or formulation which can clarify the true nature of advertising. Most of the theoreticians are convinced that advertising is no more than art or a type of art. The creating of good advertising is as hard and complicated as that of a piece of art.

Bill Bernbach, the founder of “Doyle, Den and Bernbach”, says that it is not important what you do. All that counts is how you do it. “The basis of good advertising is understanding human behavior and respecting it”¹⁵². Good advertising should contain at least a piece of psychology, linguistics, sociology, economics, aesthetics, i.e. nearly of all

¹⁵² Ст' у Хопкинс Т., Умение продовать. Москва, 2000 г., с. 15 (Hopkins T., Knack to Sell. Moscow, 2000, p. 15):

professions and arts.

Much research has been accomplished along the lines of advertisements in press, particularly as far as the language and style of advertising are concerned¹⁵³, while the language of sport journals has not yet undergone a thorough linguistic investigation either in English or Armenian. Most diverse principles have been put forward for the classification of

¹⁵³ Տե՛ս **Քոսայան Ռ.**, Գովազդների պրագմատիկ և հոգեբանական վերլուծությունը// Օտար լեզուները բարձրագույն դպրոցում. գիտական աշխատությունների ժողովածու: Երևան: Երևանի համալսարանի հրատ., 1998 էջ 111-118: Տե՛ս **Շալունց Ռ. Ն.**, Մամուլի և հրապարակախոսության լեզուն: Երևան: ՀՄՄՀ ԳԱ հրատարակչություն, 1987, 229 էջ: Տե՛ս **Розенталь Д.Э., Кохтев Н.Н.**, Язык рекламных текстов, М., Высшая школа, 1981, 127с: Տե՛ս **Кузнецова Г.Н.**, Прагматика рекламного текста и его структурное варьирование//Стилистическое варьирование в разных функциональных стилях. Вып. 197, М., 1982, с. 225-238: Տե՛ս **Вакуров В.Н.** и др. Стилистика газетных жанров, М.: Высш. школа, 1978, 183 с: Տե՛ս **Leech G.N.** English in Advertising. A Linguistic Study of Advertising in Britain. London, Longman, 1966, 210 p: Տե՛ս **Burton P.W.**, Advertising Copywriting. sixth edition, Lincolnwood, ill.: NTC Business Books, 1990, 333 p.: Տե՛ս **Antin T.**, Great Print Advertising: Creative Approaches, Strategies and Tactics.-New York: J.Wiley, 1993, 247 p.: Տե՛ս **Eichenbaum K.**, How to Create Small-Space Newspaper Advertising That Works: The Principles of Persuasion Applied to Print. Milwaukee, WI: Unicom Publishing Group, 1987, 159 p.: Տե՛ս **Clark E.**, The Want Makers: The World of Advertising: How They Make You Buy. New York: Viking, 1988, 416 p.: (**Kosyan R.**, Pragmatic and Psychological Analysis of Advertisements //Foreign Languages in Higher School/ A Journal Scientific Articles, Yerevan: YSU 1998, pp. 111-118, **Shalounts R.**, The Language of Press and Public Speaking Yerevan, 1987, 229 p., **Rozental D. E., Kokhtev N.N.**, Language of Advertisements-Moscow, Higher School, 1981, 127 p., **Kuznetsova G.N.**, Pragmatics of the Text of Advertisement and its Structural Variations//Stylistic Variations in Different Functional Styles-Edition. 197. М., 1982, pp. 225-238, **Vakurov V.N.**, et al, The Stylistics of Newspaper Genres, Moscow, 1978, 183 p.).

advertisements, Dividing advertising into three main groups – visual, auditory and visual-auditory. The first group is more common and is realized by the combination of photos, light effects and speech. Auditory advertising is carried out through radio or oral speech. The third group comprises TV and movie commercials where the display is coupled with or without a text.

Printed advertisements can have different expressions – a poster, a notification, a calendar, an album, a booklet, an ads pamphlet, a price list, a label, etc.

Newspaper advertising is of special interest. It stands out with its rapid reaction. Unlike others, it is more economical and is more efficient in its delivery. Obviously, advertising is more influential and impressive when published in a prestigious journal. The most important feature of advertising that has lived through centuries is the statement which provides some information about a certain topic. It forms an opinion and eventually prompts to use certain services, to participate in a certain event or simply take up some sports.

The text of the advertising retains the language norm. It is the application of regulated, commonly accepted, legalized linguistic means and forms. The language norm is related to all levels of the language. Its violation in written speech is more frequently expressed on stylistic and syntactic levels, i.e. in the choice of words and in the creation of syntactic structures.

The language of advertising is in constant development, otherwise, it can lose the power of its influence. If the expressive means are weak, the advertising gets less

persuasive. Hence, it is important to find out what stylistic devices are used by the reporters when making texts of advertisements.

Very often the name of a celebrated sportsman or of a representative of a well-known company is used to make the text more attractive. With the help of a small plot which usually stands out with the quick pace of events, the reporter makes sharp switches to the desired topic. If for instance we consider the advertising of sports shoes designed by modern technology, we can see that it stands out with a completely new structure. If needed the nails of the sport shoes can be changed, and this considerably affects the price of the goods. However, the reporter creates not only a plot which is interesting in terms of enhancing the victory of the favorite team once again, but attaches importance to the advantages of the object advertised which is highly necessary in advertising.

To end the text this way would mean conveying ordinary, though interesting information and nothing more. The sentence “*His latest innovation, the weltmelster boot with interchangeable studs for any condition, changed Germany’s fortune*” can be considered the key part of the advertisement when the new quality of the sport shoes is compared with the new qualities of the German team. The sport shoes with changeable nails changed the destiny of the favorite team for the better. Here, the reporter expands the frames of the company Adidas still further. With the help of the last sentence the new sport shoes not only changed the destiny of the German team but football as a whole.

“Adi Dassler watched from the sideline as Germany beat the heavily favoured Hungarians on a waterlogged pitch in the World Cup final. His latest innovation, the weltmelster boot with interchangeable studs for any condition, changed Germany’s fortune. And football forever”.

(The history of FIFA, 2004, p. 44)



Obviously, the use of the different meanings of the same expression helps make the advertising more impressive and the text more interesting both in its delivery form and its content.

Very often sport advertising makes use of plots of short length which aims to center the attention of the reader on the phenomenon. If the aim of the advertising is presented at the very beginning, it will be exhausted and will lose the power of effect. Hence, the text of advertising is constructed so that the intention and the purpose are not evident right from the

outset. Usually, short texts use the names of world-famous sportsmen who immediately attract the attention of the public.

“Zidane laces up the predator every day. With its weight balanced toward the foot, the new power pulse technology puts maximum power behind all of his shots. And the asymmetric lacing provides a smooth striking surface for his precise passes and finishes that leave fans and goals in tension.

Impossible is nothing”.

(FIFA magazine,
March 2004, p. 44)



The advertising above makes a reference to Zidane. He fastens the laces of his sport shoes every day. The next sentence enhances the professional quality of the sportsman who has developed the strength of his kick to maximum

accuracy. The third and the last sentences somehow sum up the ideas stated and enhance the advantages of the sport shoes. The expression “*asymmetric lacing*” places the text of the advertisement into a certain structure and links it with the first sentence. However, the last sentence unexpectedly brings a new color to the object advertised, in this case the Adidas sport shoes. Even the *asymmetric lacing* provides a *smooth striking surface* which helps the precise passes of the sportsman...

The sport advertisement whose plot includes the qualities of a given sportsman and the object advertised, thus creating a complete text, is coupled with some illustrations of the advertised object.

And the sentence “*Impossible is nothing*” that acts as the conclusion of the text might as well have served as a headline. However, it is a general conclusion. Nothing is impossible for Zidane as well as for the company Adidas that produces sports shoes.

Let us consider another ad of another nature.

“What every handball player needs ?

“Better feet”

- Jackson Richardson

National French handball team

Feet wear shoes are based on the greatest piece of sports equipment ever. The wraparound midsole and rounded edges give more stability and agility. Just ask Jackson Richardson if you

can grab hold of him for a min... too late, he's passed you”.

(WORLD HANDBALL magazine,
4/97, p. 8)



The first sentence which is interrogative in its type and is typical of English sport ads immediately centers the attention of the reader on the reply. Each professional handball sportsman needs high-quality sport shoes. Here both the question and the answer belong to J. Richardson, a member of the French National Handball Team. However, the text of the ad is constructed not with the collective use of the direct speech and authorial speech, as is done usually. Rather, the question and the answer are presented with separate sentences. The second sentence is a nominal impersonal sentence **Better feet** which makes the speech concise. There is no authorial speech here. The reader is simply given the name and surname of the celebrated player of the French National Handball team. This initial information is combined

with illustrations showing the dynamism of the forward which is followed with the text itself. The advertising must focus on the qualities of the given object which are new and which help the object differ from many similar ones. Moreover, the text is constructed so that the qualities of the sport shoes have their direct “impact” on the trainings and matches. They ensure stability and agility - The wraparound midsole and rounded edges give more stability and agility.

The next sentence links the imagination of the reader to the third sentence. Who else can appreciate high quality sports shoes if not him? But since the reader already is introduced to his attitude, Richardson’s new answer turns pointless. In this situation, the authors of the ad find an unexpected solution which helps to exert the desired effect. It is possible to ask Richardson about the advantages of sports shoes, but the last sentence “...too late, he’s passed you”, apart from its direct meaning, also has a figurative meaning. The agility of the sportsman is not only an individual quality but also supported by super comfortable and light sports shoes.

To make a sport ad more impressive the texts with graphs and photos are presented in diverse fonts. This makes it possible to make the given ad more expressive, to achieve a deeper insight into the topic of the ad and finally attract the attention of public.

Thus, for instance, the group of the Adidas sport shoes is presented on the entire page of the journal in different color combinations. The text comes on the background in which the letters gradually decrease in size from the left to the right. The most important features, i.e. the qualities that are the key

advantages of the sport shoes ensure the acquisition of new qualities during the competition. This last conclusion is presented in relatively bigger letters which, somehow is perceived as a headline.

*“What do you get of a shoe based on the foot?
With the feet you wear equipment light if you get
rounded edges for improved stability. **You get a
flexible shoe that is lower to the ground. All this
Makes landing more stable and helps improve
take off.**
Mind your head.
Adidas”.*

(Volley World 2000/1, p. 11)

The adjectives in the ad highlight the specific qualities and features of the sports shoes which ensure a stable landing. They are highly practical and can be taken off rather quickly.

In certain cases, the advertised object is not presented with any feature or description. In this case the text of the ad stands out with its unusual and comprehensive information. To attract attention – this is what counts here. The aim is to make the reader communicate with the information somehow. The rest is filled with imagination as well as with a combination of photos.

“SSK. Building legends around the world!”
(World baseball, N3/1995, p. 2)



Introducing the baseball outfit (a ball, sport shoes, gloves, etc.) in only one sentence, the reader makes a certain idea about the reputation of the given company, the unlimited quantity of the exports of the goods, as well as of the high quality of the object.


Such a structure of the content of the ad text is generally applied in the advertisement of baseball kits.

“One way or another, we’ll impact the outcome of today’s game”.

(World baseball, N3/1995, p. 31)

*One way or another,
we’ll impact the
outcome of
today’s game!*

*World baseball, N3
1995, p.31*



The ad text with the photos of various baseball kits combined in only one sentence creates the impression that the outcome of the match is considerably dependent on the high quality outfit of the given company. The ad text can be made up of only one nominal impersonal sentence. The ad of the handball comes to prove once again the idea that the ball advertised is exceptional with its qualities:

The world’s first and unique is accompanied with a sentence where the words “first” and the “unique” are used in a little different meaning. The qualities that are of general type in the sentences become more obvious and impressive when combined with the word “world”.

(WORLD HANDBALL magazine
3/2001, p. 87)

If the ad text is composed of more than one sentence it is made up of two main parts. If the first part (usually a separate paragraph) introduces the general features of the object, the final paragraph centers on the qualities which make it special and unique. The ad of the Sports Flooring of Handball is structured as follows:

*“Champions have chosen **Taraflex Sports Flooring** to realize the best performance and give you the greatest emotions”.*

“Excellent sporting characteristics, comfort, shock absorption... as many assets that bring Gerflor to the top at World competitions”.

(WORLD HANDBALL magazine
3/2001, p. 2)

*Excellent sporting characteristics,
comfort, shock,
absorption.*



The first paragraph contains general information about Taraflex Sports Flooring. To avoid making the ad dull and uninteresting, the sentence expresses a grammatically different meaning – champions choose these floorings to realize the best performance and give birth to the greatest emotions. The sentence also has another aim – to focus the attention of the reader on the product of the given company. The second paragraph enumerates the qualities of the object advertised – excellent characteristics, comfort, shock absorption. All this makes the given company number one in the world chart.

Now, let us consider a number of ads where linguostylistic means further enhance the impact of the speech of the ad. The research shows that the epithet has an important place in ads. It is especially spread in headlines.

“Blinding crystal”.

(WORLD HANDBALL magazine,
4/98, p. 17)

“Sun gloves”.

(Boxing, 1999, N35, p. 23)

“Unattainable attainable”.

(SPORT EUROPE, 27/93, p. 19)

There are many cases of adjective use, especially in comparative and superlative degrees. And it is natural since

they contain qualities which are exceptional and excel similar phenomena and objects. The superlative degree of adjectives is frequently used in ads:

*“McDonald’s, proud sponsor of the world’s **biggest** soccer game, even prouder sponsor of some of the world’s **smallest**”.*

(FIFA magazine, June 2003, p. 4)

McDonald’s, proud sponsor of the world’s biggest soccer game, even prouder sponsor of some of the world’s smallest!



OFFICIAL RESTAURANT FIFA WORLD CUP™



*“One of the world’s **fastest** growing airlines,
has united with one of the world’s **most exciting**
events”.*

(FIFA magazine,
August 2003-Issue 80, p.18)



The advertisement features a large Emirates airplane flying across a dark blue sky at the top. Below the plane, a group of seven men are posed. In the center, a man in a white thobe and ghutra holds the FIFA World Cup trophy. To his left, a man in a dark suit holds the base of the trophy. To his right, another man in a dark suit holds the top of the trophy. Behind them stand three other men in dark suits. The overall composition is professional and celebratory.

WWW.EMIRATES.COM

Emirates

Airline of the Year 2002 meets
2006 FIFA World Cup™.
What a match.

One of the world's fastest growing airlines,
has united with one of the world's most exciting events.
As an official partner of the 2006 FIFA World Cup™, we share the
love of football with players and fans all over the world.
And we'll make sure they love getting there, too.

Emirates

Keep discovering

Emirates team leads the FIFA 2006™ negotiations. From left to right: Staff row: Jack Palmer, Maurice Flanagan, Bill Danks, Ahmed Bin Saad & Malabon, Peter Rosenhouse. Back row: Gary Chapman, Tim Clark, Daniel Kellerman.

“Simply the Best!

The world’s most famous Handball Players trust in our Services!”.

(WORLD HANDBALL magazine,
4/97, p. 35)



Simply the Best! The world’s most famous Handball Players trust in our Services!

“ISL brings a new professionalism to the marketing of sports federation properties, uniting international companies with the world’s greatest sports events in a constructive partnership”.

(SporTVision, No121,
January 1998, p. 8)

Comparison is used to make an ad “image”.

“The adidas shoes are slight and rapid like a falcon”.

(Swiss Futsal Magazine 2004, p. 9)

Hyperbole can also be encountered in sport ads in certain cases.

*“We might be at home
The world over,
But soon we’ll be welcoming
The World to our home”.*

(FIFA magazine,
December 2003-Issue 82, p.42)

WE MIGHT BE AT HOME
THE WORLD OVER,
BUT SOON WE'LL BE WELCOMING
THE WORLD TO OUR HOME.

Official Partner of
the FIFA World Cup[®]
2006

DO IT WITH GERMAN ENGINEERING **Continental**[®]

Sport ads frequently make use of personification when human features are attributed to things and phenomena.

“Children’s football enters your house”.

(FIFA magazine,
March 2004, p. 38)

“FIFA is always ahead”.

(CHAMPIONS, December/January
2004, p. 55)

The pun is another device typical of sport texts.

“Equipment that is essential. Everything that is essential. And nothing that is not”.

(BOXING MAGAZINE 1995,
N32 p. 2)

Colloquial words are also frequent. They create a friendly mood.

“Excellent, slight, unslip, yes, even the measures are not large”.

(Basketball Promotion NEWS,
1/99, p. 43)

*“What every handball player needs?
Better feet”.*

(WORLD HANDBALL magazine,
4/97, p. 8)

Exclamatory sentences can be psychologically influential. They enhance the emotive tone of the speech thereby drawing the attention of the reader to the phenomenon.

“Goal, goal!” Their shouts can always be heard in sports facilities. Well, what, to remind the hockey fans, specially the youth. Goal; also skates, nickel coated, chrome coated, made of steel. You may buy at any sport shop”.

(SPORT EUROPE, n. 27/93, p. 25)

The next device is the use of words with emotive and expressive charge. This, of course, attracts the attention of people.

“Mothers and grandmothers”

“Dear guests”.

“Sportsmen and musicians”.

“Novelty for you”.


(SPORT EUROPE, 33/97, p. 17)

The outcome of the ad, i.e. what the reader is going to get, is of utmost importance. Naturally, this circumstance plays an important role in the structure of the text.

“Each sportsman will have joy if he has “Fischer” skates. Our factory produces the best kinds. Such gift is always a dear one”.

(Olympics News,
December-January 1999, p. 29)

Each sportsman will have joy if he has “Fischer” skates. Our factory produces the best kind. Such gift is always a dear one!

The image is a composite graphic with a dark background. On the left is a detailed view of a black and yellow Fischer ski boot. On the right is a smaller image showing a person's feet in similar boots on skis. Overlaid on the top of the dark background is the testimonial text in a light, italicized font.

Sport ads also make abundant use of the opinion of a well-known sportsman about this or that phenomenon or they simply state that the sportsman uses the product of the given organization.

“Zidane laces up the predator every day...”.

(FIFA magazine, March 2004,p. 44)

““Your production is hopeful” says Jackson Richardson”.

(WORLD HANDBALL magazine,
4/97, p. 8)

Antonyms are used to make an impressive speech. They help to emphasize the features and characteristics of the product advertised.

“New-fashioned look not to modern sports shoes”.

(FIFA magazine, March 2004, p. 44)

“Minimum time – maximum business”.

(Volley World 2000/1, p. 11)

Parallel constructions are quite abundant in sports ads (the same syntactical construction is repeated in succeeding sentences)

“You will gain – sport will gain!”.

(BOXING 1999,N35, p. 14)

You will gain - sport will gain!

Everlast brand



The advertisement features a dark red background. At the top, the slogan "You will gain - sport will gain!" is written in a stylized, italicized font. Below the slogan, the text "Everlast brand" is written in a similar font. On the left side, there is a product image of a pair of red Everlast boxing gloves with black accents and the Everlast logo. On the right side, there is a photograph of two boxers in a ring. One boxer is wearing yellow trunks with "SMITH JONES" written on them, and the other is wearing white trunks. The Everlast logo is visible on their gloves.

“Sport is conceivable – beauty is conceivable”.
(SPORT EUROPE, n.41/97, p. 31)

The reporter often makes use of repetitions. This stylistic device possesses a great semantic significance. It intensifies the emotive content, the rhythm, musicality of the speech. Repetition has many forms of expression - anaphora¹⁵⁴, the repetition of a word or a phrase at the beginning of the sentence, epiphora¹⁵⁵ - the repetition of a word or a phrase at the end of a sentence.

*“More power.
More control.
More effect!”.*

(Soccer, 1994, p. 2)



¹⁵⁴ Տե՛ս Ջրբաշյան Էդ., Գրականության տեսություն, Ե., 1980, էջ 249, Задорнова В.Я., Стилистика английского языка, М., 1986, с. 5 (Jrbashyan Ed., Theory of Literature, Yerevan 1980, p. 249, Zadornova V.Ya., English Stylistics M., 1986, p. 5):

¹⁵⁵ Տե՛ս Ջրբաշյան Էդ., նշվ. աշխ., էջ 250, Задорнова В.Я., там же, с. 5 (Jrbashyan Ed., Ibid., p. 250, Zadornova V.Ya., Ibid. p. 5):

***“Official partner of the 1994 World Cup.
Official supplier of the 1994 World Cup.
Official ball sponsor of the 1994 World Cup”.***

(Soccer 1994, p. 1)

Such stylistic devices which create a certain rhythm, are certainly capable of making any phenomenon more impressive and emphasize its advantages.

The analyses accomplished come to confirm the idea that advertising and especially sports advertising finds its true expression by means of language in the first place, though the role of non-linguistic elements in the realization of the targeted idea of an ad cannot be overestimated, either. Language is the most important constituent in an ad since its main mission is conveying a message to the consumers, persuading and making an influence on them.

CONCLUSION

The research conducted allows concluding once again that the language applied in newspapers and journals is a specific expression of publicistic style. The vocabulary and grammatical uses here belong to the literary language. It can be characterized with documentary accuracy, a wide usage of professional terms, formal style and generalizations of the utterance. It is worth mentioning that the language of newspapers can contain all types of styles. It is not accidental that the language and the style of newspapers is viewed as a phenomenon typical of the publicistic style with obvious elements of journalistic writing. With its brevity and accuracy, norms and use of language means this style on the other hand resembles the scientific style while with its expressiveness and emotiveness (*allusion, reports, feuilleton*) it contains certain elements specific to belles-lettres style. However, since it covers phenomena which are comprehensive in nature, it is based on the principles of the publicistic style conveying information, advocacy and evaluation.

Evidently, this style is rather wide, and the periodical press presents most diverse areas of the social life including sports events. Hence, when speaking about sports style, one deals with the newspaper style, the style of press which is characterized with:

- communicative nature,
- homogeneity,
- use of patterns of expressive means,
- abundant use of a variety of speech elements,

- absence / refusal of linguistic extremes,
- brevity,
- absence of primitive words, phrases, etc.

Next to these qualitative features, which are typical of different sport publications, sport, as a separate area of human activity, directly affects the overall structure of sports which is known for fierce competitions, a constant desire to continue work and overcome challenges. The informative nature of sport reports is accompanied with the use of various expressive means of speech, linguostylistic devices that ensure the emotive impact of the sport speech on its readers. Research reveals that despite its popularity, sports language, with its own terminology, differs from the vocabulary used in other areas of social life. Words widely applicable in the domain of sport are so many that it is necessary to compile various dictionaries.

Due to the multiple meanings, words of common usage can realize in the domain of sport, the latter acquire different stylistic values in this particular linguistic environment and play a stylistic role in sports vocabulary. This layer of the vocabulary which ordinarily stands out with simplicity and availability displays a completely new behavior in this specific domain of language use which drives us to the conclusion that there are no neutral words in this respect.

An enormous diversity can be observed in the use of the vocabulary in sport publications:

- Conversational, social words occupy a large place in reports and interviews creating a friendly mood;
- Jargon words with possible shades of vulgarism can

play a stylistic role here;

- Neologisms made exceptionally with the help of prefixes and suffixes are abundantly used in informative sports texts;

- Phraseological units from different fields of science describing the physical state of sportsmen and making the description of various sport events more impressive are also aimed at producing a stylistic effect. Inversion, by reversing the word order of the phrase is often applied for overcoming the monotony of speech.

- The use of semantic groups of the vocabulary is very important in sports language. The abundant use of semantic, stylistic and semantic-stylistic groups of synonyms, homonyms and antonyms as well as contrast-based oxymorons enriches sport speech and adds different expressive-emotional-evaluative overtones to it.

The newspaper use of sports vocabulary has its characteristics. First of all many words related to the sports field are taken from the layer of general language words. Professional sports terms prevalingly appearing in their nominative meaning are not interpreted as a rule. Terms with suffixes and prefixes in compound structures appear in patterns Adjective+Noun or Noun+Adjective.

- Words and expressions from the military field are quite popular in sports language.

- Owing to the necessity of saving time and space, word expressions are rather frequently presented in the form of abbreviations.

- The opportunity of choosing metasemiotically relevant morphological phenomena is limited, as compared with the lexical and syntactic ones.

- The grammatical categories of the noun, adjective and numeral demonstrate certain stylistic opportunities in sports publications.

- The use of the noun in a singular number with a collective meaning and denoting a general class of objects is quite frequent in sports publications. Proper nouns can also be used in a plural number, thus describing a new individual with certain qualities.

- The stylistic opportunities of adjective, as a part of speech, are rather wide. The evaluative attitude of the author is expressed through qualitative adjectives, which prevalingly appear in speech in the comparative and superlative degrees. Relative adjectives are usually stylistically neutral though in figurative applications, on the contrary, they acquire some stylistical charge. In certain cases the adjectives expressing color features acquire an allegorical and a symbolic value.

- Numerals have certain stylistic significance. Their applications are important when the meanings of the noun and numeral merge. The use of the cardinal numeral as a noun in an exceptional, unique meaning is essential.

- Syntactically sports language has wider possibilities. Here the sentence acts as a primary unit. One-member sentences have a special stylistic meaning in sports publications. Due to a specific intonation they reach the level

of a sentence and become a speech unit. Their different forms – impersonal sentences and word-sentences solve various stylistic problems. Sentences with such structures are frequent in the headlines of reports, interviews and different news. Articles, auxiliary verbs are omitted in headlines to center the attention of the reader on the information. Headlines also attract attention with the help of unusual characters meanwhile demonstrating certain language peculiarities. The predicate, which is of secondary significance can be omitted in the headline. To make the reader focus on the predicate, the subject can also be omitted. The headline can sometimes fulfil the function of an introduction.

- The omission of the preposition “*of*” is meant to make sentences with inanimate nouns brief and concise.

- Compound sentences are very frequent in sports overviews. Subordinate clauses can go both before and after the main clause.

- Structures with syntactical nominative nature expressed by the infinitive serve to hide the source of the information and/or simply avoid responsibility.

- The role of expressive means in sports language is paramount. The use of both tropes and figures of speech enhances the figurative meaning of the words or adds subservient expressive-emotional-evaluative overtones to speech.

- The use of various linguistic units typical of diverse areas of social life results in a tense mood during the competition as well as self-satisfaction and joy of victory. This, in fact, is a characteristic feature of the genre. Unique

images are created with different combinations (authorial, the speech of the heroes, past events, feelings of the heroes who have had their own story in the past and look forward to having their development in the future).

- The “image of the author” is also highly important. The author’s freedom to relive the events and combine them skillfully provides the text with directness of feelings, impressions, experience of the witness, assessments, questions and conclusions.

- In the complex structure of a sport review the expression of the author’s personality and individuality, his professionalism, his ability to analyze and combine facts, to create an image with a certain character turn out to be important preconditions inevitable in this genre.

- Due to “the present of the report”, which serves as an effective linguostylistic device, events are presented as if happening in front of the reader though, in fact, they may have happened in the past.

- The key elements in chronological articles – the introduction, the main body, the conclusion, can change their places. The headline can fulfil the function of an introduction. And the ending can not necessarily be like a conclusion.

- Not infrequently the skills of a given sportsman are demonstrated through sport ads where the text on the advertised sportsman is almost always combined with illustrations, graphs and photos, application of different fonts, etc. which are aimed at expressiveness and attracting attention.

- Of particular value for a sport ad is the use of various stylistic devices such as epithets (particularly in headlines), hyperbole, simile, metaphor, personification, pun, parallel construction, etc. which enhance the stylistic effect of the advertisements sometimes stimulating the realization of persuasion in the text of the ad.

Thus, we can see that the language of sport publications is first of all the language of newspapers and journals, i.e. the language of journalism which is subject to the general standards of language development. Very often different functions of speech (*information, communication, impact*) may be realized at a time in sport publications at large as this variety of speech aimed to convey information about this or that sport event or sportsman, very often cannot be devoid of expressiveness, emotionality and the expression of the evaluative attitude of the author. It should be noted that the language of this or that field (and the domain of sports is not an exclusion) is not confined to the realization of a single function only. In the process of actual speech formation different functions get intertwined and are co-realized, and it is only a matter of prevalence conditioned by the aim and the basic functional orientation of this or that piece of speech.

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ГЕВОРК РУДИКОВИЧ БАРСЕГЯН

СПОРТИВНЫЙ АНГЛИЙСКИЙ В РЕЧИ

(монография)

РЕЗЮМЕ

Спорт, как отдельная область общественной жизни, сегодня включает в себя самые разные игровые формы, которые приобщают миллионы спортсменов и любителей спорта. Пишутся монографии, проводятся исследования на самую разнообразную тематику: начиная с философии спорта, кончая психологическими наблюдениями над отдельными спортсменами. Сегодня также стало императивным выявление лингвостилистических особенностей языка спорта, разных спортивных передач, спортивных публикаций и т.д.

Монография посвящена исследованию лингвостилистических средств, используемых в языке спорта, а именно в спортивной журналистике, в спортивных статьях, очерках, репортажах. Лингвостилистический анализ проводится на разных языковых уровнях – лексико-семантическом, морфологическом, синтаксическом. В работе предпринимается попытка изучения особенностей структурного построения текстов таких спортивных жанров, как очерк, статья и т.п.

Первая глава работы отражает теоретические основы предприняемого исследования, содержит характеристику журналистско-публицистического стиля вообще, а также затрагивает вопрос о соотносительности функциональных сти-

лей и специальных языков.

Вторая глава посвящена выявлению специального спортивного вокабуляра, слов “общеспортивной” лексики, а также узко-профессиональных слов. В ней также рассматриваются наиболее часто употребляемые в спортивном языке фразеологические словосочетания.

Третья глава исследует морфологические и синтаксические средства, способствующие усилению стилистической окрашенности языка спорта, формирующие его в качестве отдельного подъязыка.

Четвертая глава включает стилистический анализ текстообразующих элементов отдельных спортивных жанров (очерка, статьи), позволяющих судить о некоторых языковых особенностях спортивной журналистики. В той же главе рассматриваются лингво-стилистические особенности спортивных реклам в англоязычных журналах. В кратком обзоре спортивных реклам, в частности, предпринимается попытка выявления лингвостилистических методов, используемых в спортивных журналах.

В заключении исследования подводятся итоги и - выводы проведенного анализа, а также намечаются перспективы дальнейшего исследования.

Таким образом, в работе впервые предпринимается попытка лингвостилистического анализа одного из специальных языков – языка спорта на разных языковых уровнях, что в дальнейшем даст возможность пролить определенный свет на одну из наименее изученных теорий современной лингвистики – теории специальных языков.

Работа предназначена для филологов, специалистов в области спорта – спортсменов, тренеров, спортивных журналистов, а также для широкого круга читателей. Выдвинутые в работе положения могут быть использованы на спецкурсах и семинарах по спортивной журналистике, а также при обучении языка для специальных целей.

GEVORG R. BARSEGHYAN

SPORT ENGLISH IN USE

(monograph)

ABSTRACT

Nowadays sport, as a separate domain of public life, includes various types of sport events, which involve millions of sportsmen and sport fans. Various articles are published, a lot of research is being done on different sport issues: starting from the philosophy of Sport ending up with the simplest descriptions of separate sportsmen's images. Today, the study of various linguo-stylistic peculiarities of the language of sport in different sport programs, reviews has also become dominant.

The present work is devoted to the study of various linguo-stylistic peculiarities of the language of Sport in English magazines, such as the language of the latest sport events, articles, interviews, reports, informative chronicles etc.

The linguostylistic analysis of the language of Sport is presented at various levels: morphological, semantic, syntactic.

The first chapter of the work discusses the publicistic style as one of the functional styles of the language. A separate subchapter is also devoted to the study of the coorelation between the special language and the functional style.

The second chapter of the work analyse the main

wordstock of the language of sport where of great stylistic importance are conversational, colloquial, jargon words and neologisms. Sports terms as well as merely professional words have undergone separate analysis here. The chapter also pays a special attention to sports phrases, expressions as well as to the study of descriptive means which are of frequent use in the language of sport.

The present study shows that besides merely sport expressions, military words and military expressions are also of great use in sport reviews.

The third chapter analyses linguo-stylistic use of morphological and syntactic means in articles on sport, reports and interviews. The first subchapter also discusses the expression of grammatical forms of the noun, adjective and numeral.

The fourth chapter of the work is devoted to the study of structural peculiarities of texts on sport: two types of texts are analysed: informative and essay-type texts, which have their own peculiarities. The linguostylistic peculiarities of sport advertisements in English language magazines are also analysed here.

The conclusion of the study summarizes the outcomes of the tasks set up in the work as well as outlines main trends of the future research.

The present work is a kind of investment into the functional stylistics. The work clarifies and fills up certain gaps in the not yet fully investigated theory of professional languages. The work addresses philologists, those who have any relation with sport: coaches, sportsmen, sport journalists

as well as a large circle of readers. The main outcomes of the work can be effectively used at the faculty of Journalism, at sports-journalistic courses, special seminars as well as in teaching professional languages.

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GEVORG R. BARSEGHYAN

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