الاستعارة في خطب و تعليق مباراة كرة القدم بين تشيلسي وارسنال : منظور تداولي

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ملخص البحث:

تهدف هذه الدراسة إلى التحقيق في صور الاستعارة لخطب و تعليق مباراة تشيلسي وأرسنال لكرة القدم. لتحقيق هذا الهدف، حللت البيانات تحليلا تداوليا. تفترض الدراسة أن المعلق يستخدم على نطاق واسع صور بلاغية متمثلة بالاستعارة في التعليق. اما الإجراء المتبع هو عمل خلفية نظرية للغة الرياضة والاستعارة في التعليقات الرياضية اولا ثم تحليل بعض النصوص الرياضية تداوليا ثانيا.

من بين الاستنتاجات المهمة التي توصلت إليها الدراسة، ما يلي: ان ظهور صور الاستعارة واضح تماماً. يستخدم المعلق الاستعارة كثيرا في التعليق. تعد الصور المجازية المتمثلة بالاستعارة أحد العوامل المهمة التي تجعل تعليقات كرة القدم مثيرة.

Metaphor in Chelsea vs. Arsenal Football Commentary Speeches: A Pragmatic Perspective

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Abstract

This paper aims to investigate the metaphorical images of Chelsea and Arsenal football commentary speeches. To achieve this aim, the data is going to be analyzed pragmatically. It is hypothesized that metaphor is widely used by commentators. The procedure adopted is to survey the language of sport and metaphor in sports commentaries theoretically first, and to analyze pragmatically certain sports texts second.

Among the important conclusions the study comes up with are: The appearance of metaphorical images is quite clear. Metaphor is widely used by commentators. The metaphorical images are one of the important factors that make the commentaries exciting.

1.   **Introduction**

One of the lexical aspects of football commentary is metaphor. It is considered as a significant register marker used by sport commentators to describe the events of the match so as to help the audience have a better insight[1]. Crystal and Davy[2] define the word 'commentary' as: "a spoken account of events which are actually taking place." The present study aims to explore metaphor in Chelsea and Arsenal football match. It is hypothesized that metaphor is widely used by the commentators. The procedure adopted is to survey the language of sport and metaphor in sport commentaries theoretically and to analyse certain sport texts pragmatically.

2. Language of Sport

This part is dedicated to study the meaning of 'sport'. Dunning[3] defines "sport" as: "an activity in which people seek physical challenges and exciting experiences." Coakley[4] shows "an institutionalized competitive activity that involves rigorous physical exertion or the use of relatively complex physical skills by participants motivated by personal enjoyment and external rewards."

In the past, sport was used by human beings as a means of survival and not for fun. They went hunting and facing their enemies by different types of activities which are labeled now as sports (ibid.). While ancient Greeks who were the first that focused on different types of sports where the young males from the upper class participated in these activities to enjoy some free time, the Roman used sports to preserve the power of political leaders and to test unemployed workers in Roman cities and towns. [5]

Inversely, sports nowadays are associated with business, education, technology transfer, excitement and moral training [6]. They become an important aspect in

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1 Janusz Taborek, "The Language of Sport: Some Remarks on the Language of Football," 2012, 246.
2 David Crystal and Derek Davy, Investigating English Style (Routledge, 2016), 125.
3 Eric Dunning, Sport Matters: Sociological Studies of Sport, Violence and Civilisation (Routledge, 2013), 35.
4 Jay J Coakley, Sport in Society: Issues and Controversies. (CV Mosby Company, 1990), 20.
5 Adrian Beard, The Language of Sport (Psychology Press, 1998), 55.
6 Coakley, Sport in Society: Issues and Controversies., 79.

people's life, as a source of fun, excitement, and energy for many countries [7]. In addition, it has a great role in developing intellectual skills and increasing self-confidence, and finally, and the most important point is that, many popular sports have become major industries worldwide (ibid).

Sport games in general and football game in particular have become the most popular form of excitement nowadays with the rise of television and radio broadcasting and numerous numbers of profit making and commercialized sport channels whose main jobs are to broadcast local and international games and championships. They have become the center of the attention of studies because of the large amounts of money invested in it [8]. Another important feature of sport in general and football in particular is the notion of "popularity". Such games are attended by a large number of audience. Football, for instance, is viewed as the most popular sport that receives greater media coverage (ibid.).

Internet and other filming technologies, in addition to television and radio, have taken dominant roles in broadcasting football games besides different media such as magazines, newspapers and journals that cover football games events. Of these medias, is the television which becomes the most popular medium where football commentaries are heard whereas radio broadcasting has lost its popularity significantly.

The role of commentators then becomes very important. Their job is to provide commentary and to entertain and amuse the audience at the same time. Thus they have to be aware during the whole time of the football game in order to be linguistically accurate, speaking without hesitation and reluctance in describing the unfolding events immediately and on the spot thus not to miss any single detail. The nature of their job and the setting in which they deliver their speech make their speech very specific.

Linguistically speaking, the language of football commentaries has much in common and it shares common features. The main difference is that each one

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7 Charles Augustus Bucher, Management of Physical Education & Athletic Programs (Times Mirror Magazine, 1987), 126.

8 Beard, The Language of Sport, 55.

has its own specific language depending on the commentators' style.

From the lexicological point of view, the language of the sport can be treated as a "specialized language" according to its linguistic features that are present in various linguistic levels. It can be defined as "the linguistic representation of sporting activity" [9].

2.1. Sport Commentaries

This part is primarily devoting to tackling the language of sport commentaries and to answer the question: Do they have different linguistic characteristics other than speech situations? As a matter of fact, they have specific characteristics which make them a register.

Sports are different from each other in a number of features such as duration, identification of the players, pace, flow of the action and camera movement, [10]. Concerning the duration, football match lasts for more than an hour whereas other sports such as skiing lasts for a few minutes. The second aspect which is the identification of the players shows that naming the players in football match is rather complex than identifying golfer for commentators. Another aspect is the pace of action in which football is one example of fast moving sport while others say, golf could be considered as a slow moving game and so there is very little action to describe, therefore the commentators can talk at great length, whilst, football is a fast sport where the action is high-paced and continuous and makes football match be higher pressure in a fast moving environment which leads to many speech errors in football commentary (ibid.). As for the flow of action, football sport is considered to be a continuous action where there are no breaks, only temporary breaks such as injury to one player, whereas other sports such as horse race may consist of many breaks which can be entirely unbroken [11] The last aspect is the camera movement, in some sports like racing the camera is still in the same place of the continuous action but in football has to survey

9 Taborek, "The Language of Sport: Some Remarks on the Language of Football," 238.

10 Rufaidah Kamal Abdulmajeed and Abeer Talib Abdulmajeed, "The Pragmatics of Amusement in Selected British Football," International Journal of English Linguistics 9, no. 1 (2019): 19.

11   Deirdre Wilson, "11 Metarepresentation in Linguistic Communication," Meaning and Relevance, 2012, 156.

the surroundings [12]. All these features and other restrictions are highly abided by sport commentators in order to produce a high quality output of language.

Concerning commentary Crystal and Davy[13] define the word 'commentary' as: "a spoken account of events which are actually taking place," adding: "it becomes obvious that the term 'commentary' has to serve for many kinds of linguistic activity, all of which would need to be represented in any adequate descriptive treatment, and would presumably require separate labels such as 'exegesis', political comment', and so on" (ibid.). This definition has rather broad limitations in a way that it can suit different linguistic activities. The one who limits this definition and adopts it to make it fit for the sport commentaries is Ferguson. Ferguson[14] describes sport commentary as an oral speech of a continuous sport activity delivered to "unknown, unseen, heterogeneous audience". He uses the term 'Colour Commentary' in his definition of the sport commentary. He looks at this linguistic characteristic as vital and cannot be omitted for the following reasons:

1-First and foremost, sport commentary is a "monolog or a dialog-on-stage" directed towards "unknown, unseen, heterogeneous audience" (ibid.). This type of audience listens to this commentary voluntarily even though they do not show their reaction to commentators though they are considered as clear partakers in the discourse.

2-The commentators duty is not easy since, for instance, football is a fast sport. He has to provide the audience with on-the-spot information about what is happening in correspondence with the actual events that are happening in real time.

3-In agreement with Ferguson, Chovance [15] says that there are moments in

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12 Abdulmajeed and Abdulmajeed, "The Pragmatics of Amusement in Selected British Football," 20.

13 Crystal and Davy, Investigating English Style, 125.

14 Charles A Ferguson, "Sports Announcer Talk: Syntactic Aspects of Register Variation," Language in Society 12, no. 2 (1983): 150.

15 Jan Chovanec, "Football, Language and Linguistics. Time-Critical Utterances in Unplanned Spoken Language, Their Structures and Their Relation to Non-Linguistic Situations and Events: Torsten Müller, Tübingen: Gunter Narr Verlag, 2007. 390 Pp.,€ 78. ISBN 978-3-8233-6356-9" (Elsevier, 2009), 1855.

the game that lack actions which need more skilful commentators who have the ability of flow of speech to fill these moments often with description of "quite extensive narrative stretches", in order to provide relevant information about the game or some background information about, for instance, the players, the previous similar games, the weather, the audience, etc. or opinions relevant to the match apart from heated actions.

2.1.1. Metaphor in Sport Commentaries

Metaphor is one of the lexical aspects of football commentary which is considered as an important register marker that is used by the sport commentators to describe sporting events to help the audience to have better insight into how the match is done [16] . Old classical theories of language look at metaphor as "a matter of language" that is found specifically in literature and has no place in everyday language and the language in other domains [17] . In the eighties, this classical theory proved to be false by the appearance of George Lakoff's contemporary theory which makes a remarkable turning point in the study of metaphor. He states that metaphor is basically in thoughts not in language, and it is not limited to literary works. It may extend to the everyday conventional use of language (ibid.). He defines metaphor as ''a cross-domain mapping in the conceptual system'', while the metaphorical language is ''a surface manifestation of conceptual metaphor'' (ibid.). He coins a new phrase "cross-domain mapping" to refer to the process of matching across different linguistic domains in which different linguistic expressions (words, phrases, or sentences) are matched or moved from one source domain as their normal context to the target domain, i.e. the linguistic area, in which these expressions are used metaphorically.

The process of matching and movement plays an essential role in human understanding of language. It creates metaphorical images, not only as a decorative accessory, but as an important element in language to help him comprehend the new meaning [18].

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16 Taborek, "The Language of Sport: Some Remarks on the Language of Football," 246.
17 George Lakoff, "The Contemporary Theory of Metaphor," 1993, 1.
18 George Lakoff and Mark Johnson, Metaphors We Live By (University of Chicago press, 2008), 97–196.

Metaphorical images are widely used in football commentaries and too many football expressions are based on metaphor. One of the most common metaphorical images that is commonly and usually used in football commentaries is *war* image. War metaphor is the most striking one. The concept of "football is war" can surprisingly be applied by using common words like *captain, shooting, target, attacking, defending, campaign, squad, friendly* and so on. Actually, *shooting* and *goal* scoring are deeply exemplified by metaphors. A deep rooted analysis would likely prove to find out the relatedness of war and football games. The words that are commonly used to refer to shooting, for example, are verbs like *blast, slice, strike, arrow, bullet, fire, hit* and so on [19].

Beard [20] contributes in this field of analysis. He finds a connection between football and war describing football game as an event (a battle) with active participants (captains, squads) and using weapons to defeat each other (through beating) in order to understand the match better.

Chapange's [21] argues that "soccer, like war, is a competitive sport where there is normally a clear winner and loser, strategic thinking, team work, preparedness, spectator behaviour, glory of winning and shame of defeat." However, this type of description (war) is avoided to be expressed through international matches, especially when there is a political, regional, economical disagreement between two countries, for example Barcelona vs. Madrid in Spain [22]. As a result, metaphor is viewed as a very complex topic in football language[23]. However, the metaphorical images that are used by the sport commentators have nothing to do with the time pressure because this technique is considered as an essential linguistic device in this situation (ibid.).

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19   Radek Humpolík, "Language of Football Commentators: An Analysis of Live English Football Commentary and Its Types," Unpublished Bachelor's Diploma Thesis). Masaryk University, Brno, Czech Republic, 2014, 44.

20   Beard, The Language of Sport, 76.

21   Evans Chapanga, "An Analysis of the War Metaphors Used in Spoken Commentaries of the 2004 Edition of the Premier Soccer League (PSL) Matches in Zimbabwe," 2004, 62.

22   Beard, The Language of Sport, 35.

23   Humpolík, "Language of Football Commentators: An Analysis of Live English Football Commentary and Its Types," 44.

To sum up, metaphor is an important device that is used widely by sports commentators in order to add flavour for the game to make it more interesting.

3. The Pragmatic Analysis of Sport Texts

This section is dedicated to analysing the sport texts pragmatically and finding out the functions of metaphorical images that are depicted in the texts under discussion.

The commentators are Sam, Mathew and Kevin.

Text (1)

Sam: "The <u>kings</u> of the premier League against the <u>rulers</u> of the FA cup it's our very own <u>Game of Thrones</u>."

Here the commentator "Sam" feels proud of the players of the Premier League, thus he compares them with the kings against the organization committee of the championship in China which he also compares the rulers of the FA cup as some sort of respect. Then he compares the whole competition with the "Game of Thrones" which is a very popular TV show in Britain and the whole world since the story of this series talks about the power of the families who are trying to sit on the iron thrones to rule the world. The function of this comparison which is between the players and the TV show "Game of Thrones" is to enrich the description of the hot events to come throughout the match.

Text (2)

Sam: "Arsenal have <u>beaten</u> Bayern Munich last week, but they were outplayed for much of that game they had a lot to put."

"Beaten" is used to present a metaphorical function which is used here for different linguistic domains.

"Beat" is used in boxing and other types of sports not in Football language.

The function of this picture "Beat" is to make the audience amazed and excited about the performance of the team in the last week.

Text (3)

Sam: "Chelsea should be grateful to Arsenal dramatically altering their season last year the three nil <u>thrashing</u> and it was a <u>thrashing</u> at the Emirates in the autumn <u>paved the way</u> for a change information a change of the philosophy that put Chelsea on the road to the Premier League title."

Sam here uses the term "thrash" to express a metaphorical function since 'thrash' is not commonly used in sport language Commentary. Rather, the word "lose" is heavily used.

Another metaphorical expression used is "paved the way" which is used to match different linguistic domains. 'To pave the way' means to put construction materials on the street to pave it literally, however, here this expression is used to refer to the preparation of the solid ground that put team on.

The functions of the two images mentioned above are quite significant to the audience to keep them in the mood of the match by comparing the events of the match with different domains of language.

Text (4)

Sam: "Good start to the game this is the first of two meetings between Chelsea and Arsenal the next is the community shield in 15 days' time and we will be complaining if they are <u>fast and furious</u> like this."

Sam is comparing the performance of Chelsea and Arsenal to the popular movie "Fast and Furious" which talks about cars' racings and the drivers are always fast and furious.

The function of this comparison makes the audience excited and lets them feel that the performance of the two teams is as fast as the idea of the movie.

Text (5)

Kevin: " yeah I just think, you know, where Mertesacker is he could he needs to be a lot tighter to Batshuayi, you know, Arsenal make a mistake turn the ball over but look where Batshuayi is a little bit of him he has got to be tired

because if you give good players time and space around the ball that is what is going to happen and <u>he is really hungry today.</u>"

Kevin tries to make a comparison between the action of the game with the food. By saying that Batshuayi is hungry, he wants to say that he is willing to score more goals and makes more action in the second half. As such "hungry" is used here by Kevin to perform a metaphorical function.

The function of "hungry" image gives an impression to the audience that when people are hungry, they do whatever comes to their minds to satisfy their needs of hunger so as to survive. By depicting such image the commentator wants to say that the player Batshuayi has a great energy to score more goals to fulfil his desire and to prove himself to the audience.

Text (6)

Kevin:" I would like to see Arsenal get some chances for Lacazette because Lacazette has not been a threat at all haven't had any service so it is no point being that <u>killer striker</u> if you are not going to get service."

Kevin compares the striker of the football match as a killer because he thinks a good striker can kill his opponents or the match when he scores a goal and that goal will joy his team and start up the sufferings of his opponents. The function of this image is to draw the attention of the audience that the player Lacazette is not just a football player; he is a killer that can kill and disappoint the opponents.

Text (7)

Sam:"Arsenal have to shift the move and change, the stunning hit by the two goals right from the end of the first half. Chelsea have made a change as well, you can see they have a new goalkeeper Willy Cabearo who they sign him on the pre-transfer from Manchester City is now <u>between the sticks</u>."

Between the sticks is a common metaphorical image used in everyday life to mean that the person is neither in hell nor in heaven, in other words, he is hanged neither in the sky nor on the earth. In this particular utterance, Willy Ca-pearo, the goalkeeper of Chelsea, has been borrowed or taken from Manchester

City, if he does not prove himself as a good goalkeeper in Chelsea he would be sent back to his previous team which is Manchester City. And now he neither belongs to Manchester City nor to Arsenal, that is why he is between he stick. The function of this comparison is to show how risky the situation of the player is.

Text (8)

Mathew: that is an interesting signing from Chelsea I think he is <u>slot</u> in there, his experience he has been at a good club last season so I think he is a good addition to the Chelsea squad in that <u>rock</u>.

In this utterance Mathew describes Willy Capearo as "slot". Slot has different linguistic definitions which are aperture or opening, by describing him as a slot he compares him with the function of the slot which is the addition to the club and this addition is a good one.

Another image pictured by Mathew is that of "Rock". After describing the good performance of the goalkeeper, he tries to link this addition to the whole club or squad as he says. "Rock" means a huge stone which cannot be broken easily by anyone; Mathew compares Chelsea with the rock to mean that Chelsea is a strong team and cannot be broken or defeated easily.

4. Conclusion

The current study has come up with the following conclusions:

1 – The appearance of metaphorical images is quite clear.

2 – Metaphor is heavily used by the commentators.

3- The metaphorical images are one of the important factors that make the commentaries exciting.

4 – Excitement is highly dependent on pragma-rhetorical devices specifically "Metaphor".

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