

A DISCOURSE ANALYSIS OF SELECTED FOOTBALL TEXTS

Sade Olagunju PhD

*English Unit, Department of General Studies, Ladoko Akintola University of Technology,
P.M.B. 4000, Ogbomoso, Nigeria.*

ABSTRACT: *This study investigates the discourse analysis of football texts. The choice of football texts from the Nigerian newspaper was motivated by my personal interest in football and the popularity soccer has gained in recent years across the world. The study covers the football texts selected from Complete Sports which dominated the Nigerian sports' news market. The largest number of sports lovers across the country source their information on sports most especially football news from the selected newspaper based on its popularity and accurate reporting of sporting activities the world over. Lead article from each of the newspaper were selected for a period of one month during 2010 world cup making a total of 30 lead articles. Ansary and Babai 2005 discourse Generic Structure Potential was applied to unmask the discourse structure of football text in newspapers and its contextual configuration. Talking about the discourse Generic Structure Potential (GSP), it is the total structural resources of text genre. This organizational sequencing are classified as obligatory, optional and recursive elements. Each of these classifications serves specific purposes or functional role in the texts.*

KEYWORDS: Discourse, genre, football, Generic structure, sequencing, structural resources.

INTRODUCTION

Discourse analysis is the examination of language use by members of a speech community. It involves looking at both language form and language functions and includes the study of both spoken interaction and written texts. It identifies linguistic features that characterise different genres as well as social and cultural factors that aid our interpretation and understanding of different texts and types of talk. A discourse analysis of written text might include a study of topic development and cohesion across the sentences, while an analysis of spoken language might focus on these aspects plus turn-taking practices, opening and closing sequences of social encounters or narrative structure (Demo 2001:1).

Brown and Yule (1983:1) note that the analysis of discourse is necessarily, the analysis of language in use. As such, it cannot be restricted to the description of linguistic forms independent of the purposes or functions which these forms are designed to serve in human affairs. Lemke (1995:48) also explaining language and its function in text states that:

language is not simply used to produce word- meaning or clause meaning. It is used to produce text meaning, and text, by co-patterning many word choices and clause formations, can make meaning that word and clauses cannot. Text meaning realises social functions... and among the most important social functions of texts is the maintenance and modification of social value system.

In his work, Lemke expresses and emphasises the connection between textual meaning and social value systems in human interactions.

Leech (1993) and Schiffrin (1994) distinguishing between two main approaches to discourse note that, the formal approach is concerned with discourse as a unit of language beyond the sentence while the functional approach view discourse as language in use. Apart from the formalists and functional paradigm view of language, van Dijk (1990:164) cited in Mey (2000:2) points to another important aspect. He notes that discourse should be understood as a specific form of language use, and a specific form of social interaction, interpreted as a complete communicative event in a social situation.

The study of discourse has developed in a variety of discipline – sociolinguistics, anthropology, sociology, and social psychology. Thus, discourse analysis takes different theoretical perspectives and analytic approaches such as Speech Act Theory, Interactional Sociolinguistics, Ethnography of Communication, Pragmatics, Conversation Analysis And Variation Analysis (Schiffrin 1994). Although each approach emphasises different aspects of language use, they all view language as social interaction.

Olateju (2004:113) states that one of the interesting properties of discourse analysis is its multidisciplinary nature. It cuts across almost all disciplines in all areas of human endeavour (i.e. sociology, psychology, linguistics etc).

Olateju (ibid) citing van Dijk (1990) states that discourse analysis as a discipline, has developed because of its increasing trans-border cooperation and integration of the relevant directions in the humanities and the social sciences.

van Dijk (2001:10) notes that discourse analysis is essentially multidisciplinary and that it involves linguistics, poetics, semiotics, psychology, sociology, anthropology, history, and communication research. He stresses further that because of the multifaceted nature of discourse analysis, the multidisciplinary research should be integrated and that theories that are complex should be devised to account for the textual, the cognitive, the social, the political and historical dimension of discourse. Discourse analysis examines language at a linguistic level beyond the sentence but the study of larger discourse does not eliminate the need for investigating words and clauses. To the discourse analyst, sentences are important, but only that the analyst reads both up and down the text.

Trappes-Lomax (2006:133), buttressing van Dijk (ibid) notes that discourse analysis is part of applied linguistics but does not belong exclusively to it; and that it is a multi-disciplinary field, largely diverse in the range of its interests. He stresses further that linguists draw their theories and techniques from a number of sources listed by van Dijk (2001:10) for the study of language and that they tend to favour one or more of a variety of approaches to conducting their research that have developed from these various sources such as linguistics, psychology, pragmatics, sociolinguistics, sociology, and anthropology among others.

Trappes-Lomax (2006:136) highlights ways and means of doing discourse analysis as follows:

1. Rules and principles - Pragmatics (including Speech Act Theory and Politeness Theory)
2. Context and culture - Ethnography of communication
- Interactional sociolinguistics
3. Function and structures - Systemic Functional Linguistics (SFL)
- Birmingham School of Discourse Analysis
- Text Linguistics
4. Power and politics - Pragmatics and Sociolinguistics approaches to power in language
- Critical Discourse Analysis.

Goodlier (2008) states that discourse analysis sees texts as the negotiated communicative achievements of the participants (the writer and the reader). When a text is used in specific situation contexts, the writer's intention and his/her relationship with the reader must be considered as features of meaning. Such a perspective obviously implicates the use of text genres and the development of specific discourse communities using text for specific purposes. In other words, discourse analysis looks at textual linguistic patterns in relation to the relevant cultural and social contexts in which the texts exist Paltridge (2006). Linguistic patterns and organizational structures within the text form resources for interpretation and draw the analyst into a wider paradigm which locates texts in a world of communicative purposes and social action, identifying the ways that texts actually work as communication-Hyland (2000:11).

Generic Structure Potential Framework

There are various ways of doing discourse analysis. Ansary and Babaii's (2004) Generic Structure Potential (GSP) framework which is adapted from the SFL approach to discourse analysis is adopted in this study. Hasan (1984:79) described the GSP of a particular genre as 'a statement of the structural resources available within a given genre'. A GSP is thus an abstract theoretical notion. Halliday and Hasan (1989:64) note that it ...express(es) the total range of optional, (iterative), and obligatory elements and their order in such a way that we exhaust the possibilities of text structure for every text that can be appropriate to (the contextual configuration of that text).

Halliday and Hasan (1989:55) introduced the concept of contextual configuration using the acronym CC instead of the full label as 'an account of the significant attributes of a social activity'. Specifically, each of three elements of the context of situation, that is, field, tenor and mode, may be thought as variable that is represented by some specific value(s). Each variable functions as a point of entry to any situations as a set of possibilities and/or options. And, any member of a related pair of options can combine with any member of any other to form a specific CC. therefore, a CC is a specific set of values that realises field, tenor and mode, 'permits statements about the text structures' to be made (Halliday and Hasan 1985:56). In other words, Contextual Configuration plays an important role in structural unit of texts and reveals the relationship between text and its context. Contextual Configuration can predict the following about text structure:

1. Obligatory elements- What elements must occur?
2. Optional elements- What elements may occur?
3. Sequencing of elements- what arrangement of element are obligatory and optional?
4. Iteration- How often may what elements occur?

Halliday and Hasan (1989) state that it is possible to express the total range of optional and obligatory elements and their order in such a way that we exhaust the possibility of text structure of every text that can be appropriate to a particular CC. This possibility is what is known as the structural potential of the genre or its generic structure potential (GSP). GSP captures the possible characteristics of texts belonging to a particular genre. It represents the preferred textual organization for text in a genre, a preference hinged on the social/ communicative purpose that a genre sets out to achieve. It is also a powerful device that permits a large number of possible structures that can be actualized. Specific contextual configurations of a text predicts the optional and obligatory elements of text structure, the generic structure being defined by the obligatory structural elements, allows for variations in texts. A GSP indicates the conditions under which a text may be regarded as reflecting a particular contextual configuration and may be actualised in a number of possible structures. The generic structure potential is realised in a set of obligatory and optional elements whose sequence and reiterative potential are genre specific.

The obligatory elements of a text in the GSP model are considered genre specific as they define the genre to which a text belongs. Kathpalia (1992: 14) states that optional elements are typically associated with a particular social process type, they are not seen as essential in every realisation of that social process unlike the optional elements, the obligatory element are used as criteria for decoding whether texts are complete or incomplete, the optional elements, on the other hands, are not considered as criteria for this. Hasan (1997:239) states that if a particular text does not realise one or more of these elements (obligatory and optional elements), they may still be considered complete but may be classified as ‘brusque’, ‘business like’ bald, etc.

Hasan (1996:62) worked on the nursery tale within the framework of GSP and demonstrates how a complete GSP analysis will then produce linguistic statements of three kinds:

1. Statement about the elements of text structure
2. Statements of the crucial semantic features of those elements; and
3. Statement of the lexicogrammatical patterns that can realize those semantic features

Moore and Tuckwell (2006) state that Generic Structure theory is a theory of the dynamic, bidirectional relationship between a text’s structure and the relevant features of the context in which that text occurs. That is, it attempts to account for the way a particular combination of contextual features (a contextual configuration in Hasan’s terms) activates a particular textual structure (i.e. particular genre), and the way the contextual configuration is simultaneously constructed by the meanings of that textual structure. Following Hasan (1996:62) statements, Moore and Tuckwell (2006:208) state that the first two types of statement, when made with respect to some types of professional discourse, should be relatively ‘accessible’ to any expert participant in that discourse, since the structural elements in the GSP of a particular genre are defined functionally by the job they do in that contextual configuration. (Hasan 1985:68) and the crucial semantic features of an element are essential to ‘moving a text along’ with regard to its social

purpose. Hasan (1994:146) suggested that optional elements of a genre's structure potential are related to the tenor and mode of the discourse.

Fartousi and Dunamig (2012) state that the GSP model which driven from the Systemic Functional Linguistic (SFL) is a compact statement that shows the elements and their sequence in the structure of a text. These macro-structural elements, irregardless of their size hold the potential or possibility for a text structure or unity of structure (macro-connexity). The sequenced elements that makes up the GSP of a genre, offer at least a proposition

Like other theories of genre, GSP theory accounts for similarities and differences between texts in terms of their structures; that is, its abstracts away from individual instances of text, to describe what elements of individual texts are crucial to that being recognized as belonging to a particular genre. At the same time, it aims to describe the variation within a genre, i.e. in what ways individual texts can vary around (as it were) those crucial elements and still be regarded as belonging to the same genre.

GSP approach to text analysis also has to do with the ordering and recursion of the generic elements. There are also kinds of obligations in the sequencing of the generic elements. Hasan (1989) states further that the degree of mobility varies from pair to pairs of elements to other pairs of elements; a given element may have to occur in a fixed sequence vis a vis another specific element but not vis a vis some other(s). The permissible sequences of the obligatory elements are used as other criteria to determine the completeness and appropriateness of texts. The concept of generic Structure Potential (GSP), introduced by Halliday and Hasan (1989), is of particular interest for the study of intertextual links between texts. The GSP denotes the range of obligatory, standard set of features in a text that essentially mark particular genre (Halliday&Hasan 1989:66). Of course, there are always some optional elements in any genre, which tend to vary, but the very notion of GSP is realized by means of intertextuality. Halliday (1990:34) maintains that the GSP model of the SFL is particularly suitable for any investigatory study that enables us to analyse any passage and relate it to its context in the discourse, and also to the general background of text: who it is written for, what is its angle on the subject matter and so on.

Media Discourse

Several studies exist on media discourse. Scholars have looked at media discourse from different perspectives. van Dijk (1986) investigated the global organization of news, claiming that media discourse has a conventional news schema. He also notes that there is a systemic relationship between text and context, which affects the creation of standardized textual structures in recurrent social context of news production. In the essay *Structure of News in Press*, van Dijk analyses the schemata of newspapers reports and establishes that conventional cognitive categories of news reports like summary, main event, backgrounds etc. He postulates a thesis that media text have a conventional news report schema' with so-called *Relevance Structure*- a structure which indicates the most important information for the reader (van Dijk 1986:87). According to van Dijk, media texts are characterized by the recurrent patterning of structural elements like headline. In this respect, it is important to mention the notion of semantic macrostructure, which denotes the overall global meaning of discourse, typically expressed through such structural intertextual elements as headline, lead etc. in media discourse. The elements of text structure are important markers of

genre. This is the reason why they are also intertextual in character (e.g. inverted pyramid structure of news reports, triad structure of the editorials, and the question-answer structure of interview genres in media discourse). To Fowler (1991:01), work on media discourse involves ‘how language is used in newspapers to form ideas and beliefs’.

Meanwhile, Bell (1991) approaches media language from a linguistic perspective. The study of media language is relevant within many disciplines such as: linguistic sociolinguistics, discourse analysis, semiotics, communication studies, sociology and social psychology (Bell, 1991:5).

On why we study media language, Bell (1991:3) highlights the following:

1. accessibility of media as a source of data for some language features we want to study;
2. interest in the way the media use some language features;
3. interest in media’s role in affecting language in the wider society;
4. interest in what media language reveals as a mirror of the wider society and culture;
5. interest in how media language affects attitudes and opinions in society through the way it presents people and issues;
6. availability, media language is easier to collect than conversation. It is ‘there’ in large quantity; and
7. media language can tell us things about media and about language.

Cotter (2003:417) notes that the objectives of many research works on media are often ‘the registering of the presence of bias or ideology in language or the problematising of power relations in society. Wodak and Busch (2004:106) note that media texts depend on intertextual relations with many other genres diachronically or synchronically and that a text relates to other texts, represented by the media, through quotes or direct references. Texts could present particular meanings through de-contextualisation and re-contextualisation. Wodak and Busch (ibid) state further that the media produce and reproduce social meanings.

Matheson (2005:2) cited in Chilwa (2012:12) notes that a discourse analysis of media language will enable the analyst to assess and describe how the media construct people and cultures at a particular time and place, especially the ways of living and shared meanings and purposes that make up particular culture. Media representations of people instructions, and cultures, and events and situations are established through particular ways of using language. Matheson (ibid) argues that one of the strengths of discourse (or pragmatic) analysis of media text is that, it allows us to study media discourse in a way that further illuminates our understanding about how the media is connected to other parts of social and cultural life.

‘O’ Keeffe (2006) states that media discourse refers to interaction that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to non-present readers, listener or viewer. She stated further that media discourse is a public, manufactured, on-record, form of interaction and that the written or spoken discourse itself is oriented to the readership or listening/viewing audience, respectively. She notes further that all the basic characteristics of media discourse are crucial to the investigation, description and understanding of media discourse.

Olorunyomi (2007:97) states that the media play a catalytic role in creating and sustaining a common public culture and its components help to forge communities by preserving or undermining a cultural space or collective identity. Ayoola (2008:17) notes that the main focus of many media research works is the news story, comprising, the spoken text, monitored on the electronic media and the written text which refers to the print media. Ayoola (ibid) states that apart from textual analysis, media discourse also focuses on the process involved in the production of texts and stories. He submits that media discourse analysis seeks to make sense of what makes our world tick. Ayoola (2008:18) also notes that the analysis of media texts on issues such as transitivity, modality, passivisation, nominalization, agency, voice etc. using linguistic, pragmatic and stylistic frameworks have been carried out by scholars such as: Fowler 1991; Fowler et al., 1979; van Dijk 1991; Halliday 1994; Mey 1999 and 2003.

Kornetzki (2012) states that media texts are characterized by the presence of peculiar features of journalistic style. Depending on the text type of an article, the journalist must follow a particular pattern of producing a journalistic writing. She states further that if a newspaper article is created in conformity with the generic patterning of the hard news genre, the following features of newspaper style can be traced in this text: a neutral, objective style of reporting, no instances of the reporter's explicit comment, matter-of-fact narration, where stereotyped forms of expression prevail, stylistically neutral vocabulary, simple, accurate, concrete and neutral language etc. however, if the article belongs to the genre of a column or editorial, the writing style of such a text will have much in common with the belles – lettres descriptive writing, which implements creative, vivid images for emphatic purpose.

Lavid et al (2012:2) states that within the now consolidated research strand of media discourse analysis, numerous studies have focused on certain linguistic features of the different newspaper genres, such as news stories, reports, or editorials. News stories and reports have been extensively studied from different perspectives (van Dijk, 1988; Bell, 1991; Fairclough, 1995; White, 1998; Scollon, 1998; among others); newspaper commentaries (Wang, 2008a and b), opinion columns (Dafouz, 2008) and editorials (Alonso Belmonte, 2007; Hawes & Thomas, 1996; Lavid, Arus & Moraton, 2009; Tirkkonen –Condit, 1996) is offering interesting results for the description of opinion newspaper genres across language and cultures.

All over the world, media coverage of sports can be accessed via television, radio, newspapers, magazines, the internet and even mobile phones. Sports appear in the main stream of mass media. Bernstein and Blain (2002) confirm this in the quotation below:

...many publications concerned with sports in general also include chapters focusing on mediated sport; a reflection on the fact that sports and the media have become associated to such an extent that it is often difficult to discuss sport in modern society without acknowledging its relationship with the media. (Bernstein and Blain, 2002:3)

Therefore, sports and the media are far from homogeneity or homogenous culture. Through the media, sporting events can reach people from both print and electronic media. Media coverage of sports is very important because sports have contributed to the development of the entire globe. It is a medium of national identity and it also brings unity and bilateral relations among the continents of the world. Furthermore, Kirk (1993:18) states that:

media culture is not merely consumed and discarded, but is utilized to construct personal identities... the material the media supplies is not passively absorbed, but is actively appropriated as the stuff of people's sense of self, their place in the social world, and the bases of their hopes and expectations of the future...

Communities self esteem also could be raised as a result of sporting activities. According to Lavric et al (2008) the role of media in football reporting cannot be over-emphasised. Lavric et al (2008:7) states that:

the media play a decisive role in how football is staged and presented. A series of articles analyse how football games are reported in various media, ranging from television and radio to newspapers and on-line minute-by-minute commentaries.

It is no gain saying that the media play significant roles in bringing sports closer to people across cultures.

Schmidt (2008:11) states that football has its own vocabulary. In his attempt to shed light on the language of football, Schmidt (ibid) made some aspects of the vocabulary accessible, he presented kicktionary. The kicktionary, according to Schmidt is an electronic multilingual (English, German, French) lexical resource of the language of football. The kicktionary is a specialized kind of dictionary. Schmidt utilized the lexical resources constructed by the frameNet (Fillmore et al. 2003) and World Net (Fellbaum (1998) as a starting point for the task. The kicktionary is a lexicographic resource for human users. Schmidt presented the resource as a website on www.kicktionary.de.

RESEARCH METHODOLOGY

The data for the study were selected from the English sport-based Nigerian newspapers, *Complete Sports* which dominated the market. The largest number of sports lovers across the country source their information on sports most especially football news from the selected newspaper based on its popularity and accurate reporting of sporting activities the world over. The newspapers were collected for the period of one month of the World Cup 2010. That is June 11th- July 11th 2010. Different stories were in the newspaper about the world cup tournaments. Of these news stories, lead article from each of the newspaper were selected making a total of 30 lead articles. Ansary and Babai 2005 discourse Generic Structure Potential was applied to unmask the discourse structure of football text in newspapers and textual organization of texts. Talking about the discourse Generic Structure Potential (GSP), it is the total structural resources of text genre. This organizational sequencing are classified as obligatory, optional and recursive elements. Each of these classifications serves specific purposes or functional role in the texts. Secondary data includes, books, journal article and the internet.

Analysis of Data

This section is devoted for analysis of texts. The analysis is done on all the selected texts and examples are presented from the data.

Below is the discourse macrostructural elements identified in football texts selected for the study.

[T] ^ [P] ^ [OT] ^ {(VI)} ^ (OTE) ^ (Eva) ^ (Pre) ^ (WUp)

The key to the symbols from the data analysis are as follows:

T	=	Title
P	=	Preamble
OT	=	Online Thesis
VI	=	Voice Insertion
Eva	=	Evaluation
OTI	=	Offline Thesis Insertion
WUp	=	Winding Up
^	=	The Caret sign shows the sequence of the elements
{ }	=	The recursive sign indicates element is recursive.
[]	=	The sign indicate that the element is obligatory
()	=	This sign indicates that an element is optional

Example 1

1. Title: **Eagles: It's Win or Burst Today**

2. Preamble: Super Eagles stars say they are ready to spill blood if necessary to ensure they get the maximum points in today's must-win group B game against Greece at the Free State Stadium in Bloemfontein.

The Nigerians who landed in Bloemfontein/Mangaung on Wednesday afternoon were welcomed by a cultural group to the isolated, mountain – side Bloem Spa Lodge and Conference Centre in the early afternoon with dancing and singing, in the Sotho language.

Players and officials flew for nearly two hours from Richards Bay to the Free State Airport, and all moved in convoy to the hillside hotel, which will be home for the next forty eight hours. The team trained at the 45,000 –capacity Free State Stadium from 5.30pm.

3. Online Thesis: The players are however confident of defeating Greece in today's match to set up a potential winner-takes-all match against South Korea in their final group game in Durban.

4. Online Thesis Expatiation: Enterprising forward, Ozase Odewingie believes the team's display against Argentina in the opening group game which they lost 1-0 has given them a psychological lift ahead of today's game.

5. Voice Insertion (i): I'm happy enough with our approach against one of the best teams in the World. We had our fair share of luck and it ended up a good evening for us. I think we showed we have potential and proved we could go a long way. We've lost a match at the World Cup but I'm hearing that the folk back home are happy. We didn't play as well in attack as we'd hoped, but it is good that we only conceded the one goal. It's going to be easier against the other teams starting with Greece, "he said. Kalu Uche, the Almeria of Spain star man is also confident the Greeks will fall just the same way midfielder, Dixon Etuhu thinks albeit both say it won't be a stroll in the park for them.

Voice Insertion (ii): We all know what's at stake. It's going to be a difficult match because the two sides need to win to boost their chances of qualifying from this group. But I have confidence in our team to get the necessary result. We prepared both mentally and physically from this game/(FPF) and we're ready to come out with everything we've got.

6. Prediction: Etuhu says the Eagles will soar above the Greeks today and hopes the result will go Nigeria's way. 'We all know what we must do on Thursday, it's victory or nothing and I'm glad/(FPF) we're ready to fire from all cylinders. Hopefully, the result will go our way'.. Nigeria beat Greece 2-0 at the 1994 FIFA World Cup in the USA, in the two teams' only previous World

Cup meeting, with goals from Finidi George and Daniel Amokachi, both goals coming at stoppage time of each half.

7. Winding Up: Coach Lars Lagerback has a full squad to choose from on Thursday evening, and has hinted at likely changes in the starting line-up that featured against Argentina on Saturday. (Complete Sports, June 17, 2010)

Discourse Elements of **Text 1** = [T]^[P]^[OT]^{(VI)}^(Pr)^(WUp)

Text 2

1. Title: **WASTEFUL EAGLES CRASH OUT OF W/CUP**

2. Preamble: South Korea will play Uruguay in the last 16 of the World Cup after their 2-2 draw with Nigeria proved enough to secure the runners-up spot in Group B.

Kalu Uche gave Nigerian an early lead in Durban but South Korea turned the game on its head via goals from Lee Jung-Soo and Park Chu-Young.

3. Online Thesis: Yakubu Aiyegbeni restored parity from the penalty sport, moments after producing one of the most glaring misses in the World Cup history, but the point was not enough for the Nigerians, who failed to win any of their games in South Africa.

Progression for Huh Jung-Moo's men marked history for the country as for the first time they reached the second round on foreign Soil.

4. Online Thesis Expatiation: Lars Lagerback awarded veteran striker Nwaku Kanu a first World Cup start, while Yusuf Ayila, Rabiun Afolabi and Chinedu Obasi were also drafted in. For South Korea, Huh Jung-Moo made one change to the side which lost 4-0 Against Argentina, switching Oh Beom-Seok for Cha Doo-Ri.

The South Koreans almost got off to a dream start when an attack down the right saw Lee Chung-Yong threaded in on goal. But the Bolton midfielder's sliding effort zipped wide of the near post. Then, Ki Sung-Yong had a sighter from range but saw his striker blaze over. On 12 minutes, seemingly out of nothing, Nigeria went in front. Chidi Odiah raced down the right and drove in low cross. South Korea right back Cha Du -Ri was half-asleep to allow Uche to storm in the fire in his second goal of the 2010 World Cup.

South Korea were noticeably reeling from their concession of the opening goal as Nigeria threatened to double their lead. In the 22nd minutes, Uche fired a free-kick over the bar before Chinedu Obasi opted to shoot off target when he really should have crossed to his team -mates lurking at the far post.

Huh's side looked to respond via a clever ball from Park Ji-Sung, but Park Chu-Young's finish was tepid. Nigerian's reaction was to put together a fine move, with passing a plenty. However, it was concluded with a rather central shot from Obasi, ensuring Jung Sung-Ryong saved with ease.

Jung's goalkeeping counter-part Vincent Enyeama then found himself in the thick of the action when he came charging out of his area before being booked for a foul on Park Jo-Sung near the touchline. The resulting free-kick was curling inwards by Ki Sung Yong and convincingly punched out by Enyeama.

3. Winding Up: South Korea's woodwork was then left rattling by an Uche's strike, but, against the run of the play, they found themselves levels. Obasi fouled and was given a yellow card and Ki Sung-Yong's cross into the box from the free-kick was diverted home by Lee Jung-Soo for his second goal in South Africa, although luck was on his side as he meant to head the delivery by instead notched in via his leg. (Complete Sports, June 23, 2010)

Discourse Elements of **Text 2** = [T] ^ [P] ^ [OT] ^ (OTE)

Text 3

1. Title: **Enyeama: I'm Disappointed**

2. Preamble: Super Eagles goalkeeper, Vincent Enyeama was completely devastated in the aftermath of Nigeria's elimination from the on-going 2010 World Cup after playing a 2-2 draw with South Korea inside Moses Mabhida Stadium, Durban last night.

3. Online Thesis: The Hapoel Tel Aviv shot stopper who emerged as the Man-of-the Match in the first two games against Argentina and Greece was of the view that the team's performance was a bit let down for the soccer loving Nigerians who have been supporting the team all the while and of course, the entire African continent.

4. Online Thesis Expatiation: The former Enyimba goalie said with a tone of dejection and disenchantment. "I am short of words, it is so bad I must confess,"

5. Voice Insertion : "I don't know how to explain this except to say that we are very sorry to our fans back at home. The truth is that we let ourselves down and I am sure that the continent of Africa would be disappointed by the performances of African teams in this tournament."

6. Winding Up: The coach Lars Lagerback tortured side failed to take advantage of Argentina 2-0 win over Greece in the other match and ended the World cup with just one point in the 3 matches. (Complete Sports: June 23, 2010)

Discourse Elements of **Text 3** = [T] ^ [P] ^ [OT] ^ (OTE) ^ (VI) ^ (WUp)

Text 4

1. Title: **EAGLES GET \$30K BONUS OFFER TO BEAT S/KOREA**

2. Preamble : The Nigeria Football Federation, NFF, have promised to pay 30,000 dollars each to each member of the Super Eagles/ if they beat South Korea on Tuesday and qualify for the Round of 16 of the 2010 World Cup top team official, Taiwo Ogunjobi revealed to Complete Sports.

3. Online Thesis: Despite having lost their first two matches victory for Nigeria in its win-or-burst Group B match in Durban, coupled with an Argentina win over Greece, would propel Super Eagles to the knockout stage of the tournament.

Each player was told they would get 10,000 dollars for every victory in the first round of the World Cup. But no one is smiling yet to the bank as the team has yet to win a game in South Africa.

4. Online Thesis Expatiation: However, an additional incentive to the team to beat South Korea, the Nigeria Football Federation (NFF) have now agreed to pay the team not on a match-to-match basis, but on the basis of qualification for each round of the competition. "The players will now each pocket 30,000 dollars each if they beat Korea and qualify for the next round. It was something the NFF leadership agreed with the players," said Ogunjobi in a telephone chat with Complete Sports.. The Eagles will earn a further 12,500 dollars per had for victory in the Round of 16.

Nigeria Football Federation (NFF) President Sani Lulu has urged the team to win against South Korea. He addressed the team before training on Friday, urging them to rise to the occasion as the whole country still believes in them.

On Sunday afternoon, coach Lars Lagerback shut out both the media and officials of the NFF from his training as he finalized plans ahead of Tuesday's game.

According to NFF spokesman Ademola Olajire it was the first time since the tournament kicked off that NFF staffers were banned from the team's training. "Lagerback decided to close the session entirely to media and other persons outside the team and technical personnel in order to try out new formations and strategies," said Olajire. (Complete Sport, June 21, 2010)

Discourse Elements of **Text 4** = [T][^][P][^][OT][^](OTE)

Text 5

1. Title: **Eagles Crash: NFF Have Lots of Questions to Answer**

2. Preamble : In the rest room of the Durban Airport at about midnight on the day Nigeria delivered the best 'miss' of the World Cup to the 2010 Championship, a young man confronts me and says: Sorry about today's loss. Your players played well but were unlucky. They could have won the match, but any team that create as many chances as they did today and fails to win does not deserve to remain in the championship'. I think about that for a few seconds. It is painful but it makes sense. Teams survive at this level of competition by taking the few chances that come their way in matches. Teams cannot afford to lose chances and hope to make progress. I am thinking about the match all over again and what it means for Nigeria and, indeed, for Africa.

3. Online Thesis: Nigerians do not appreciate how the rest of the world respects their country in football until they go out and listen to the global football stakeholders. Sepp Blatter has joined others here in lamenting Nigeria's premature exit. Issa Hayatou is reportedly distraught with the fall of Nigeria. Heinz Marotzke is hugely disappointed and angry. Everyone here just cannot understand how Nigeria could have let slip from their hands what fate had so graciously presented them on a platter. Till now it is still confounding, bizarre and baffling how a country that lost its first two group matches could still have qualified by winning the third and last match with any score line. That was the situation the Eagles found themselves in last Tuesday night with the 61,800 spectators at the stadium, 150 million Nigerians, and the entire continent rooting for them to win and save Africa the almost certain humiliation that would follow should none of the continent's 6 representatives go beyond the first round.

4. Online Thesis Expatiation: Lars Lagerback, in an apparent display of sufficient knowledge of the Nigerian players, put Rabiun Afolabi, a right-footed player whose left foot is only good for standing on, at left back. It turned out a poor decision as Nigeria concede the first goal as a result of his poor marking from a set piece. In a match that the Eagles could have easily won, they handed back to fate what it had so generously and undeservedly presented to them. Aiyegbeni's miss, one meter from an open goal, may find a place in the Guinness Book of World Records as one of the greatest misses of any World Cup. Some analyst said that it was easier to score the goal than to miss it It is bound to haunt him forever. Obafemi Martin's late chip that went also wide and denied Nigeria a possible third goal that would have made all the difference is another failed attempt that would haunt the country for sometimes to come. The conversation amongst Nigerians here of all

walks of life is that there is an urgent need for reforms in Nigerian football. The reforms should include a new leadership for the football association, a permanent coach for the national team, a new generation of players for the national team, and a return to the football development as a focus of Nigerian football for some years to come. What is not in dispute is that the present NFF must not return to continue the 'legacy' they are bequeathing to Nigerians as they depart the World Cup on the eve of the end of their tenures. The challenge is how to effect that change, without interfering with the statues of the federation and attracting the ire of FIFA that have been desperately but cleverly drawn into the matter by the NFF .

5. Evaluation: The Super Eagles played fairly well but very determinedly. Right back, Chidi Odiah, was easily and surprisingly the best player on the night.

6. Winding Up : As Nigerians return home to face the pain of their loss the football house would have lots of questions to answer. (Complete Sports, June 26, 2010)

Discourse Elements of **Text 5** = [T]^[P]^[OT]^(OTE)^(Eva)^(WUp)

CONCLUSION

The study concludes that the analysis of discourse macrostrual structure has the potential to enhance rhetorical awareness of sport discourse and textual organisational skills. It will also shed light on how media generated texts can be understood and interpreted. Football reports deal mainly with reported speech as most of the reporters may not be physically present in all the countries for all the matches.

References

- Alonso Belmonte, I. (2007) *Revista electronica de linguistic aplicada: 'Different Approaches to Newspaper Opinion Discourse'*. Special Issue 1. Association Espanola de Linguistica Aplicada (AESLA).
- Ansary, H. & Babaii, E (2004) 'The Generic Integrity of Newspaper Editorials: A Systemic Functional Perspective' *Asian EFL Journal* Vol. 1. 1-28.
- Ayoola, K. (2008) 'A Critical Discourse Analysis of the Reporting of Some Niger-Delta Issues in Selected Nigerian Newspapers, 1991 – 2007'. An unpublished Ph.D Thesis, Obafemi Awolowo University, Ile-Ife, Nigeria.
- Bell, A. (1991) *The Language of News Media*. Oxford: Blackwell.
- Bernstein, A. & Blain, N. (2002) 'Sport and the Media: The Emergence of a Major Research Field'. *Culture, Sport & Society* 5 (3): 1-30.
- Brown, G. & Yule, G. (1983) *Discourse Analysis*. Cambridge: Cambridge University Press.
- Chiluwa I. (2012) *Language in the News: Mediating Socio-political Crises in Nigeria*. Frankfurt: Peter Lang
- Chomsky, N. and Herman, E. (1988) *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books.
- Cotter, C. (2003) *Language and Media International Encyclopedia of Linguistics* Frawley, W. (Ed.). New York: Oxford University Press.
- Dafouz, E. (2008) 'The Pragmatic Role of Textual and Interpersonal Metadiscourse Makers in the Construction and Attainment of Persuasion: A Cross-Linguistic Study of Newspaper Discourse'. *Journal of Pragmatics* 40(1): 95-113.
- Demo, D. (2001) *Discourse Analysis for Language Teachers*.
www.cal.org/resources/digest/01070

- Fairclough, N. (1995) *Media Discourse*. London: Edward Arnold.
- _____ (2003) *Analysing Discourse: Textual Analysis for Social Research*. London: Routledge.
- Fartousi, H. and Dumanig, F.P. (2012) Rhetorical Pattern of Journal Abstracts: A Rhetorical Analysis of Sampled Abstracts Published in the Advances in Asian Social Science (AASS) Journal. *Advances in Asian Social Science*. Vol. 1 No 4 318-324.
- Fellbaum, C. (1998) *WorldNet: An Electronic Lexical Database*. MIT Press.
- Fillmore, C.J., Christopher, R. & Petruck, R.L (2003) 'Background to FrameNet'. *International Journal of Lexicography* 16: 235-250.
- Fowler, R., (1991) *Language in the News: Discourse and Ideology in the Press*. London & New York: Routledge.
- Goodlier, C.M.M. (2008) Purpose and Identity in Professional and Student Radiology Writing : A Genre Based Approach. PhD Thesis, University of South Africa.
- Halliday, M.A.K. (1990) Some Grammatical Problem in Scientific English. *Australian Review of Applied Linguistics Series* 56, 13-37.
- _____ (1994) *An Introduction to Functional Grammar*. Second Edition. London: Arnold.
- Halliday, M.A.K. & Hasan, R. (1989) *Language, Context and Text: Aspect of Language in a Social Semiotic Perspective*. Oxford: Oxford University Press.
- Hasan, R. (1977) 'Text in Systemic Functional Model' in Dressler (Ed.) *Current Trend in Text Linguistics*. Berlin: Walter De Gruyter.
- _____ (1984) The Nursery Tale as a Genre. *Nottingham Linguistic Circular*, 13 pp. 71-102.
- _____ (1996a) *Ways of Saying: Ways of Meaning*. London: Cassell.
- Hawes, T. & Thomas, S. (1996) 'Rhetorical Uses of Themes in Newspaper Editorials'. *World Englishes*. 15(2): 159-170.
- Hyland, K. (2002) 'Genre: Language, Context, and Literacy'. *Annual Review of Applied Linguistics*. Vol. 22, 113 – 135.
- Kathpalia, S.S. (1992). A Genre Analysis of Promotional Texts. Ph.D thesis submitted to the National University of Singapore, Singapore.
- Kirk, D. (1993) *The Body, Schooling and Culture*. Geelong, VIC: Deaking University Press.
- Lavid, J., Arus, J. & Moraton, L. (2012) 'Genre Realised in Theme: The Case of News Reports and Commentaries'. *Discourse. Revue de Linguistique, Psycholinguistique et informatique*, 10.
- Leech, G. (1993) *Principles of Pragmatics*. London: Longman.
- Lemke, J.L. (1995) *Textual Politics: Discourse and Social Dynamics*. London: Taylor & Francis
- Matheson, D. (2005) *Media Discourses: Analysing Media Text*. England: Open University Press.
- Mey, T. (2001) *Pragmatics: An Introduction*. UK: Blackwell Publishers.
- Moore, A.R. and Tuckwell, K.R. (2006) A Tenorless genre?Forensic Generic Profiling of Workers' Compensation Dispute Resolution Discourse.*Linguistic and Human Sciences* Vol 2. 2, 205-232 .
- 'O' Keeffe (2006) *Investigating Media Discourse Analysis*. London: Routledge.
- Olateju, M.A. (2004) *Discourse Analysis*. Ile-Ife: Obafemi Awolowo University Press.
- Olorunyomi, D. (2007) *The Media and the Management of Ethno-national Differences in Urban Violence, Ethnic Militias and the Challenge of Democratic Consolidation in Nigeria*. Lagos: Concept Publications, 97-103.

- Paltridge, B. (1993) 'Writing Up Research: A Systemic Functional Perspective' *System* 21 (2), 175-192. Schiffrin, D. (1994) *Approaches to Discourse*. Oxford: Blackwell Publishers.
- Schmidt, T. (2008). 'The Kicktionary: Combining Corpus Linguistics and Lexical Semantics for a Multilingual Football Dictionary'. In Lavric, E; Gerhard P.; Andrew S. and Wolfgang S. (Eds.) *The Linguistics of Football*. Germany: Gunter Narr Verlag Tuebingen.
- Scollon, R. (1998) *Mediated Discourse as Social Interaction: A Study of News Discourse*. London: Longman.
- Tirkkonen-Condit, S. (1996) 'Explicitness vs. Implicitness of Argumentation: An Intercultural Comparison'. *Multilingual* 15(3): 257-273.
- Trappes-Lomax, H. (2006) 'Discourse Analysis' in Alan Davies & Catherine Elder (Eds.) *Handbook of Applied Linguistics*. Oxford: Blackwell 133-164.
- van Dijk, T.A. (1986) *News as Discourse*. University of Amsterdam, Department of General Literary Studies, Unpublished Book. Ms.
- _____ (1990) The Future of the Field: Discourse Analysis in the 1990s'. *Text* 10 (1/2) 133-156.
- _____ (2001) 'Discourse, Ideology & Context'. *Folia Linguistica* xxx/1-2, 11-40.
- Wang, W. (2008b) Intertextual Aspects of Chinese Newspaper Commentaries on the Events of 9/11. *Discourse Studies* 10(3). 361-381.
- White, P.R.R. (1998) 'Telling Media Tales: The News Story as Rhetoric'. Unpublished Ph.D Thesis: Department of Linguistics, Sydney: University of Sydney. [available online: <http://www.grammatics.com/appraisal/hoodS-phd-links.htm>].
- Wodak, R. and Busch, B. (2004) 'Approaches to Media Texts'. *Sage Handbook of Media Studies*. London: Sage 105-122.