

# Conceptual Metaphors in the Live Football Text Commentaries

Asst. Prof. Mahdi Mohsin Mohammed

Aya Ali Hussein

Department of English

College of Education for Human sciences

University of Basrah

## Abstract

The present study investigates the conceptual metaphors in the written discourse of football, in particular, within the relatively new genre of Live Text Commentary. The study falls into two parts: a theoretical part, and a practical one. The theoretical part introduces football commentary by presenting its different levels, and types. In addition, a bintrroduction for conceptual metaphor is presented. The practical part covers the research methodology where the live text commentaries transcripts are examined manually to identify the conceptual metaphors they contain. The study ends up with the conclusion that football LTCs are perceived in terms of many source domains; however, the domain of conflict/war is pervasive.

Keywords: Conceptual Metaphor, Sports commentary, Live Text Commentary.

## الاستعارة التصويرية في تعليقات كرة القدم النصية المباشرة

أ.م. مهدي محسن محمد

الباحثة آية علي حسين

جامعة البصرة-كلية التربية للعلوم الإنسانية

قسم اللغة الإنكليزية

### الخلاصة

تبحث هذه الدراسة الاستعارة التصويرية في خطابات كرة القدم المكتوبة، وبالتحديد ضمن تعليقات كرة القدم النصية المباشرة. تنقسم الدراسة إلى جزئين هما النظري والعملي. حيث يتناول الجزء النظري تقديم مفهوم التعليق الرياضي مستعرضاً مختلف أقسامه و أنواعه. إضافة الى عرض مختصر لمفهوم الاستعارة التصويرية. في حين يتناول الجزء العملي منهجية البحث حيث يتم تفصي كافة الاستعارات التصويرية الموجودة في النصوص المكتوبة لمباريات كرة القدم المباشرة. استنتجت الدراسة الحالية أن تعليقات كرة القدم المباشرة تستخدم مفاهيم عديدة ترجع لمجالات مختلفة، إلا أن المفاهيم المرتبطة بالحرب/الصراع هي الأكثر انتشاراً.

كلمات مفتاحية: الاستعارة التصويرية، التعليقات الرياضية، التعليقات النصية المباشرة.

## 1. Theoretical Background

### 1.1 Introduction

The current section presents the theoretical background of the study; it encompasses the important concepts that are related to the subject of the research. Likewise, it introduces the concept of sport commentary, identifying its different types (LTC, SAT, and WSC), and levels (play-by-play, and color commentary). In addition, brief introduction for what the conceptual metaphors stands for and its types is presented as well.

### 1.2 Sports Commentary

Commentary is a distinctive genre of media talk. Crystal and Davy (1969) defined it as “a generalized kind of variety, reducible to various combinations of modality features and province features, the selection of the former being determined by the situation which underlies the latter.” Hence, the kind of event being reported determines the linguistic behavior of the commentator. For instance, radio sport commentary requires certain commentary features (e.g. prosodic features) that fit the description of events in progress, whereas for non-sporting events a different set of features is used (p. 135).

With regard to the role of the commentators, they must have an in-depth knowledge of their sports. Andrews (2005) stated that covering live events requires broadcasters who must have all the information they need inside their heads. Live commentary needs immediate reaction, and often there is no time to refer to notes. For commentators, it is essential to identify the players and competitors taking part in the event. Although recognizing players is the main requirement, commentary will often require more than that. Most of the commentators provide background information about the performers who do an important act during the match such as how many goals or runs they have scored, how many appearances they have made, etc. (pp.141-142).

### 1.3 Levels of Sports Commentary

According to their functions, utterances in sports commentary are of two types. The first type of utterances, that hold the basic structure of the commentary, is narration, “a default activity” (Tolson, 2006, p.107), which serves the primary purpose of the commentary and it includes time critical utterances, it reports the ongoing action, play-by-play commentary. The second type of utterances entails subjective content, often called color commentary. This type comprises evaluating, elaborating, and summarizing. These utterances tend to be syntactically complete and complex, when match starts up, they are cut-short, and time-critical commentary is desired again. Switching the utterances affects tense usage. Evaluation and summary are frequently reported in the past tense, and the present is used for time-critical commentary (Delin, 2000, p.46).



## 1.4 Types of Sports Commentary

There are two ways for reporting sports events; the traditional way is through print journalism, and the second way is done by broadcast journalism. The latter involves the spoken mode referred to as Sports Announcer Talk (SAT) that includes radio and television, and the written mode published on the internet that is called Online Text Commentary (OTC).

### 1.4.1 Sports Announcer Talk (SAT)

Sport announcer talk refers to the unscripted forms of sports commentary including radio commentary and television commentary. The term SAT was originally proposed by Ferguson (1983) in his study of live baseball commentary on radio broadcast, but other researchers as Reaser (2003) used the term to indicate television reporting. Ferguson (1983) defined SAT as "an oral reporting of an ongoing activity, combined with provision of background information and interpretation" (pp.155-156).

### 1.4.2 Written Sports Commentary (WSC)

Written Sports Commentary, henceforth WSC, is a sub-register of news reporting that is labeled, according to Bell (1991), under the category "special topic news" (p. 11) (cited in Delin, 2000, p. 11). WSC is a special type of narrative that is typically chronological in nature of a sporting event that is already completed, and it integrates subjective comments by a sportswriter on the play and the participants (Politis, 2009, p. 381)

### 1.4.3 Live Text Commentary (LTC)

Live text commentary, henceforth LTC, is a new form of Computer Mediated Communication (CMC) that has recently evolved and established itself as a new mode of communication. Relatively, few studies have dealt with this area, and it is still under research (Chovanec 2006, 2009; Pérez-Sabater et al. 2008; Jucker 2006, 2010; Lewandowski 2012). LTC is also referred to as *event tracker*, *live ticker*, *minute-by-minute report*, *matchcast*, *text commentary*, *live match report* (Buhner, 2008) (cited in Jucker, 2010, p.58).

Chovanec (2009) defined LTC as "a new genre of online journalism"(p.110), being different from blogging in that LTC is not a personal report of events, rather, it is an institutional genre of journalism written by expert reporters and is presented online on the web pages of recognized newspapers typically in the sport sections. Additionally, both the commentary and the extralinguistic events take place at the same time, and what separates these two processes is the minimal time required for the production of the written message and its online posting. One property of LTC is the amount of subjectivity it contains as well as the lack of impersonality due to the fact of immediacy that is presented in the written text (p.110).

## 1.5 Conceptual Metaphors

The way we perceive the world is conceptualized through language; thus, metaphor is not only about language, but it is an inescapable concept that is involved in thought and action. Metaphor, as defined by Lakoff and Johnson (2003), is a concept whereby we understand and experience one thing in terms



of another; usually an abstract concept that is difficult to understand is simplified by comparing it to something else that is concrete and understandable. For instance, the concept of time is conceptualized in terms of money; hence, time is perceived better by comparing it to something that we perceive as precious (pp. 4,6).

Lakoff and Johnson (2003) have identified three types of conceptual metaphors, namely structural metaphor, which is the object of this study. Structural metaphors point to the case where one concept is structured metaphorically in terms of another concept where the latter represents the source domain and the former stands for the target domain. The second type of metaphor is called orientational metaphors where concepts are conceived by spatial orientations, for instance *happy is up*, and *sad is down*. The last type is called ontological metaphor, where nonphysical or abstract things are viewed as a material, for instance, *Mind is machine* (pp. 15, 26)

## 2. Research Methodology

### 2.1 Data Collection and Procedures

Transcripts of twelve Live Text Commentaries of the 2018 World Cup Football matches are collected from the online website of the British Daily Newspaper "The Guardian." The Live Text Commentaries of the twelve matches under study are copied from the website and pasted into word documents for the sake of easy access and analysis. The corpus is analyzed both manually and automatically; the former involved identifying the metaphorical expressions found in the corpus and classifying them into their relative source domains. The latter is used to count the frequency of each metaphorical expression by adopting the software program 'Wordsmith' version 4. Further, the program helps to identify the given metaphorical expression in context so that an appropriate interpretation is made.

### 2.2 Analysis of Metaphors in the LTCs

Commentators within LTCs avoid being tedious in their writing; henceforth, they aim at making the language of the commentary interesting, exciting, and comprehensible by the audience. Therefore, the findings show that an extensive amount of metaphors is used, which give a flavor to the commentary. Likewise, using metaphor makes the audience (in this case the readers) engage within the commentary by trying to create their own interpretation. In addition to the aforementioned reasons behind using metaphor, commentators within LTCs are under time pressure. Thus, they try to invest the strongest expressions to describe a situation that might require more words if expressed literally. The following examples show some of the metaphorical expressions found in the corpus:

1. But *England* are **on the ropes** ... (Colo-Eng)
2. *England* are **Snoozing** (Cro-Eng)

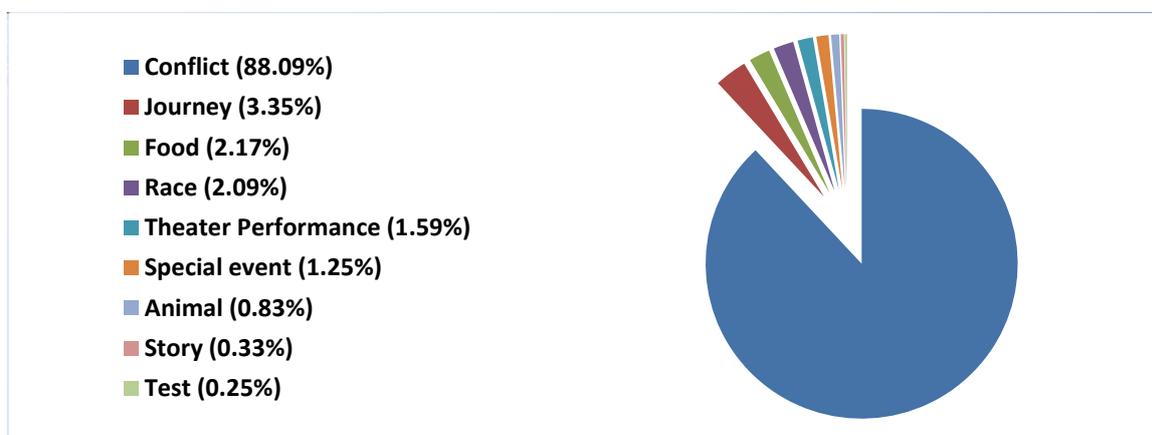
With regard to the first example, the commentator meant to say that England are in a state of collapse or defeat. Further, the expression *snoozing* reflects the state of being inactive and that England are not doing well.





The analysis is limited to tackle the conceptual metaphors in the LTCs where football as a target domain is conceived by various source domains. The analysis shows that the metaphorical linguistic expressions used in the corpus are derived from a wide variety of source domains; hence, football matches, or to be exact LTCs, are perceived in terms of the following source domains: *war/conflict, food, journey, race, animal, theater, machine, story*, and as *special event*. Further, it has been found that metaphors denoting war/conflict/violence represent the majority among other source domains (see Fig. 1)

Regarding the frequency of the conceptual metaphors, Conflict metaphors are the greatest in terms of frequency of occurrence where they occur 1,051 times (88.09%). Metaphors denoting Journey recur 40 times (3.35%). Metaphors denoting Food recur 26 times (2.17%), whereas metaphors denoting Race occur 25 times (2.09%). Likewise, metaphors denoting Theater performance occur 19 times (1.59%). Metaphor denoting Special event recur 15 times (1.25%), metaphors denoting Animal recur 10 times (0.83%), and metaphors denoting Story recur 4 times (0.33%). Finally, metaphors denoting Machine are the least frequent as they recur only 3 times (0.25%). Such irregularities can be justified by the fact that football match is a competitive event and every aspect of it is commonly associated with the war-related terms; hence, the conflict metaphor represents the majority. The figure below shows the Percentages of the conceptual metaphors in the corpus:



**Fig. (1): Frequency of the Conceptual Metaphors in the LTCs**  
**2.2.1 Conflict metaphor**

The term conflict here is a general term and covers a wide range of concepts such as war, violence, fight.. etc.; hence, the word war is used as a synonym of conflict. Moreover, football as a target domain is conceptualized through the source domain of war as many war-related words such as *fight, kill, battle, attack, shot, victory, missile*, etc. are found in the corpus. Likewise, football and war have so many aspects in common, for instance, both domains involve a duel that ends up mostly with either victory or defeat, and that duel is marked by aggressiveness, and competitiveness.

The conceptual domain of war is wide and many headings go under this concept; therefore, for the sake of clarifying the findings, the conceptual metaphors of war that are found in the LTCs scripts are classified according to their representative element, table (1) shows the conflictive elements found in the corpus.

**Table (1): The elements of the conflict metaphor**

No.	Conflictive element	Example	Occurrence
1	Attack	Uruguay <i>attack</i> down the right flank, with Urretaviscaya trying to get in behind Lucas Hernandez.	293
2	Using threat, force, aggression	Neymar spins and <i>breaks</i> into the Belgian box.	267
3	Defence	where <i>Croatia</i> were <i>defending</i> far too deeply	110
4	Fight	They'll keep on <i>fighting</i> on and eventually it's winter.	103
5	Victory	Laxalt takes on Mbappe and <i>wins</i> the battle.	103
6	Defeat	Lukaku just <i>fails</i> to collect it after making a smart run behind Trippier.	83
7	Belligerents	Mbappe the <i>rifleman</i> , De Bruyne leading the charge	57
8	War	Knudsen prepares his latest <i>missile</i> .	35
	Total		1,051

### *The element of attack*

The concept of attack represents the most frequent element of conflict metaphors in the LTCs, as it occurs in 293 tokens. The idea of attack dominates football matches, as the act of attacking is the major strategy to gain the ball and score a goal; hence, win the match. Further, the concept of attack is perceived by many lexical expressions among the most frequent ones are *shot* that recurs 108 times, *attack* that recurs 59 times, and *shoot* that recurs 29 times. Table (2) illustrates the lexical words used to reveal the act of attacking.

**Table (2): Lexical realization of the attack element**

Lexical realization	Occurrence
Shot	108
Attack n., attack v., counter attack	59
Shoot	29
Against	22
Fly v.	15
Chase v.	8
Shootout	8
Burst v.	8
Unleash v.	7
Slap v.	4
Blaze v.	4
Lash v.	3





Strom	2
Raids	2
Marauding	2
Romping	2
Whack	2
Outmuscle v.	2
Onslaught	1
Feint	1
Aggression	1
Feistiness	1
Wreaks	1
Batters	1
Total	293

As shown in Table (2), the noun lexeme *shot* gains the higher proportion among the others, and the findings show that it usually has an agent, who is the attacker in this case. The word *shot*, which originally resembles the word *bullet*, means in the context of football matching kicking the ball but with a sense of being highly conflictive:

3. De Bruyne sends a sidefooted **shot** from 16 yards goalward from the left-hand side of the box. (Belg-Eng)

In addition to *shot*, the word noun *attack*, *counter-attack*, and the verb *attack* are used frequently. Similarly, they are mostly accompanied by an agent representing the attacker, and by other expressions that are of conflictive nature. The metaphorical concepts of attack are exemplified by other words, though not frequent but reveal directly the conflictive nature of football matches such as *burst*, *raids*, *romping*, *whack*, and others (see Table 2).

***The element of threat, force, aggression***

Concepts revealing a sense of threat, force, and aggression are less frequent than the element of attack as they recur about 267 times. There is no expression that extremely prevails as all the words range from 1 to 38 times. The frequency of these metaphorical expressions reveals the fact that the atmosphere within football matching is full of tension, aggressiveness, violence, and fierceness. These concepts are exemplified through all types of lexemes; by nouns, verbs, and adjectives. Table (3) shows all the findings that are related to that part of conflict metaphor.

**Table (3): Lexical realization of the threat element**

Lexical realization	Occurrence
Break n., v.	38
Pressure	28
Force v., n.	27
Danger/ous	26
Hit	22
Cut, cutting	17
Strong/er/est	13
Challenge n., v.	13
Threat	12

Panic	10
Press	9
Sharper	8
Dash	7
Protest n.	5
Tears	5
Pluck v.	4
Powerful	3
Crash	3
Kill	2
Dominate	2
Bollocking	2
Harried	2
Menace	2
Warn	2
Destroy	1
Frighten	1
Robbed	1
Haunted	1
Plotting	1
<b>Total</b>	<b>267</b>



***The element of defence***

The conflict metaphor encompasses the concept of defending, which is also prominent in football matches. Actually, the act of defending plays an important role in the game as both teams try to defend their goals along the match. Although the element of defence does not contain many lexical expressions, there are expressions that recur frequently such as *save* that recurs 45 times, the noun *defence* that recurs 23 times, and the verb *defend* that recurs 20 times. Table (4) shows all the occurrences related to the element of defence.

**Table (4): Lexical realization of the defence element**

Lexical realization	Occurrence
Save	45
Defence	23
Defending, defend, defended	20
Intercept/interrception	13
Defensive	3
Guard/ing	3
Rescue	2
Recovery	1
<b>Total</b>	<b>110</b>

As shown in Table (4) the noun lexeme *save* represents the majority among the rest, such expression is mostly collocated with positive adjectives describing the act of defending such as *incredible, splendid, outstanding, smart, great, good, superb,* etc. Likewise, the element of defending does not stand only on the lexeme *save* but it extends to others like *defend, intercept, guard, rescue,* and *recovery.*

***The element of fight***

A conflict usually involves fighting; hence, the findings show that football LTCs contain many words that are related to fight; hence, footballers engage in a physical fight where the act of punching, stabbing and fighting is usual. The element of fight encompasses a high frequency as it occurs 103 times.

**Table (5): Lexical realization of the fight element**

Lexical realization	occurrence
Knock	18
Fire	14
Punch	12
Struggle	11
Strike	10
One-on-one	6
Battle	6
Fight	5
Knockout	5
Competition	4
Blow	3
Melee	2
Stab	2
Compete	2
Brawls	2
Tussle	2
Contest	2
Resistance	1
Duel	1
Wallop	1
Jab	1
Mayhem	1
Burns	1
Thrust	1
Showdown	1
Contention	1
Total	103

As Table (5) shows, the verb lexeme *knock* is the frequent word as it recurs 18 times. Nonetheless, the rest of the words though are infrequent but they demonstrate the direct conceptualization of football as a fight:

5. Mandzukic and Knudsen are involved in a **tussle** and Mandzukic goes down and asks for a penalty. (Cro-Den)

### *The elements of victory/defeat*

Any conflict ultimately ends up with either victory or defeat; thus, conflict metaphors encompass concepts of victory and defeat. Similarly, football matches resolve by either winning or losing the match; henceforth, elements of victory and defeat are essential components in the game. The findings indicate that the occurrence of the victory element is more than that of defeat as it recurs about 103 times (see Table 6), and defeat element occurs about 83 times (see Table 7).





**Table (6): Lexical realization of the victory element**

Lexical realization	Occurrence
Win	85
Escape	4
Smash	3
Survive	3
Life	3
Recover v.	2
Victory	1
Bash	1
Salvages	1
<b>Total</b>	<b>103</b>

The concept of victory is realized frequently by the verb lexeme *win* as it recurs 85 times. Additionally, the findings show that such an expression is not limited to show the ultimate result of the match; showing the winner team; instead, the act of winning involves several events along the match, for instance winning a free kick, a corner, winning a fight by possessing the ball, and winning by scoring a goal:

6. England **win** a free-kick in midfield and Kyle Walker sends a cross-field pass to Ashley Young straight out of play. (Eng-Swe)

The findings show other expressions that imply the idea of winning though not explicitly stated, they can be understood from the context, for instance *escape*, *smash*, and *survive*.

**Table (7): Lexical realization of the defeat element**

Lexical realization	Occurrence
Concede	23
Beat	22
Lose/lost	15
Fail	9
Blast	4
Hammer	4
Damage	2
Kill	2
Trounced	1
Buries	1
<b>Total</b>	<b>83</b>

With regard to the element of defeat, it occurs about 83 times, and it is much realized by the verbs *concede*, and *beat* (see Table 7). Likewise, the findings show that metaphors can sometimes be clustered; that is, two conceptual metaphors are combined together in the same commentary, the example below shows two conceptual metaphors from the same domain which is conflict:

7. France have **beaten** Croatia 4-2 to *win* their second World Cup (Fra-Cro)

***The element of belligerents***

A war involves persons responsible for doing actions of attack and defence; thus, some conflict metaphors typically point to those fighters. The findings

indicate that footballers are most likely involved in tough and often painful contacts. Such war-related concepts for naming the players recur about 57 times (see Table 8).

**Table (8): Lexical realization of the belligerents element**

Lexical realization	Occurrence
Defender	26
Striker	21
Winner	6
Killer	1
Rifleman	1
Veteran	1
Valiant	1
Total	57

As shown in Table (8), some of the concepts for naming the players are quite conventional such as *defender* and *striker*; nevertheless, they can indeed expose the conflictive nature of football within LTC. Similarly, there are expressions that are unconventional, and have a direct association with war such as *rifleman*, and *veteran*.

***The element of war***

The analysis shows that commentators within LTCs use concepts that are originated purely from the domain of war. Such findings are quite significant indications of the strong relation between football and war. As Table (9) shows, all the words related to war are similar in their frequency as, mostly, each concept has occurred once in the corpus.

**Table (9): Lexical realization of the war element**

Lexical realization	Occurrence
Opponents	10
Invasion/invade	4
Troop	2
Daisycutter	2
Bullet	1
Havoc	1
Trigger	1
Heatseeker	1
Military	1
Injury	1
Imperialistic	1
Triumph	1
Trophy	1
Exploded	1
Infantry	1
Rampages	1
War	1
Toll	1
Massacre	1
Missile	1
Rifle	1
Total	35

**2.2.2 Other conceptual metaphors**



The findings show that football commentaries, particularly within LTCs, involve conceptual metaphors that are related to different domains other than war. Although war conceptual metaphors represent the majority among other domains, still there is a need to know how football is conceptualized through other domains. Therefore, it is found that LTCs contain conceptual metaphors related to the domains of *journey*, *food*, *race*, *theater performance*, *animal*, *special event*, *story*, and *test*

**Football match is a journey**

Metaphors denoting the concept of journey are the most frequent among others, except for the conflict metaphor. The journey-related concepts found in the corpus show that the match resembles a journey that has an identifiable destination, which is the goal. The findings show eleven tokens of the conceptual journey metaphor found in the corpus and their total occurrence is about 40 (see Table 10).

**Table (10): Lexical realization of the journey conceptual metaphor**

Lexical realization	Occurrence
Sail v.	11
Float v.	11
Steer v.	7
Ship v.	2
Flight v.	2
Land v.	2
Settles	1
Adventure	1
Airborne	1
Heads home	1
Heading towards	1
<b>Total</b>	<b>40</b>

Table (10) shows that the verb lexemes *sail* and *float* are the most frequent metaphorical elements as they recur 11 times. Further, the findings show that they are usually combined with the object the ball; thus, the concept of journey is applied mostly on the object ball; the ball has a journey to its eventual destination, which is the goal:

8. **It sails** about 15 yards wide. (Belg-Eng)

**Football match is a food**

The findings indicate that football is conceptualized through concepts related to the source domain *food*. The results show that 15 metaphorical expressions recur about 26 times. Those food-related concepts are of different parts of speech (nouns, verbs, adjectives) (see Table 11).

**Table (11): Lexical realization of the food conceptual metaphor**

Lexical realization	Occurrence
Feed v.	8
Delicious	3
Meat/meaty	2/1





Juice	1
Drink	1
Overcooks	1
Forages	1
Cherry	1
Spoonful	1
Fruit	1
Nutting	1
Gateau	1
Sandwich	1
Tenderized	1
Nibble	1
Total	26

Commentators make use of expressions that are from the source domain food to describe the target domain football for the sake of entertaining, and effective conception. Likewise, the interpretation of each conceptual expression depends on the context of the commentary. In the example below, the commentator uses the verb expression 'overcooks' that literally means cooking something for a long time; however, it metaphorically denotes the action of kicking as being too long and high; over kick the ball:

9. Perisic takes on and beats Benjamin Pavard down the left flank, but **overcooks** his cross. (Fra-Cro)

In the example below, the commentator reflects the ability of France to win the match effortlessly or very easily:

10. Based on state of play, France would beat either of these teams while calmly **sipping a pastis and smoking a couple of Gauloises**. (Cro-Eng)

### Football match is a race

Football is certainly conceptualized as a race; where each of the teams tries to get the ball before their counter, and run as fast as they can to be closer to their counter team box and score. Therefore, the analysis shows that three words related to the source domain *race* are found in the corpus: the verb lexeme *race* recurs 16 times, the noun lexeme *race* recurs 3 times, the expression *is go* recurs 3 times, the expression *three two one* recurs 3 times, and the total occurrence for the race conceptual metaphor is 25 times as they recur 25 times.

Sometimes the commentator within LTCs starts the match by the expression *Three, two, one*, this way of counting down is a clear indication of how football resembles racing. Likewise, the expression (*is go*) further shows that it's time to run and score a goal. The noun lexeme *race* and its verb are usually combined with the subject that is the player/team (in this sense the racer):

11. Denmark **race** up the other end and win a corner. (Den-Cro)

### Football match is a theater performance

The results indicate that a football match within LTCs is conceptualized as a theater performance where many words related to theater are found in the corpus, for instance, host, show, act, scene, etc. Likewise, nine metaphoric tokens related to the theater performance were found in the corpus. They recur

19 times. Table (12) shows all the metaphors of that domain with their occurrences in the corpus.

**Table (12): Lexical realization of the theater performance conceptual metaphor**

Lexical realization	Occurrence
Hosts	5
Show n.	3
Drama	3
Theatrics	2
Act v.	2
Scenes	1
Farce	1
Theatrically	1
Roles	1
<b>Total</b>	<b>19</b>

A theater performance involves those who watch the performance (spectators); similarly, a football match is watched by those whose field the match is played and are expressed by the word *hosts* in the corpus, which reveals its direct association with the theater. As Table (12) above clearly shows the noun lexeme *hosts* represents the frequent word. In the same manner, the commentator's use of the noun lexemes *show*, *farce*, *drama*, *scenes* to describe a football match is a further indication of how football is conceived as if it were a theater performance. Although the latter words are infrequent as they occur only once in the corpus, they have a strong association with the conceptual metaphor theater performance:

12. Incredible scenes. (Fra-Cro)

***Football match as a special event/party***

Football match is conceived of as a party. The conceptual metaphor of party is realized through nouns as in *party*, *celebration* and verbs as in *cheers*, *dance*, *celebrate* (see Table 13).

**Table (13): Lexical realization of the special event conceptual metaphor**

Lexical realization	Occurrence
Party	5
Celebrate/celebration	3/1
Dance	2
Cheers	2
Pow owo	1
Revel	1
<b>Total</b>	<b>15</b>

The example below shows directly the conceptualization of football as a special event:

13. Croatia get the party started. (Cro-Russ)

***Football team is an animal***

The analysis shows that football players are conceptualized as animals in the LTCs. Such conceptual metaphor is infrequent as it recurs only (9) times in the whole corpus; however, some concepts have a direct denotation with animals



and need to be valued as a conceptual metaphor (See Table 14).

Vol. : 44 Yr. 2019 No. : 3

**Table (14): Lexical realization of the animal conceptual metaphor**

Lexical realization	Occurrence
Shepherded	3
Foxy	2
Pig/piggies	2
Hares	1
Snails	1
Stings	1
<b>Total</b>	<b>10</b>

Most of the concepts found describe an action that is somehow associated with certain animal, for instance the expression *shepherded*, *snails*, *stings*. The commentator may express his stance towards certain team by calling them as some kind of animal as in the example below where the commentator expresses his negative attitude towards Uruguay by describing them as being *piggies*, which gives an indication that they are quite slow, and not doing very well :

14. with Uruguay’s players the hapless **piggies** in the middle. (Uru-Fra)

***Football match is a story***

The findings show that football match is conceptualized as a story. Drawing concepts from the source domain story to describe the match is infrequent in the LTCs as there are four conceptual expressions related to the domain of story found in the corpus:

- 15. Is there to be one last twist in this Russian **fairytale**? (Cro-Russ)
- 16. We’re slap-bang in the middle of an **epic**. (Cro-Eng)

***Football team is a machine***

The findings show that football players/teams are conceived as machines as there are three expressions found in the corpus that reflect this conceptualization namely, *motor*, *plug on*, and *turbo charge*. The examples below show the usage of these expressions in the corpus:

- 17. Perisic finally rediscovers his **motor** and zooms into the box before winning a corner. (Den-Cro)
- 18. Uruguay **plug on** in search of a goal. (Uru-Fra)

**2.4 Conclusions**

The fact that war and sport establish a strong relationship is not new but conventional as many research have proven the conflictive nature found in sports. Nevertheless, the present research aims at examining metaphor within the relatively new genre of sport discourse, namely LTCs. Thus, the research tries to show how football LTCs is conceptualized metaphorically. The findings indicate that football is conceptualized through many source domains: conflict, journey, food, race, theater performance, special event, animal, story, and machine. However, metaphor denoting violence and conflict encompasses the higher



proportion among the rest of metaphors. The findings show that conflict metaphor covers about 88% of the total occurrence of metaphor; hence, conflict metaphor dominates football LTCs.

Furthermore, it is found that within the domain of conflict many concepts are involved; hence, an attempt is made to classify the concepts found in the corpus into their relative conflictive element. Further, the concepts are classified based on their context in the commentary; henceforth, conflict-related elements include *attack, defence, fight, defeat, victory, threat, belligerents, and war*. Moreover, words denoting attack represent the higher frequency as they recur about 297 times; therefore, the act of attack dominates football matches. Words that reveal a sense of threat and aggression are also frequent as they recur about 267 times; again; this is a clear indication of the direct association of football with war. Although the element of war is the least frequent as it occurs 35 times; it contains words that are purely from the domain of war (e.g. missile, rifle, heatseeker). Non-conflictive metaphors are infrequent in the LTCs; however, it still shows the way football LTCs conceived by many other source domains.

### **Bibliography**

- Andrews, Ph. (2005). *Sports Journalism: A practical guide*. London: Sage.
- Chovanec, J. (2009). *Simulation of spoken interaction in written online media texts*. Brno Studies in English, 35(2), 109-128.
- Crystal, D. and Davy, D. (1969 ). *Investigating English Style*. London, New York: Routledge.
- Delin, J. (2000). The language of sports commentary. In J. Delin (Ed.), *The Language of everyday life* (pp. 38-58). London: Sage.
- Ferguson, Ch. A. (1983). *Sports announcer talk: syntactic aspects of register variation*. *Language in Society*, 12, 153–172.
- Jucker, A. (2012). “Audacious, brilliant!! What a strike!” Live text commentaries on the Internet as real-time narratives. In Ch. R. Hoffmann (Ed.). *Narrative revisited telling a story in the age of new media* (pp. 57-77). Amsterdam, the Netherlands: John Benjamins Publishing
- Lakoff, G. and, Johnsen, M. (2003) *Metaphors we live by*. London: The university of Chicago press.
- Lewandowski, M. (2009). *Metaphors from Other Sports in the Language of Soccer – Evidence from English and Polish*.
- Politis, P. (2009). *Lexical variation in written sports reports*. *Πρακτικά 8ου Διεθνούς Συνεδρίου Γλωσσολογίας*. Ανακτήθηκε από 379-393. [http://www.linguistuoι.gr/cd\\_web/docs/english/029\\_politisICGL8\\_OK](http://www.linguistuoι.gr/cd_web/docs/english/029_politisICGL8_OK)
- Tolson, A. (2006). *Media talk: Spoken discourse on TV and radio*. Edinburgh: Edinburgh university press

