

## DISCURSO DE ESPORTE E TERMINOLOGIA PROFISSIONAL

### *DISCURSO DEPORTIVO Y TERMINOLOGÍA PROFESIONAL*

### *SPORTS DISCOURSE AND PROFESSIONAL TERMINOLOGY*

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**RESUMO:** O artigo examina os problemas de funcionamento dos formatos de discurso do esporte em correlação com os termos profissionais do mundo dos esportes. A análise dos dados factuais baseia-se na abordagem linguossemiótica para a sua interpretação, tipicamente na forma de uma declaração discursiva, bem como ao nível do fundo nominativo da língua nacional. A terminologia esportiva é considerada no nível dos dominantes linguísticos e etnoculturais gerais. A ênfase no componente nacional-cultural dos lexemas de tópicos esportivos permite estudar os sportônimos em termos de encontrar informações sobre a cultura nacional, o discurso e o pensamento linguístico em sua semântica. A hipótese proposta sugere que a estrutura do discurso esportivo é predominantemente baseada na terminologia profissional, cuja semântica se correlaciona com as formas de autoidentificação da língua de uma nação. As perspectivas para pesquisas futuras são encontradas no desenvolvimento de novas abordagens cognitivo-comunicativas sinérgicas para o estudo do discurso profissional e da terminologia.

**PALAVRAS-CHAVE:** Termo profissional. Sportonym. Imagem esportiva do mundo. Personalidade linguística de um atleta. Linguocultura e comunicação

**RESUMEN:** *El artículo examina los problemas del funcionamiento de los formatos del discurso deportivo en correlación con los términos profesionales del mundo del deporte. El análisis de datos fácticos se basa en el enfoque lingüosemiótico de su interpretación, típicamente en forma de declaración de discurso, así como a nivel del fondo nominativo de la lengua nacional. La terminología deportiva se considera al nivel de dominantes lingüísticos y etnoculturales generales. El énfasis en el componente nacional-cultural de los lexemas de los temas deportivos permite estudiar los*

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*sportónimos en términos de encontrar información sobre la cultura nacional, el discurso y el pensamiento lingüístico en su semántica. La hipótesis propuesta sugiere que la estructura del discurso deportivo se basa predominantemente en terminología profesional, cuya semántica se correlaciona con las formas de autoidentificación lingüística de una nación. Las perspectivas para futuras investigaciones se encuentran en el desarrollo de nuevos enfoques cognitivo-comunicativos sinérgicos para el estudio del discurso y la terminología profesionales.*

**PALABRAS CLAVE:** *Término profesional. Sportónimo. Imagen deportiva del mundo. Personalidad lingüística de un deportista. Linguocultura y comunicación*

**ABSTRACT:** *The article examines the problems of the functioning of sports discourse formats in correlation with the professional terms of the sports world. The analysis of factual data is based on the linguosemiotic approach to its interpretation typically in the form of a discourse statement, as well as at the level of the nominative fund of the national language. Sports terminology is considered at the level of general linguistic and ethnocultural dominants. The emphasis on the national-cultural component of the lexemes of sports topics allows studying the sportonyms in terms of finding information about the national culture, discourse, and linguistic thinking in their semantics. The proposed hypothesis suggests that the structure of sports discourse is predominantly based on professional terminology, the semantics of which correlates with the ways of a nation's language self-identification. The prospects for further research are found in the development of new synergetic cognitive-communicative approaches to the study of professional discourse and terminology.*

**KEYWORDS:** *Professional term. Sportonym. Sports image of the world. Linguistic personality of an athlete. Linguoculture and communication*

## Introduction

Sports linguistic image of the world is a set of certain components that includes ideas, terms, and concepts from this field of human activity. When verbalized, these components form a complex structural and semantic formation reflecting the sports continuum. Sports linguistic image of the world forms as a result of the evaluative activity of human consciousness in the process of mental assimilation of reality (BOBYREVA, 2012).

The literature review demonstrates that an important place in terminological and discourse studies is occupied by the problem traditionally relevant for world philology – the relationship between language and culture. The manifestation of sports worldview is ethnospecific by its definition due to various factors of extra- and intralinguistic nature. Each particular semantic-psychological and emotional-aesthetic manifestation of sports realities is conditioned by the peculiarities of the linguistic consciousness of a person as a generalized image of a carrier and conductor of cultural, linguistic, communicative-activational, and behavioral reactions (BOGOSLOVSKAIA, 2002).

The practical consciousness of native speakers contains an “image” of sport adopted in the given linguistic and cultural community and each individual has their own version of this image.

The specifics of sports continuum representation in a language is determined by appropriate descriptions at all levels of linguistic organization (lexical, syntactic, lexicographic, phraseological, paremic, aphoristic, etc.), the study of which reveals hidden connections between different phenomena of the surrounding reality. French linguoculture contains more or less productive types of tropic constructions due to the ethno-cultural environmental factors and the specifics of structuring of the French language and sports communication (FILIPPOVA, 2010).

### **Theoretical provisions of the study**

Sports nomination in linguistic culture performs several functions related to the ways of identification, topological models of reality reflection, and institutional and axiological characteristics.

Sports terminology is widely studied in the global scientific community (ELISTRATOV, 2009; EMCHUK, 1976; ZILBERT, 2001; KOZHEVNIKOVA, 2002; SEDYKH, 2011; BLANCHET; LESAY, 2012; MAHAL, 2008). At the same time, there are many gaps in the study of French sports discourse waiting for their researchers.

Our study attempts to identify common and idioethnic features of the functioning of sportonyms in French linguoculture. The identification of idioethnic features through linguistic means is an urgent task not only for cultural scientists, philosophers, psychologists, and sociologists but also for linguists.

Most sportonyms present a sort of “localization” of the national-cultural space. By the type of nomination, they are often figurative means of language. The local images underlying sport nomination emerge in the process of speech communication of people who operate with linguistic meanings as the results of cognitive activity. Subsequently, these figurative linguistic meanings are actualized in the given discourse situations, in particular, the ones related to sports activity.

### **Methods**

Sports culture should be studied not only as a nominative mechanism but also as a phenomenon of communication, all aspects of sports culture have to be considered in terms of their communicative information content (SEDYKH, 2018).

The main positions of the methodology of the study of sports nominations are the categorical indicators identified at the level of language units' functioning in the discursive and communicative space. When a sportonym becomes part of a special discourse, it often loses its connection with a specific person or object, that is, it loses its direct nominative function, ceases to be an expression of the ultimate singularity, begins to generalize, which results in the transformation of the meaning. In other words, a sportonym partially loses its connection with the specific singular concepts and acquires additional connotations.

Despite the preferential universality of sports phenomena, sportonyms, to a greater extent than any other part of the language vocabulary, are closely intertwined with the history, traditions, and literature of the people who speak the language. This property vividly manifests in the phraseological units, a component of which are sports lexemes.

A crucial element of the study is the analysis of the use of sports terms in different types of modern French discourse: professional (media), institutional, and everyday life. In this sense, sports discourse is treated as an integral part of the national conceptual space of the French language and communication.

## Results and Discussion

Let us disclose the content aspect of each element in the structure of French sports discourse:

### 1. The notion of social mission

This element includes the formulation of the “universal good” provided by sports institutions to the individual or society. France is rightfully considered one of the most athletic countries in the world. The key point of the universal good of sports in the French Republic is the accessibility of engaging in any kind of sport for each individual, as well as the acquisition of the amount of sports knowledge and practical skills in this sphere necessary for a healthy life in society:

*L'objectif du sport pour tous est de garantir à tous l'accès à la pratique d'une activité sportive. Cette politique vise en priorité les jeunes scolarisés <...> le ministère entreprend une politique de valorisation de la fonction sociale et éducative du sport afin*

*de permettre l'accès de tous à la pratique sportive, notamment par le biais de la politique de la ville* (The goal of the Sports for All program is the guarantee of access to sports activity for everyone. This policy is primarily targeted towards school-age children <...> the ministry is making all possible efforts to strengthen the social and upbringing functions of sport to provide access to sports precisely through the city government policy). (VIE PUBLIQUE, n.d.).

Thus, the goal of sports is to instill the norms of a healthy lifestyle in citizens, develop their culture of behavior and the culture of healthy living, and foster their interest in various kinds of sports.

## 2. Special language

The presence of a special language is an important characteristic of sports discourse. A vital role here is played by professionals: athletes and sports journalists. Professional sports sublanguage is one of the forms of the national language that performs an identification function in the symbolic space of sports discourse following the “friend/foe” scheme. For this reason, the nature of lexical processes occurring in the professional language of athletes is primarily determined by the laws operating in the national language and national communication: *Servir le caviar* (lit. “serve caviar”) = *Faire une belle passe qui éclaire le jeu* (Make a beautiful pass that graces the game); *On soude* (lit. “to solder”) = *On roule avec l'accélérateur au plancher (à fond)* (The car is flying at full speed, gas pedal all the way to the floor) (SPORT DICTIONNAIRES & ÉTUDES, 2021).

Professional language sets not only the system of terms, concepts, and conventions necessary for the implementation of cognitive and communicative tasks required for the construction of an institutionally determined image of the world and the ways of its interpretation (RUSAKOVA; RUSAKOV, 2008). At the same time, the non-professional sports environment (not having complete mastery of professional sports terminology) dialectically interacts with specialists since the efforts of “amateurs” have led to professional language becoming popularized, adapting to the realities of ordinary people’s lives, and starting to actively influence their thinking and entering into the practice of everyday life.

Thus, the following expressions demonstrating the features of sports terminology entered the everyday language of the French: *Grimper aux arbres* = *Se dit d'un 4X4 très puissant* (lit. “to climb up the trees” = to have a powerful motor (of an off-road vehicle)); exaggerate, say unnecessary things); *Faire l'essuie-glace* = *Accélérer le*

*jeu en tirant dans les quatre coins* (lit. “to turn on the windshield wipers” = to speed up the game by sending the ball in all directions; wandering from corner to corner); **Prendre un bus, un mur** = *Être percuté de plein fouet par un joueur lancé* (lit. “crush into the bus, into the wall” = to collide with a speeding player at full speed; to run into an insurmountable obstacle) (SPORT DICTIONNAIRES & ÉTUDES, 2021).

### 3. The normative model of typical-events status-role communication in sports

Schematically, this model can be presented by identifying the following structural units:

- a typical event (*Tennis – Grand Chelem Homme – Roland Garros*);
- typical participants (*Rafael Nadal*);
- time and place of communicative contacts (chronotope) (*stade Roland-Garros – situé à l’ouest de Paris au niveau de la porte Molitor, en lisière du bois de Boulogne*);
  - statuses of typical communication participants (*6ème au 29 Avril 2013 avec 145.2 points; 5ème au 29 Avril 2013 avec 5985 points*);
  - role relations between the typical communication participants (*participant, entraîneur, juge, arbitre, personnel technique, Les ramasseurs de balles de Roland-Garros sont des jeunes gens recrutés à l’occasion du tournoi de tennis de Roland-Garros pour ramasser les balles laissées sur le court par les compétiteurs après chaque session de jeu*);
  - situational contexts of communication (internal and external conditions of communication) (*Le court le plus imposant du complexe de la Porte d’Auteuil. Avec ses 15 059 places assises, il accueille chaque jour les plus grands matches ainsi que toutes les finales*);
  - formally accepted norms of communication (*normes du comportement sportif*);
  - traditional forms of communication (RUSAKOVA; RUSAKOV, 2008).

We will proceed to conduct the structural discourse analysis of the normative model of typical status-role sports communication on the example of “*Tour de France*” (LE TOUR, n.d.):

1. A typical event: an international bicycle race.
2. Typical participants: a) members of the national teams of the participating countries; b) members of the panel of judges, the composition of which is approved by



the International Cycling Association; c) the coaching staff of the national teams; d) spectators.

3. Time and place of communicative contacts (chronotope): a) the time determined by association; b) the “Big Loop” route (*21ème étape – Versailles – Paris Champs-Élysées – 118 km*).

4. Statuses of typical communication participants: the best sprinter; the best mountain rider; the best young rider.

5. Role relations between typical communication participants: a) rider: the role of the leader, the role of the outsider; b) coach: the role of a specialist; c) members of the panel of judges: the role of the main experts drawing conclusions on the compliance (equipment, control on the track, etc.) with regulatory requirements.

6. Situational contexts of communication (internal and external conditions of communication): a) each stage lasts one day; b) each rider must finish the stage for their time to be recorded and accumulated; c) the full length of the race is between 3,000 and 4,000 km (as the courses and lengths of stages change every year); d) the internal context (the relations between typical participants in the communication) conflict/non-conflict, formal/informal, statutory/non-statutory (referring to the Charter of the Tour de France); e) the external context (situation in the city, the country, and the world) *Du samedi 29 juin au dimanche 21 juillet 2013, le 100<sup>e</sup> Tour de France comprendra 21 étapes pour une distance de 3 479 kilomètres (avant homologation)*.

7. Formally accepted norms of communication: a) statutory norms of behavior on the racecourse; b) generally accepted norms of sports ethics; c) the rules of the competition procedure.

8. Traditional forms of communication: a) traditions in the design of the course; b) traditional ceremonies accompanying the competition procedure; c) the traditions of celebrating a successfully held race.

#### **4. The system of basic values**

The central core value here is an athletic achievement (result). Other basic values include health (physical and mental), a properly conducted health test of an athlete, the reputation of an athlete, professional experience, etc.

#### **5. The main strategies**

The main strategies common to the sports discourse of all sports include:

1. Training of specialists of the highest qualification in accordance with the international standards of sports requirements.

2. Providing the training process with the necessary material and technical and informational support.

3. Organizing athlete's everyday life and leisure.

4. Ensuring the fulfillment of the contract provisions.

5. Lobbying the interests of the club.

**6. Sports discourse genres** are the formalized constructs of sports practices embodied in the ritualistic acts, administrative procedures, and verbal and written forms.

The genre corpus of sports discourse comprises the following main types of genres:

- *genres of professional rituals*: initiation rites, ceremonial receptions, protocol meetings, corporate (club) traditions, etc. (teambuilding and integration function);

- *genres of administrative work with athletes*: admission in the club, meetings, urgent meetings, planning meetings, reprimands, dismissal, etc.;

- *filing genres*: protocols, orders, work memos, autobiography, personnel record sheet, record in the workbook, financial documentation genres;

- *professional text genres* (for example, the main genres of sports texts are presentation, sports reportage, commentary, panegyric, etc.);

- *professional activity genres* (examination of the athlete, compliance with the daily routine, massage, warm-up, training, etc.);

- *PR activity genres* – the genres of intra-club and external PR activities.

**7. Case precedent texts** as the structural components of institutional discourse are the written and oral sources providing a basis for the construction of the entire corpus of internal and external institutional communication and determining its mission, credo, basic strategic guidelines, normative provisions, the main rules of the status-role game.

In sports discourse in its oral form, the background texts of the culture mastered by most of its representatives may serve as precedent: “*“Je ne cherche pas, je trouve”*”, *disait Einstein, le Zidane de la physique*”. (POURRIOL, 2006).

**8. Typical discourse formulas**, as well as precedent texts, belong to the “sedimentary plane” of institutional discourse. They fixate the expressions, gestures, remarks, rhetorical figures, and anecdotal situations typical of institutional communication that have been perfected over many years of practice and are captured by professional humor: *Quel est le sport le plus fruité? C'est la boxe parce que quand tu*



*te prends une pêche en pleine poire tu tombes dans les pommes et tu peux plus ramener ta fraise!!!* (What's the most fruity sport? Boxing, because when you get the punch ("peach") right in the face ("pear"), you pass out ("fall into apples") and can no longer show off ("bring your strawberries")); *Comment pourrait-on faire pour réussir à faire mouiller le maillot des joueurs de l'équipe de France de football? – En jouant sous la pluie!* (How do you make the French players sweat ("get their jerseys wet")? – Let them play in the rain!)

Typical discourse formulas also include insignia: uniforms, professional clothing, sports rank insignia, medals, sports accessories: *maillot de l'équipe de France, médailles, coupes, trophées, rubans, tableau magnétique, porte bouteilles, porte licence, taktifol (des feuilles adhérentes pour les entraînements sportifs), etc.* Here we turn to the description of the correlations between professional discourse and sports terminology.

By professional sports discourse, we refer to the linguistic manifestations of athletes, coaches, sports commentators, sports critics (journalists), and sports program hosts. In other words, the speech production of individuals united by their professional affiliation with sports.

The concept also includes the elements of professional slang and argot communication. It should be noted that sports argot has a well-developed infrastructure in French linguoculture (MERLE, 2001).

For instance, by saying "*quitter son short*" (lit. "to jump out of your shorts (underpants)"), French basketball players mean "to be circled with a feint". In motorsports, the term "*ailerons*" (stabilizers, ailerons) is replaced by the slang word "*moustaches*" (mustache), the motor is denoted by the slang term "*ratatouille*" (a brew, a nasty stew), a rider who loses a wheel ends up in the "sandbox" ("*bac à sable*"). In sailing, for example, it is forbidden to say the words "*nauffrage*" (shipwreck) and "*noyade*" (sinking) (LES MOTS DU SPORT, 2006).

The linguistic material discussed above reflects the essential need of a person (sportsman) in the creative transformation of reality and figurative comprehension of the objects and realities around them. This is semantics that goes beyond the lexicographic definitions of linguistic units. We agree with R. Barthes' view that human society needs the **fixation of secondary meanings** and that the structure of language provides a way of satisfying this need <...> connotative signifieds are the "fragments of ideology" that are "naturalized" by the connotative signifieds belonging to the

denotative system (BARTHES, 1975, p. 115). Each slang term performing the identification function of speech reflects the communicants' affiliation with a specific professional activity.

There is a well-known textbook example of linguist Pierre Merle's "translation" from soccer argo into "normal" French is known:

Quand il déboula devant le chœur des faucheuses, le rongeur, qui n'avait pas vu le renard s'engouffrer sur les boulevards extérieurs, tenta le coup du sombrero. Mais, complètement carbo par sa chevauchée, il se déchira au moment de coller un caramel. Il avait déjà tapé du bois deux fois. La cerise, quoi!" = "Quand il arriva à toute vitesse devant l'ensemble des défenseurs, le joueur, qui n'avait pas vu l'attaquant s'engouffrer sur les ailes, fit passer la balle par dessus un adversaire et la récupère derrière lui. Mais, complètement épuisé par sa longue course, il échoua au moment de mettre un but. Il avait déjà percuté la transversale sur le but adverse deux fois. Quel dommage! (MERLE, 1998, p. 7).

As we see, being dependent on the institutional code of culture, argotic units to a certain extent form the national-cultural parameters of sports discourse as they are used. Due to the connotative macro-component, the sports substandard vocabulary not only serves as a vivid expressive means of any language but also affects the emotional structure of the personality of the national linguoculture representatives through functioning in the speech of an athlete.

An important element of the discourse of sports commentators, particularly French commentators, is the **emotional and expressive format of their statements**. For example, after the French team's victory in the 1998 FIFA World Cup Final, the popular commentator Thierry Roland exclaimed: "*Quel pied, oh quel pied! Ah, c'est super! Après avoir vu ça ...*" (What a thrill! Oh, what a thrill! That's super! You have to see this ...). (TOP 10 DES PHRASES CULTES DES COMMENTATEURS DE FOOT, 2021).

In the above statement, the sema "pleasure" is actualized. The connotational macro component evolves in the context of the functioning of the lowercase lexeme (*pied* = leg = colloq. pleasure; enjoyment *prendre son pied* – to get enjoyment (*c'est*) *le pied!*, *quel pied!* – beautiful!, that's a treat!, that's great!, brilliant! (SPORT DICTIONNAIRES & ÉTUDES, 2021)) denoting the highest degree of satisfaction from the spectacle. It is also worth noting the presence of emotional syntax (repetition,

interjection, truncated phrase) that helps to activate the emotional and expressive potential of the statement.

While commentating on rugby matches from 1975 to 1983, the tandem commentators Roger Couderc and Pierre Albaladejo used a saying as encouragement for the French team: “*Allez les petits!*” (Go, little ones!) (TOP 10 DES PHRASES CULTES DES COMMENTATEURS DE FOOT, 2021). Later on, it became a traditional slogan for fans and not only for rugby.

The above expression actualizes the sema “encouragement”. The connotative format of the expression is associated with the conceptual field of “childhood”. The pragmatic component is realized at the level of the functioning of the litote (intentional understatement) as it is known that rugby players are distinguished by their large size and considerable strength.

The famous saying “*Tout à fait Thierry!*” (Of course, Thierry!) regularly pronounced by Jean-Michel Larqué even became the title of a music CD in 1992 (TOP 10 DES PHRASES CULTES DES COMMENTATEURS DE FOOT, 2021).

In France, sports commentators traditionally work in pairs and this saying is the “visit card” of Roland Thierry and Jean-Michel Larquet. It symbolizes the complete interaction between the two sports commentary professionals. Semantically, it means “*oui*” (yes). It became so popular that it can be categorized as a name saying that has become a proverbial name (“reflexive” according to V.G. Gak): *Cool Raoul!* (I think so, certainly, how else would it be, of course!) *Tu parles Charles!* (of course!, how else!, that’s for sure! / no way!; the things you say!) *Tout juste Auguste!* (exactly!) *En voiture Simone!* (let’s go!, let’s get down to business!, let’s get to work!) *Pas de ça Lisette!* (well, no, you’re naughty; no, no way; that’s enough; don’t let it happen again; no way; not again!) (GAK, 1998). The central sema “agreement” with the connotative background “respect” is realized in the phrase. The phrase is characterized by an intense emotional format.

At the Olympic Games in Sydney, during the judo final between David Douillet (France) and Shinichi Shinohara (Japan), when the French athlete became the double champion, Thierry Rey exclaimed: “*T’es un géant, t’es un monstre!*” (You are a giant, you are a monster!) (TOP 10 DES PHRASES CULTES DES COMMENTATEURS DE FOOT, 2021).

The above phrase reflects the speaker’s need to convey to listeners and viewers his admiration for the results of the competition and the author of the sports victory.

Hyperboles (giant, monster) realize the connotative potential of linguistic signs and increase the emotional and expressive background of the statement.

The fact of non-normative, even up to erroneous use of French by professionals in the world of sports appears interesting and indicative. Journalists note the following: *Sportifs français: ils réinventent la langue de Molière!* (French athletes: they are once again “inventing” Molière's language!) (LA CROCHET, 2012). Errors and slips of the following types are common:

1) slips that are typical for any person. In such cases, surnames, numbers, and places are mixed;

2) mistakes caused by too rapid a change in the events being commented on or too much excitement on the part of the commentator;

3) mistakes and slips related to the commentator's individual, “trademark” style. This also includes advice to the players, favorite phrases, and jokes (“puns”) of the commentators often not corresponding to the norms of literary language (BONCH-OSMOLOVSKII, 2002).

Let us examine the examples of mistakes, nonsense, slips, and ridiculous statements of French athletes, coaches, and commentators:

**Sylvain Wiltord** (footballeur français): “*Je trinque souvent très rarement*” (I toast often, very seldom.); **Thierry Roland** (football, TF1): “*En première mi-temps ça sentait le pâté... et maintenant, ça sent le boudin*” (The first half smelled like pâté ... and now it smells like blood sausage); A propos de l'arbitre du match France-Bulgarie en 1994: “*Monsieur Foote, vous êtes un salaud!*” (Mr. Foote, you are a bastard!); Lors d'un match de Coupe du Monde en Corée: “*Puisqu'il y a deux Lee sur le terrain, on peut faire une chambre*” (Since there are two Lee's on the field, you can make a room); **Hervé Mathoux** (football, Canal +): “*Et sur ces images quasiment inaudibles ...*” (And in these faintly audible pictures); **Michel Platini** : “*Quand ça va pas très bien, ça va toujours pas très bien*” (When things are great, things go awry); **Cyril Linette** (football, Canal +): “*Y'a tous les grands pays européens qui sont représentés: y'a l'Espagne, y'a l'Italie, y'a la France, y'a le Japon ...*” (All the great European countries are represented: Spain, Italy, France, Japan...) (LES PERLES DU SPORT, n.d.).

The presented statements contain alogisms (Sylvain Wiltord, Michel Platini, Hervé Mathoux), semantic errors (Cyril Linette), the use of reduced vocabulary (Thierry Roland), and wordplay based on phonetic proximity of words *Lee* (the name of a

player) and *lit* (bed). While alogisms and semantic errors can be attributed to slips typical for any person and mistakes caused by too rapid a change in the events being commented on or by the commentator's great excitement, Thierry Roland's deviations from the norm are part of this commentator's signature style.

Linguists also note grammatical inaccuracies in the speech of sports commentators. The famous French researcher Pierre Merle emphasizes:

*Ce qui me frappe dans le commentaire sportif en direct, c'est l'emploi du présent pour une action passée* (What strikes me about live sports reporting is the use of the present tense to refer to an action in the past) <...> *On dira: "s'il la reprend, il la met au fond", en négligeant l'imparfait. Après, on peut attaquer les journalistes sur leurs fautes de français, le côté sensationnel et le manque de fond de leurs propos, mais le télé spectateur est adulte et pas dupe. Personnellement, j'apprécie leur enthousiasme car je sais qu'il n'est pas facile de travailler à chaud*" (For example: "If he takes it (the ball) again, he will send it deep into the field". Here, the past incomplete tense should have been used. Of course, one can attack journalists for language errors, sensationalism, and lack of depth in their speech. Personally, I appreciate their enthusiasm because I know how difficult it is to work hot on the trail on live broadcasts). (LES MOTS DU SPORT, 2006, p. 11).

We share the opinion of R.L. Guttsait (2012) who suggests that

A distinctive feature of modern sports commentary is strengthening the authorial principle: the commentator is not so much informing, as he is carrying out an authorial analysis showing his individuality. The expression of this individuality becomes possible thanks to one of the fundamental properties of language – variability which allows for a variety of linguistic means and the expression of the finest shades of states, emotions, and evaluations.

Mistakes in the speech of professional sports commentators heard by thousands of French people affect listeners and viewers as an additional means of enriching their vocabulary or become the subject of discussion in sports cafes.

At the same time, there are problems in French sports discourse in obtaining information by interviewing athletes. It is the so-called "*langue de bois*" (a set of insubstantial standard phrases; "wooden tongue") used by athletes to "filter" information at the insistence of the club:

*Les journalistes se rendent complices de cette langue de bois. Pourquoi? Parce que les rédactions veulent de la déclaration à tout prix, peu importe sa valeur. Soit ils*

*retranscrivent bêtement les réponses données aux questions de leurs confrères, soit les journalistes ne vont pas au fond des choses* (Why do journalists become accomplices of the “wooden tongue”? Because in the newsroom, they are required to make any statement at any price. They either bluntly rewrite athletes’ answers to questions from fellow journalists, or they don’t go digging deep). (Claude Chevally, cited from MAIER, 2011).

According to some journalists, this phenomenon emerged because of the financial dependence of athletes on club managers: *“Le joueur se comporte aussi comme un salarié au sein d’une entreprise, à laquelle il ne veut évidemment pas nuire, par crainte pour son avenir et son poste”* (The player behaves like an employee in an enterprise, which, of course, he does not want to harm fearing for his future and his position) (Arnaud Foucart-Perrin, cited from MAIER, 2011).

In their interviews, athletes often use stamps and clichés: *“L’important, c’est les 3 points”* (The main thing is to get three points), *“Quand ça ne veut pas rentrer, ça ne veut pas rentrer”* (When it doesn’t work, it doesn’t work), *“On prend les matchs les uns après les autres”* (The matches come one after another) (GOAR, 2009). Post-match interviews become a real punishment for athletes, for them it is easier to “get it over with” with platitudes, clichéd phrases. Often they use too technical terms: *“Le problème des athlètes ou des judokas, c’est qu’ils sont dans l’ombre toute l’année. Et quand ils parlent, une fois par an au mieux, ils se réfugient derrière un langage de vestiaire, très technique, auquel personne ne comprend rien”* (Pierre Fulla, cited from GOAR, 2009). It is certainly worth considering linguistic training of athletes for appearances in front of cameras, although in this case it would be a “fine-tuned” quasi-sports discourse.

## Conclusion

Thus, French professional sports discourse is a living, dynamic subsystem of modern French. This type of discourse actively responds to the rapidly changing world of sport and its environment. Meanwhile, sports commentators can be seen as creative linguistic personalities that have an impact on the minds and speech potential of fans.

Observations on the ways of verbalization of the sports worldview allow us to conclude on the high importance of these categories for the French linguistic culture. The lexicographic and discursive ways of presenting sports realities are characterized by the richness of the means used in the national language.

The structural and communicative parameters of the French sports discourse are based on a complex of interdependent elements: the performed social function, the presence of a special language, the national models of sports communication, sports values, strategies of sports communication, stable genres of discourse, etc. This phenomenon is explained by the relevance of sports events to the French, as well as the high degree of popularity of activities aimed at the implementation of sports activities.

The dominant typological phenomena in the sphere of sports conceptualization of information in French linguoculture include:

1. The conceptual dominant of the sports discourse space is the concept of “sport” that is a complex multidimensional, multifunctional conceptual universal in the modern French language image of the world.

2. Sports discourse is not isolated in the French linguocultural space and enters into heterogeneous interactions (thematic juxtaposition, inclusion, integration) with other types of discourse: political and journalistic discourse, ordinary communication.

3. Among the communicative and pragmatic characteristics of French sports discourse there are both universal and specific ones, the sphere of functioning of which is limited to a particular sport.

The examined patterns in the use of linguistic material can be defined as the indicators of the national vision and communicative behavior of the French reflecting the specificity of the linguistic image of the world and the features of verbalization of the realities of the sports in the described linguocultural community.

The linguocultural description of the specificity of the verbalization of sports realities implies the expansion of the empirical base of the study. The prospects include a comparative analysis of the regularities of the verbalization of sports concepts in languages of different structures.

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