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GENRES OF SPORTS MEDIA DISCOURSE

This article aims to study various genres of sports media discourse and their influence on sports culture and perception. The article examines the emotive evaluation of phrases and expressions that were selected from sports discourse materials. The methodological basis of the study is linguistic and comparative analysis, which allows to study the emotive evaluation of phrases from various genres of sports discourse, including news, reports, commentaries, interviews and analytical materials from English-language sources. By analyzing examples from authentic English-language materials and studying the context, the article demonstrates how each genre of sports media discourse performs its unique function: providing relevant information, analyzing strategies and tactics, as well as deep immersion in the world of sports. The article highlights the innovative possibilities of digital technologies in the development of these genres. The results of the comparative analysis help to understand the emotive evaluation of a particular genre of sports discourse. The conclusion emphasizes the importance of critical thinking in perceiving information from various sources of sports media, as well as understanding the emotive coloring of expressions from sources of sports programs. The article contributes to the study of functional varieties of written and oral language of sports media discourse.

Key words: sports media discourse, genres of sports media discourse, sports reportage, sports commentary, emotive evaluation, sports culture, interactive media.

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Спорттық медиа дискурс жанрлары

Бұл мақала спорттық медиа дискурстың әртүрлі жанрларын және олардың спорт мәдениеті мен қабылдауына әсерін зерттеуге бағытталған. Мақалада спорттық дискурс материалдарынан таңдап алынған сөз тіркестері мен сөз тіркестерінің эмоционалдық құндылығы қарастырылады. Зерттеудің әдіснамалық негізі лингвистикалық және салыстырмалы талдау болып табылады, бұл спорттық дискурстың әртүрлі жанрындағы сөз тіркестерінің эмоционалды бағалауын зерттеуге мүмкіндік береді, соның ішінде жаңалықтар, репортаждар, түсініктемелер, репортаждар, сұхбаттар және ағылшын тіліндегі дереккөздердің аналитикалық материалдары. Ағылшын тіліндегі шынайы материалдардан алынған мысалдарды талдау және контекстті қарастыру арқылы мақала спорттық медиа дискурстың әрбір жанры өзінің бірегей функциясын қалай орындайтынын көрсетеді: тиісті ақпарат беру, стратегиялар мен тактикаларды талдау және спорт әлеміне терең бойлау. Мақалада осы жанрларды дамытудағы цифрлық технологиялардың инновациялық мүмкіндіктері көрсетілген. Салыстырмалы талдау нәтижелері спорттық дискурстың белгілі бір жанрының қандай эмоционалды құндылыққа ие екенін түсінуге көмектеседі. Қорытындыда спорттық ақпарат құралдарының әртүрлі көздерінен ақпаратты қабылдауда, сондай-ақ спорттық бағдарламалар көздерінен өрнектердің эмоционалды бояуын түсінуде сыни ойлаудың маңыздылығы атап өтіледі. Мақала спорттық дискурстың жазбаша және ауызша тілінің функционалдық түрлерін зерттеуге ықпал етеді. Зерттеу нәтижелері спорт блогтары, спорт жаңалықтары, арналары және спорттық іс-шаралар комментаторларының шет тілінде сөйлеуі туралы контекстік түсінікті дамыту үшін қолданылуы мүмкін.

Түйін сөздер: спорттық медиа дискурс, спорттық медиа дискурстың буыны, спорттық репортаж, спорттық түсініктеме, эмоционалды бағалау, спорт мәдениеті, интерактивті медиа.

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Жанры спортивного медиадискурса

Данная статья направлена на изучение разнообразных жанров спортивного медиадискурса и их влияния на спортивную культуру и восприятие. В статье рассматривается эмотивная оценочность словосочетаний и выражении, которые были отобраны из материалов спортивного дискурса. Методологической основой исследования являются лингвистический и сравнительный анализ, которые позволяют изучить эмотивную оценочность словосочетаний различных жанров спортивного дискурса, включая новости, репортажи, комментарии, отчеты, интервью и аналитические материалы из англоязычных источников. С помощью анализа примеров из аутентичных англоязычных материалов и изучения контекста в статье демонстрируется, как каждый жанр спортивного медиадискурса выполняет свою уникальную функцию: предоставление релевантной информации, анализ стратегий и тактик, а также глубокое погружение в спортивный мир. В статье освещены инновационные возможности цифровых технологий в развитии этих жанров. Результаты сравнительного анализа помогают понять какую эмотивную оценочность имеет тот или иной жанр спортивного дискурса. В заключении подчеркивается важность критического мышления при восприятии информации из различных источников спортивных медиа, а также понимание эмотивного окраса выражении из источников спортивных программ. Статья вносит вклад в изучение функциональных разновидностей письменного и устного языка спортивного дискурса. Результаты исследования могут быть использованы для разработки контекстного понимания иноязычного использования спортивных блогов, спортивных новостей, каналов и комментаторов спортивных мероприятий.

Ключевые слова: спортивный медиадискурс, жанры спортивного медиадискурса, спортивный репортаж, спортивный комментарий, эмоциональная оценка, спортивная культура, интерактивные медиа.

Introduction

In the modern world, the sphere of sports is actively developing, and it is one of the most essential areas of human activity, which includes socio-political, financial and economic aspects. Due to the emergence of new sports realities, new words, phrases and terms that characterize this sphere appear in the language. Thus, this process enriches the linguistic systems of the English language and forms a large layer of new vocabulary. Moreover, sports news and information have become an integral part of the daily flow of content. The sports media discourse genres used in English-language media play an important role in shaping the perception of sports, athletes, and sporting events by a global audience. The problem of analyzing these genres and their impact on sports culture and society is relevant and important.

Recent studies and publications actively explore various genres of sports media discourse in English-language sources and reveal their role in the formation of sports culture and interaction with the audience.

The problem of analyzing the genres of sports media discourse has an important connection with scientific and practical tasks. First, the understand-

ing and research of these genres allow us to reveal the specifics and features of sports journalism, which is an important aspect of the media sphere. Secondly, it helps to identify the influence of the media on the perception of sports, the formation of attitudes towards various sports, as well as the influence on the formation of sports idols.

The relevance of the study is that sport has long gone beyond sports arenas and has become an important part of cultural and social life. It affects the attitude to a healthy lifestyle, determines the standards of masculinity and femininity, contributes to the formation of a national and global identity. Media, in particular English-language sources, play a key role in this process through the way sports information is presented and specific genres are created.

The purpose of this article is to study different genres of sports media discourse, the use of which in English-language sources contributes to the construction of sports reality and affects the audience's perception of sports events.

Nowadays, sports discourse is studied by many linguists and scholars. Discourse is understood as "a unit of language, which is longer than a single sentence and it refers to written or spoken language of social contexts. Traditionally, social contexts may

include information about linguistic personalities, cognitive spaces, cultures of the sender and addressee of the message” (Anuarbekova, 2023).

Sports media discourse is a comprehensive information space in which sports events, news, analyzes, comments, and opinions are discussed and distributed. It covers all kinds of media, such as television, radio, the press, and social networks used to interact with the audience and shape the perception of sports reality. The sports media discourse includes various genres and styles that contribute to the creation of a multifaceted image of sports in the mass consciousness (Baranova, 2019).

The sports media discourse plays an important role in the modern information society, as it has a significant impact on the formation of sports culture, the perception of sports by the audience, and interaction with society as a whole:

Information provision. The sports media discourse provides a global audience with the latest news, results, and analysis from the world of sports. It becomes a source of primary source for many people regarding events in sports arenas.

Formation of sports culture. Media define and popularize various sports, sporting events, and heroes. They influence the choice of popular disciplines, contribute to the development of fanaticism and patriotism in the sports sphere.

Formation of sports idols. The sports media discourse creates the illusion of closeness to athletes and teams, bringing them closer to the audience. This contributes to the formation of sports idols and images with which the audience can identify.

Analysis and selection of information. The sports media discourse provides an opportunity to analyze different points of view on sports events, which helps the audience to more objectively understand the essence and significance of sports.

Promoting sports education. Media create an opportunity for sports training and education by providing advice on training, healthy living, and a balanced diet (Gusev, 2015).

Materials and methods

Sports media discourse plays an important role in the formation of sports culture and affects the perception of sporting events by the audience. Different genres of media discourse have different influences on the way we perceive and understand the world of sports. The materials of the given article are genres of sports media discourse, including the examples from each genre. Below, there are men-

tioned detailed information about genres and digital technologies.

The genre of sports news and reports helps the audience to quickly navigate the current events and results of sports competitions. It forms the image of the event as the most significant and important at the moment. Commentary and analysis of sporting events allow the audience to understand the depth and strategy of the sport. Expert opinions and assessments reveal new aspects and contexts of sporting achievements.

Reportage creates the illusion of presence at the event, allowing the audience to feel the emotions and atmosphere. This genre introduces a deeper element of emotional connection with events. Interviews with athletes and coaches enable the audience to get acquainted with the personality and views of athletes in-depth, revealing their motivations and inner world. Analytical materials help the audience to see the sport in a broader context. This genre shows the importance of sport as a socio-cultural phenomenon and reveals its impact on society (Kaplan, 2010).

Digital technologies in recent years have a huge impact on the development and change of genres of sports media. They open up new opportunities for interaction with the audience, improve the ways of presenting information, and provide the opportunity to create more interactive and meaningful sports content. Here is how digital technologies affect the development of various genres of sports media:

1. Sports news and reports

- Multimedia content: Digital technologies allow to supplement text news with video, photo, and audio materials, which makes the information more visual and interesting.

- Real-time updates: Sporting events can be tracked in real-time through online broadcasts, interactive graphs, and commentary.

2. Sports commentary

- Video content: Video analyses can be more detailed and interactive through the use of graphs, animations, and visual aids.

- Social media: Journalists can provide real-time commentary and analysis through social media platforms, interact with the audience, and get their views.

3. Sports reportage:

- Virtual reality (VR) and 360 ° video: Allow to create immersive reports where the audience can feel «present» at a sporting event.

- Remote broadcasts: With the help of drones and robots, you can broadcast sports events from places inaccessible to humans.

4. Sports interview:

- Podcasts and video podcasts: This allows to communicate with athletes and experts in the format of audio or video recordings that can be listened to or watched on a convenient schedule.

5. Sports analysis:

- Big Data and analytical tools: Help to create detailed analytical materials based on a huge number of statistics and data.

The description of each genre of sports discourse helps to understand the difference between these genres. The comparative method was used to make analysis of the examples of genres. To compare the genres of sports discourse, it was decided to take examples (word expressions) that may have emotiveness. There are two types of emotive evaluation of word expressions: positive and negative. Positive emotive evaluation includes words of encouragement, praise, announcement of victory, and comments in a positive vein. In contrast, negative emotive evaluation includes negative comments, announcement of loss, non-compliance with the rules and negative description of the competition or sport games. There were three stages of the analysis, first of all, there were chosen sport commentaries, sport interviews and reports (10 authentic materials of each type of sport discourse genre). The materials were used from official sports websites. At the second stage, it was determined what kind of emotive evaluation has each example, which was taken from sports commentary, interviews and reports. Then these examples (emotive expression, words) were analyzed by comparing with each other. The results of the analysis can be read below. The comparison may help to better understand the genre of sports discourse.

Literature review

Due to the complexity of its structure, discourse is considered a category that does not have a clear outline and volume (a full review of various interpretations of discourse is not the purpose of this study). In essence, the term “discourse” has repeated the fate of the term «concept»: it has become a polysemantic and multifaceted phenomenon (Malyshева, 2011).

The multifaceted nature of this phenomenon is largely due to the interdisciplinary nature of the science that studies discourse – discourseology, which, according to theorists of discourse analysis, creates methodological difficulties (T.A. van Dijk, 2014).

The lack of a single definition of the term “discourse” is one of the reasons why it often replaces such concepts as speech, speech activity, communication, and others. However, these «replacements» often lead to an unjustified expansion of meaning, which in principle does not meet the requirements for the term. The precision of the term is, in essence, an ideal that “is desirable, but not fully achievable: this is all the truer in relation to the definition of discourse as an aspect of communicative activity and as an object of linguistic study” (Kashkin, 2014). The approach to discourse from the standpoint of cognitive science is a natural result of changing ideas about language. Due to the significant influence of philosophical, cultural, psychological and social concepts on linguistics of the late 20th and early 21st centuries, language is understood as “the functional essence of the unity of mental and linguistic consciousness, with the help of which a person acquires the ability to categorize the world, to know it and to exist within it” (Demyankov, 1995).

Various approaches to discourse reflect both the interdisciplinary and intercultural nature of this concept. Patrick Serio, a well-known specialist in the field of Slavic linguistics and the school of Discourse Analysis, provides eight definitions. Thus, in the French tradition, discourse is understood as “an utterance considered from the point of view of the discursive mechanism that controls it” (Serio, 2001). The starting “point” of many foreign concepts is precisely the text, and if we consider the “utterance” from the point of view of its structuring in the text space, then we should take into account the linguistic conditions of production, which ultimately leads to “discourse”.

The communicative reality of language-speech (the latter is now understood to mean discourse) was separated by M.M. Bakhtin from language and text and – it should be noted – from the flow of speech itself. According to theorists of discourse analysis, “M.M. Bakhtin’s position allows us to rely not on F. de Saussure’s formula, but on L.V. Shcherba’s triad “language – speech (speech activity) – language material (texts)” in its relation to the social person as a subject of ideology” (Manaenko, 2014).

Among the main genres of modern sports media discourse are commentary, reportage, column, interview, essay. Referring to the article by A.I. Milostivaya, we note that a genre is a communicatively defined group of texts, including newspaper texts, which has such characteristics as stability and recurrence (English recurrence – renewal, repetition, relapse, from Latin *recurro* – I run back, I return)

(Milvidov, 2000). All the above genres are unique in their structure and differ from each other in the use of stylistic and artistic means of language. The genres of sports media discourse play a significant role in the transmission of sports events and are an important element of communication between outstanding sports personalities, journalists and the audience. Each of them performs a specific function and has its own characteristics and also allows you to convey sports events and information about these events in various forms. Sports commentary and reporting are used to describe and convey information directly from the scene, columns and essays provide an opportunity to analyze and comment on these events, and interviews provide a chance to get the opinion of participants in sports events. All these genres together create a multifaceted and informative sports media discourse, facilitating the most complete assimilation of information and the involvement of the audience in the world of sports (Lefever, 2011).

The sports media discourse includes a wide range of genres that are used to transmit sports information and events. Each of these genres has its own characteristics and structure, helping to effectively convey events from the world of sports to the audience. The following genres of sports media discourse can be distinguished, in which sports information is presented:

1. Sports news and reports: They convey the latest news, competition results, movement of players between teams, etc. Sports reports describe in detail the course of the match, the performances of athletes, and the main events of the game. This genre provides a clear and concise presentation of the facts and details of sporting events. Examples:

- *"LeBron James Leads Lakers to Victory in Overtime Thriller"* – report on the victory of the Los Angeles Lakers team in an important match of the National Basketball Association (NBA)

- *"Record-Breaking Performance: Simone Biles Earns Highest Score in Gymnastics History"* – news about the brilliant performance of Simon Biles at gymnastics competitions and setting a new record.

- *"UEFA Champions League Final: Thrilling Match Ends with Manchester City's Victory"* – report on the final match of the UEFA Champions League, in which Manchester City won (Schirato, 2013).

2. Sports commentary: This is a genre where journalists analyze and comment on sporting events, results, and performances of athletes. They can give personal opinions, reviews, and predictions for fu-

ture competitions. This genre allows you to involve the audience in the discussion of events and express your own views on sports. Examples:

- *"Defensive Brilliance: Analyzing the Impact of Rudy Gobert in the Utah Jazz's Success"* – analysis of the influence of Rudy Gobert on the success of the Utah Jazz team due to his defensive skills in basketball.

- *"Tactical Insights: How Jurgen Klopp's High-Pressing System Revolutionized Liverpool's Style of Play"* – an analytical review of how the high-pressure system of Jurgen Klopp transformed the style of play of Liverpool.

- *"Artistry and Difficulty: Dissecting the Balance Beam Routines of Top Gymnasts"* – analysis of gymnasts' performances on the balance board with an emphasis on artistry and complexity of movements (Trappes-Lomax, Hugh, 2001).

3. Sports reportage: This is a detailed description of sporting events, usually carried out in real-time or while serving competitions. It creates a dynamic mood, recreating the atmosphere in the stadium or arena. Reporting can include not only actual results but also the journalist's feelings about the course of events. Examples:

- *"The Miracle in Istanbul: Liverpool's Unforgettable Comeback in the 2005 Champions League Final"* – a reportage on the incredible turn in the 2005 Champions League final, when Liverpool made impressive revenge and won.

- *"World Cup Wonders: The Underdog Story of Iceland's Football Team"* – description of the historic performance of the Icelandic national team at the World Cup, which became an impressive phenomenon.

- *"Breaking Barriers: Eliud Kipchoge's Sub-Two-Hour Marathon"* – a detailed reportage about Eliud Kipchoge, who became the first person to overcome the marathon in two hours (Zilbert, 2001).

4. Interviews with athletes and coaches: This genre provides an opportunity to learn more about athletes, their motivation, preparation for competitions, and life beyond a court. Interviews reveal the personality of the athlete, helping the audience to understand their achievements and the importance of sports in their lives. Examples:

- *"Michael Jordan Opens Up About His Drive to Win and the Challenges of Greatness"* – in-depth interview with the legendary basketball player, where he talks about his motivation to win and the difficulty of achieving great heights.

- *"Serena Williams on Empowerment, Equality, and the Path to Greatness"* – a conversation

with Serena Williams about her views on equality, self-determination, and achieving heights in tennis.

- *“Usain Bolt Reflects on His Legacy and the Mindset of a Champion”* – interview with the fastest man in the world, in which he shares his thoughts on his sports heritage and the mental mood of the champion (Muhin, 2018).

5. Analytical articles and commentaries: Analytical articles help to reveal the deep aspects of sporting events, given their impact on teams, players, and the sports industry as a whole. These may include analysis of tactics, strategies, trends in the development of the sport, etc. Examples:

- *“Tactical Breakdown: The Evolution of False Nine Role in Modern Football”* – analysis of the evolution of the role of “false nine” (a football player who plays the role of striker and midfielder) in modern football and its tactical variations.

- *“Positionless Basketball: Analyzing the Shift towards Versatility in the NBA”* – consideration of the trend towards universality in the National Basketball Association (NBA) and its impact on the role of players in teams.

- *“Mental Toughness in Tennis: How Elite Players Handle Pressure and Challenges”* – an analysis of psychological resilience in tennis and how elite players will cope with pressure and difficulties (Mauro, 2020).

Results and discussion

This article attempts to examine sports media discourse, in particular the ways of expressing emotional evaluation that are inherent to sports discourse. By emotional-evaluative models we mean the most frequently encountered patterns and themes in the studied material, expressed through figures of speech, namely through an epithet. In matters of emotionality and evaluation, we relied on the research of several scientists who defined the criteria for identifying emotional-evaluative units, and distinguished between the concepts of expressiveness, emotionality and emotional evaluation. Our study is based on the hypothesis that there are certain patterns of using emotional-evaluative vocabulary, which are used intentionally or unintentionally by authors of sports articles.

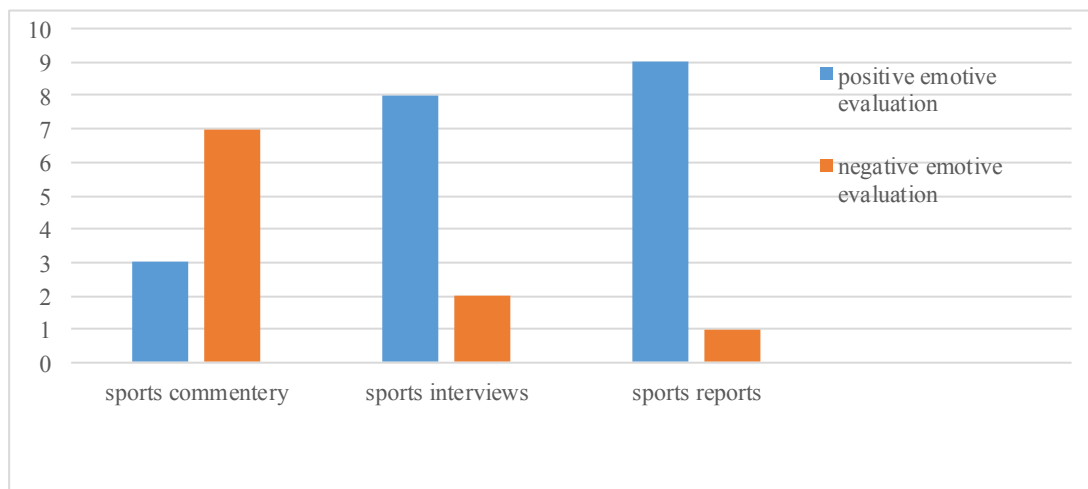


Figure 1 – Results of emotive evaluation

Above, there is a figure that describes the results of the analysis of emotive evaluations of word expressions which were taken from sports commentaries, interviews and reports. In the analysis there are studied 10 sports programs in which 7-word expres-

sions had negative emotive evaluation, and 3 positive emotive evaluation. For sports interviews, 8-word expressions were positive and 2 negative. Results of reports, 9-word expressions had positive emotive evaluation whereas 1 word expression had negative.

Table 1 – Example of emotive evaluation

<i>Example of positive emotive evaluation</i>	<i>Example of negative emotive evaluation</i>
One of Peter Drury's finest hours, getting the 2010 World Cup off to a flying start. It really was a goal for all of Africa.	"Lehmann is beaten!!!" If those three words don't make the hairs on the back of your neck stand up, football just isn't for you.
"It's 11, it's heaven for Jamie Vardy!" Tyler splendidly spicing up one of the <u>Premier League's</u> greatest ever achievements.	The Dutchman said: "It's a pity the manager is Mourinho, because normally he's an English player you want to give him time, and he can then make mistakes. But Mourinho is not like that. He wants to get results. If he [Rashford] has one or two not-good games, he puts him out.»
Gary Neville's cries really were the theme song to Chelsea's memorable Champions League triumph. Tyler's cry of 'Drogbaaaaa' certainly adds some flavour as well.	"The worst manager in the history of the Premier League, Frank de Boer. What he was saying was it was not good for Marcus Rashford to have a coach like me, because the most important thing for me is to win. If he was coached by Frank he would lose, because he lost every game."
It was offside, but there was no VAR to spoil a glorious moment. Absolute limbs!	Former <u>Manchester United</u> defender Paul McGrath has revealed that <u>Sir Alex Ferguson</u> once offered him £100,000 to retire from football on the spot in an effort to stamp out the drinking culture inside the Man United dressing room

Above there is a table with examples of emotive evaluation of commentaries. There were taken from official sport games website. According to the analysis of emotive evaluation of expressions of different sport genres, we can make a conclusion, that commentaries of sport games or any sport activities might have more negative emotive evaluation rather than positive. In contrast, in sport interviews or reports the speech of reporters usually have positive emotive evaluation. Reporters in live broadcasts may use negative word expressions, epithets to attract attention of audience. In TV programs or podcasts interviews may be checked thoroughly, therefore negative comments may be inadmissible. For that reason, in the analysis of this article interviews had more positive emotive evaluation of word expressions.

Conclusion

The sports media discourse is an integral part of the modern information culture, which provides an opportunity to perceive, analyze, and communicate about the events of the sports world. This article analyzed different genres of sports media discourse, their impact on sports culture and emotive evaluation of sports discourse. Sports news and reports provide up-to-date event information, allowing audiences to follow sports events in real-time.

Sports commentary complements this by providing an analytical look at important aspects of the game and the performances of athletes. Sports reportage and interviews allow to dive into the at-

mosphere of sporting events and learn more about athletes firsthand.

Analytical materials reveal deep aspects of the game, tactics, and strategy, expanding the understanding of viewers and readers. With the use of digital technologies, the genres of sports media discourse are experiencing a new level of development. From immersive reporting in virtual reality to interactive analysis in video format, these technologies provide audiences with new ways to immerse themselves in the sports world. The influence of sports media discourse genres on sports culture and perception cannot be underestimated. They shape the images of athletes, and reveal their success stories and priorities, contributing to the reproduction of sporting values in society. In general, the variety of genres of sports media discourse helps to enrich sports culture and gives the audience the opportunity to enjoy sports events, analyze them and interact with this exciting world.

When studying emotiveness, it is necessary to mention the semantic category of evaluation, since emotions are a subjective form of evaluation of phenomena and objects of reality. It can be argued that the categories of evaluation and emotionality are inextricably linked in linguistics. The semantic category of evaluation is considered a special language category expressing an emotional attitude caused by an established opinion about the subject of the statement and associated with human mental activity. Due to the fact that each word in the language is associated with one or another degree, with one or another type of evaluative connotation or with its

potential possibility, realized in various specific situations, the category of evaluation turns out to be, as it were, «spread» throughout the entire vocabulary of the language.

According to the results, sport commentaries may have more negative emotive evaluation, whereas sport interviews and reports may have more positive emotive evaluation. This is explained by the fact that in order to attract attention and also for an interesting description of the sport game or competition, commentators may use negative tone. In contrast, television interviews and reports are adjusted

more strictly since there may be a certain charter in the media.

The result of this work is the selection and analysis of evaluative linguistic elements in the English-language sports discourse, the definition of their features and unique properties, as well as the compilation of their classifications. These materials can serve as a basis for further research devoted to the study of English-language sports discourse genres and the establishment of the dynamics of changes occurring with the use and characteristics of evaluative language units.

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