

## **COMMUNICATIVE FEATURES OF CONTEMPORARY SPORTS DISCOURSE**

There are various types of institutional discourse, and sports discourse is one of them. Sports discourse is defined as linguistic activity within the sphere of sport [2, p. 16].

There are general characteristics of sports discourse, namely:

1. The mental (ideological) foundation. The key concepts are: participants in sporting activities, objects, attributes (rules), actions characteristic of sport, and sporting events.
2. Presupposition – the expectation that the information presented to the client is already well known.
3. Non-isolation, manifested in the intersection of sports discourse with other discourses: with scientific discourse – scientific literature on issues of sport and physical education; with pedagogical discourse – educational and teaching texts for students of sports-related educational institutions, sports teachers, etc. [1, pp. 102 - 103].

Due to the growing influence of mass media, contemporary sports discourse is increasingly mediated and shaped by digital communication platforms. The communicative purpose of sports discourse is to present sport as a media event, to provide information about a sporting event from various angles, and to carry out an assessment. The central focus is on the information-interpretation strategy and influence tactics, as the impact on the audience is achieved through coverage of sporting events and their analysis.

The main tactics used are explanation, commentary, and examination of information from a new perspective. [3, p. 90]. A widely used method of implementing information tactics is the use of evaluative and expressive language of representatives. The linguistic means by which this is achieved include everyday expressions and evaluative adjectives, etc. This can be illustrated by the following example from sports media coverage: *Former Liverpool and Aston Villa assistant manager Neil Critchley has been appointed the new head coach of Queens Park Rangers; Critchley has signed a three-and-a-half-year contract at Loftus Road and replaces Michael Beale in the hot-seat after his departure to Rangers.* [4, 11.12.22].

Sports discourse is a form of communication between participants in sporting activities aimed at achieving specific communicative goals. Most scholars point to a high degree of integration between sports discourse and the mass media; consequently, in some cases, it is appropriate to speak of sports media discourse when it occurs within the sphere of mass communication.

In this way, content creators can produce specialised content for international audiences. One factor that could hinder this process is the language barrier; however, this issue is often resolved through translation and the widespread use of English.

### **REFERENCES**

1. Баранова С., Суворов В. Особливості перекладу спортивного дискурсу // Наукові записки. Серія: Філологічні науки. 2022. № 202. С. 100–105. URL: <https://journals.cusu.in.ua/index.php/philology/article/view/15>
2. Васильченко О. А. Еволюція норм та девіацій у сфері спорту : автореф. дис. ... канд. соціол. наук : 22.00.04 / О. А. Васильченко ; Гуманітарний ун-т «Запорізький інститут державного та муніципального управління». Запоріжжя, 2006. 20 с. 3. Гаврилюк О., Нікіфорова Є., Павліченко Л.

Спортивна медіакомунікація в часи пандемії: комунікативно-дискурсивний аспект // Молодий вчений. 2021. № 1 (89). С. 87–93. DOI: <https://doi.org/10.32839/2304-5809/2021-1-89-19>

3. Neil Critchley confirmed as new QPR manager on three-and-a-half-year contract // Sky Sports. URL: <https://www.skysports.com/football/news/11095/12766366/neil-critchley-confirmed-as-new-qpr-manager-on-three-and-a-half-year-contract>