

Language Stylistics and Speech Culture in Sports Journalism

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Abstract:

Sports journalism is a field that requires a unique combination of language style and speech culture. Language stylistics refers to how language is used to convey meaning, create atmosphere, and engage an audience. Speech culture includes norms, values and practices that regulate speech behavior in a specific context.

Keywords: style, "exciting images", "simply terrible", "Dazzling", "in one breath", metaphors, similes, comparisons, analytics, "FiveThirtyEight", infographics, linguistic communication, terminology.

Introduction

In sports journalism, language style is essential to creating a sense of excitement, drama and tension in sports coverage. For example, the use of vivid and colorful language helps to "spice up" the action and engage the imagination of the audience. Words like "dazzling", "amazing", "simply terrifying" can be used to describe athletes' performances, while expressions like "in a breath" and "exciting moments" can be used to describe close matches or intense moments. Sports journalists also use many metaphors, similes and similes to help the audience understand the meaning of events and achievements. For example, the movements of a basketball player can be compared to the speed of lightning or a football team to a car.

The past decade has seen a huge shift in sports as more and more sports teams have embraced the use of analytics. One of the main reasons for this change is the publication of many articles about the benefits of using analytics to make strategic decisions in the game. As data is collected for each sport, sports data analysis has expanded. Blog sites like FiveThirtyEight began to develop as full-fledged sports analysis sites that used existing information and produced sports-related analysis articles.

Issues of language and style in sports publications have evolved significantly throughout their history. At the beginning of the 20th century, journalists focused on describing events and events, and language was considered a simple tool. However, sports journalism began to change in the 1950s, as television sports coverage became more popular by this time. Sports reporters began to analyze and comment on games more, and the language used became more sophisticated.



In the 1970s, more scientific and analytical material began to appear in sports publications, shifting the focus from simply reporting facts and results to providing expert analysis and conclusions. By this time, sports publications had undergone more significant changes as they began to use a more interesting and engaging style of writing. Accordingly, the process of activation of scientific terms and their increased use was also observed. However, despite the emergence of these processes, the need for a simple and understandable language and style did not decrease.

In the 1990s and 2000s, sports publications began to merge with digital media, further changing the style and language of sports journalism. Over the past 20 years, with the development of technology and the Internet, sports publications have begun to pay more attention to the visual component. This required a simplification of language and a verbal form of commentary.

In general, it can be said that the evolution of language and style issues in sports publications takes place in accordance with the technical progress and the demand of the information recipient, which changes over time. Of course, such evaluations were observed in every era, and the language and style of sports publications came to their present appearance. Today, sports publications continue to evolve, with an increased focus on social media and mobile devices. The language used in sports journalism has begun to harmonize with colloquial language. It's also becoming more common for the style to become more visually appealing, using photos, videos, and infographics to enhance the ability to depict reality.

Currently, sports is one of the main areas of human activity. Sport is constantly developing, new types of sports appear, names of the realities associated with them, new words, phrases and phraseological units specific to the field of sports appear, and language-based changes are observed in sports speech. Language units that are characteristic of other types of human activity acquire new meanings in the context of sports. At the same time, we can also face opposite directions to a situation like this. There is a saying that units that work only in the field of sports are increasingly used outside of sports discourse. Therefore, the issue of separating the sports language as a separate part of the language system arises. Until now, researchers are arguing about this. For many years, there was a perception that the language of sports was only part of the political discourse. However, recently, according to its size and specific nature, sports language and sports vocabulary differ from similar types of linguistic communication. Polish linguist Jan Orczyński raises the following question in his work on speech expressions in the field of sports: Is it possible to talk about the "language of sports"? In addition, he emphasizes that for such thinking, it is necessary to determine the sociological essence of such a phenomenon as sports and physical culture in modern society. It follows that the language of sports is a concept belonging to a closed social group. However, this idea is not true. Language units that used to work only in sports speech have migrated to other parts of the language. The fact that sports language is not a closed social group is confirmed by other, foreign definitions of sports language. For example, in German, the language of sport is classified as a group of special languages (Fachsprachen) as opposed to a general language



(Gemeinsprache). In the detailed description of sports language, it can be read that sports language (Sportsprache) is the language used by the sports community (Sportgemeinde) during sports training or in conversations about sports. Sportsmen, coaches, referees, sports commentators and observers, as well as spectators of sports events can become members of this society. Therefore, the language of sports can be considered as the language of a social phenomenon.

The Polish linguist W. Hlebda states that "the language of sports is a complex phenomenon consisting of at least four subtypes as the language of any large and internally stratified group of people." He includes the following forms of linguistic communication in these groups:

- proper terminology (names of people, objects, actions and processes);
- jargon of athletes, coaches and support staff;
- language of sports commentators, press, radio and television journalists;
- the language of sports fans.

Other Polish linguists have expanded this classification, since there are many areas in sports speech that exist as a separate part of the sports language system. The broadest classification of subtypes in the field of sports is A. Submitted by Tworek. According to him, the areas of communicative activity of sports language, i.e., linguistic communication, the subject of which is sports, include: oral speech, for example, in the form of explanations of sports referees to athletes), regarding the use of rules, sports facilities, sports equipment and equipment guidelines, as well as internal rules of sports clubs. In its appearance, this subtype is similar to the language of legal documents (official working style), characterized by indirect communication between the author and the recipient of information. Scientific language in sports - strives for maximum accuracy of statements. This language is characterized by fully expressed sentences in the indicative mood, in which the conceptual components are appropriately placed.

Given that sports texts are also part of our topic, we also focus on articles from online publications. The texts found on the Internet are distinguished by their diversity. They can be classified as different areas of language activity in sports language. Thus, sports articles on the Internet refer to the following types of statements:

- the language of sports rules, for example, instructions for conducting figure skating competitions.
- interviews, conversational language, for example, an excerpt from an interview with Josep Guardiola, the head coach of the Manchester City football club: "It's unbelievable. As the season went on, it seemed to me that it was very difficult to win the championship, because "Arsenal " was playing strong games. Our job was just not to fall behind.

Is this the best Manchester City? I think we've had a good season all season because without that you can't win the Premier League. "We change, players come and go, but the quality remains."



In general, as in other areas of journalism, in sports publications, the language and style must be clear in order to convey information in the most accurate and truthful manner. However, different styles can be used in sports material, including colloquial speech and the use of extreme emotional expressions. This makes the material more accessible and interesting for the receiving party.

Speaking culture is also important in sports journalism because it helps to create an atmosphere of professionalism. Journalists should be aware of the sports they cover and the rules that govern them. They must also be mindful of the language they use, avoiding stereotypes and offensive language that could undermine the integrity of the sport. In addition, journalists are required to be sensitive to cultural and social differences, recognizing that the sporting events they cover are part of a wider global context.

Discourse culture in sports journalism involves heated debates between journalists, athletes and fans. Communication is also likely to be shaped by the prevailing emotions and prejudices of fans and journalists, which can lead to the strengthening of certain attitudes and viewpoints. Also, in sports journalism, there are cases of sensationalizing ordinary events and deviating from real sports events. In addition, the role of sports journalism is also increasing in systemic problems such as racism and sexual violence. In recent years, there have been calls for diversification of sports journalism, more balanced and detailed coverage. This led to some positive changes in speech. In general, the culture of discourse in sports journalism is complex and multifaceted, shaped by a number of factors, including stakeholder interests, prevailing social beliefs and values, and the need for affective expression.

Another important task of sports publications is to somehow bring the reader closer to the team or person he is writing about. Therefore, publications often use a narrative style based on the character traits and history of the athlete. In general, even in this field, news texts should be short, clear and free of unnecessary details.

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