
DISCOURSE STRUCTURE OF THE SPORTS REPORT OF THE 2022 FIFA WORLD CUP IN KENYAN NEWSPAPERS

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ABSTRACT

Sports discourse is one of the most common types of discourses today. The 2022 FIFA world Cup games in Qatar was a matter of contention. One area that reflected the power of discourse was that it created the space for journalists and NGOs to highlight issues that might otherwise have remained out of sight. This study focused on discourse structure of the sports report of the 2022 FIFA World Cup in Kenyan Newspapers. The study applied Fairclough's (1992, 2001) and Van Dijk (2001) Critical Discourse Analysis Theory. The study employed descriptive research design. The target population for this study was 2022 FIFA World Cup football reports in Kenyan newspapers. The study employed purposive sampling procedures. Data was collected from primary and secondary sources through an observation sheet. Data analysis was analyzed qualitatively by means of textual analysis. The findings of the study revealed that the discourse structure of sports news has three main structures the topic/headline, lead and the main event. The study recommends that since the sports news is highly ideological specific institutions of newspapers should provide a strong check and balance on the publication of news to ensure objective representation of news. It is hoped that the study adds knowledge to linguistics and media and communication.

Keywords: Discourse structure, Discourse Analysis, 2022 FIFA World Cup, Kenyan Newspapers.

1. INTRODUCTION

This paper intended to investigate the Discourse Analysis (DA) of football texts of 2022 FIFA in Kenyan newspaper. Sports discourse is one of the most common types of discourses today. It is regarded to be one of the types of media discourses which are supposed to display mainly features of description and commentary, with a unique, specialized vocabulary. This study focused on 2022 world cup football discourse news published in Kenyan newspapers. Anderson (1983) notes that the newspaper has a fundamental role in the daily reproduction of nationhood; the presentation of dominant ideologies and discourses through the football are not free of contradiction. Tomlinson (1994) observes that football (known as soccer in the United States) has been affirmed to be the dominant influential and the most popular sport across the world. FIFA (International Federation of Football Associations) is considered as powerful sources of trans-global-socio-economic and cultural-ideological force and with such an impact is to be expected producing the desired effect of organization on discourses and practices (Van Dijk, 1993). DA both as a theoretical concept and methodological approach is frequently applied in

research projects that examine traditional media. Brown and Yule (1983) observe 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. Van Dijk (1990) 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. Lemke (1995) states that language is not simply used to produce word- meaning or clause meaning but 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.

The year 2022 saw an upsurge of football discourse by Kenyan sports reporters and football fans. This is due to the FIFA World Cup Qatar 2022 that was played from 20th November to 18 December that saw 32 teams compete across 64 matches. The month was filled with Football news discourse that created a genre for specific discourse communities. In this case, DA sees texts as the negotiated communicative achievements of the participants that is the writer and the reader (Goodlier, 2008). Consequently, football news is written by news reporters with an intention of the writer to create his/her relationship with the reader.

There are various studies on football texts. Van Dijk (2006) states that surface structures of discourse are the variable forms of expression at the phonological and graphical realization of underlying syntactic, semantic, pragmatic or other abstract discourse structures. Bishop and Jaworski (2003) study analyzed the press reportage of both written texts and visual images of football game between Germany and England during the European championship in the year 2000 (Euro 2000) in Netherlands and Belgium. The study revealed the use of strategies such as authentication, pejoration, homogenization, monitoration, and universalization as demonstrated by a few examples provided in this discussion. Various studies focus on football commentary (Pérez-Sabater et al. 2008; Georgalou, 2009 and Mariza 2009). The findings of the studies show that sports journalists may strategically deploy language that seeks to construct a national identity that promotes unification and solidarity amongst their audience. Linn (2010) examined the role of 2010 FIFA World Cup in South Africa contribution to nation building while Bergh (2011) reported on the use of war terminology and war metaphors in written minute-by-minute match reports. Otieno (2014) study examined language used by newspaper headlines of stories reporting soccer in Kenya. The study findings show the use of vivid and colourful use of metaphorical language to insinuate that football is not only a constant battle but also a war. The study took a cognitive approach while the study applied CDA. Lubia (2015) analyses the proceeding of coverage of proceedings of the English Premier League (EPL) by media in Kenya. The findings of the study revealed that the real reason behind the EPL talks was to establish and sustain the listener's interest in the radio station. Nartey (2018) investigated the football match preview in a bid to identify its schematic structure and the rhetorical strategies. The study took a genre approach to football match previews while the current study applied a CDA approach. Nabono (2022) examines how Brazilian football fans see the presence of openly gay players on a men's team using CDA in football forums. The reviewed study focused on notions of homophobia in Brazilian football.

This study analyses the discourse structure of the sports report of the 2022 FIFA World Cup in Kenyan newspapers. Newspaper is an affective media because of having addressee from different levels of society has kept its role in effecting on culture and society. Moreover, newspaper reports offer an overall image of a piece of news so its relative importance and categorization facilitate special comprehension for readers. The season of 2022 FIFA World Cup in Kenya filled football fans with excitement and the urge to update them with knowledge on football. Thus, football discourse became popular. Reporters worked at high speed to prepare after-match report and sometime they had to write some of the match reports on the way to the game. In Kenya football reporters and analyst have often used colourful and military language to describe soccer. The study analyzed discourse strategies that reporters used in sports reporting during the 2022 FIFA World Cup in Kenya. It is therefore hoped that the study provides empirical contribution to the study of language and media.

2. THEORETICAL FRAMEWORK

This study applied Critical Discourse Analysis (CDA) as proposed by Fairclough (1989, 1992, and 1993). CDA sees language as part of social practice (Janks 1997; Van Dijk 1998). Language as a social practice entails recognizing that there are three dimensions to any discursive instance such as the newspapers (Cf. Fairclough, 1989). The process of such interpretation is cognitive since it draws upon internalized meanings or ideologies. Language as a social practice also involves social conditions of production and social conditions of interpretation. These include the social situation or immediate environment, the social institution and the society in which the discourse occurs. Fairclough (1993) argues that CDA involves three stages description of the discourses as text; interpretation of the discourses as interaction, that is, between text and human subjects; and explanation of the discourse as social action. Thus, an analysis of Kenyan print media on football discourse entails first analyzing the structure of the text and the linguistic choices made by the writer. Secondly, the analysis includes examining the process of production of the text by the writer and the process of interpretation whereby the reader makes sense of what the text is about. Thirdly, the analysis considers the social conditions that possibly influence and possibly are influenced by the processes of production and interpretation of each of the editorials. Fairclough's three stages of discourse analysis are seen as three interrelated stages.

3. RESEARCH METHODOLOGY

This research adopted a descriptive research design. Descriptive research design deals with naturally occurring phenomena using data, which either may be collected first hand or may utilize an already existing data (Cresswell, 1998; 2009). A descriptive research design is deemed appropriate since data from newspapers is already existing data. Moreover, descriptive research is concerned with providing descriptions of phenomena that occur naturally without experimental manipulation or an artificially contrived treatment. The study focused on both visual and verbal content that are reflected in reporting 2022 FIFA World Cup football texts. The target population for this study was 2022 FIFA World Cup football news reports in Kenyan newspapers from 20th November to 20th December. This was the period when the 2022 FIFA World Cup football took place. Purposive sampling was applied in the selection of 2022 FIFA World Cup football reports. The data was collected from both primary and secondary source. The primary data was obtained from printed texts from the newspapers. The study

collected 62 news reports from 20th November to 20th December. The study used text analysis that will adopt the three-dimensional discourse framework of Fairclough for the critical explanation and interpretation of news reports including linguistic features, ideological, cultural and social processes. Text analysis was used to present the rationale, procedures and concerns that emerged in the course of the investigation. Following CDA (Fairclough, 1989) a sample of newspaper text on 2022 FIFA world cup reports was analyzed to show how language is used to represent football discourse in newspapers. Fairclough3D analytic model is categorized into three levels of analysis: the text, the discursive practice, and the sociocultural practice (Fairclough, 2001).

4. FINDINGS AND DISCUSSION

This section focused on the discourse structure of sports report of the 2022 FIFA World Cup. This section applies Fairclough’s Three-dimensional Framework, carrying on concrete analysis and discussion from three dimensions—text, discourse practice and social practice. The analysis therefore is on the description of the 2022 FIFA World Cup sports report formal features which are the topic/headline, lead and the main event.

4.1.1 Topic/Headline

Topics embody the idea or main and important information about discourses, that the information can be best recalled. In news report the topic is the headline. There are two types of headlines summary head and connotative head. The summary head gives summary about the story while the connotative head sheds light on specific aspect of the story as shown in the analysis below:

No	Source	Date	Headline	Type of headline
1	The Daily Nation	Thursday, December 15 th 2022	Messi and Argentina close to win	connotative head
		Saturday, December 17 th 2022	Morocco v France: will the real Africa win	connotative head
		Sunday, December 18 th 2022	Argentina, France fight for ultimate glory tonight	connotative head

2	The Standard Daily	Sunday, November 20 th 2022	2022 world cup could mean redemption for Brazil's Neymar	connotative head
		Wednesday, November 23 th 2022	The day Saudi Arabia stunned poor Argentina	summary head
		Monday, November 21 st 2022	Valencia makes light work of hosts Qatar	summary head

The data collected reveals that the 2022 FIFA World Cup headiness were either in form of summary or connotative. Summary headline does not connote any extra meanings as shown in the data below:

The day Saudi Arabia stunned poor Argentina

Valencia makes light work of hosts Qatar

The three headlines above give factual information about what the study is about. The actin has already taken place hence the story to be published is based n facts.

Connotative heads communicated more than what is literally said, as such they make use of implication and prepositions as shown in the headiness below:

Morocco v France: will the real Africa win

2022 world cup could mean redemption for Brazil's Neymar

Argentina, France fight for ultimate glory tonight

Messi and Argentina close to win

The headline *Morocco v France: will the real Africa win* implies that France is a tough team hence Morocco may win or not. In the headline, *2022 world cup could mean redemption for Brazil's Neymar* implicates that Neymar is a good player but he has not performed we in the previous world cup games. Therefore he may redeem himself in 2022 FIFA world cup. The headline *Argentina, France fight for ultimate glory tonight* implies that either Argentina or France may win the 2022 world cup.

4.1.2 Lead

Another important part in the discourse structure of a sports story is the lead. Lead is the paragraph that unlocks the way for the whole story. It entails the most important information of the story as demonstrated in the analysis that follows:

No	Source	Date	Headline	Lead
1	The Daily Nation	Thursday, December 15 th 2022	Messi and Argentina close to win	Boys now we are dreaming again. I want to win for the third time; I want to be a world champion. And we can see deep down to heaven, with Don Diego and La Lota cheering Lionel.
		Saturday, December 17 th 2022	Morocco v France: will the real Africa win	After 63 matches played over the last 29 days, the curtain comes down on the 2022 FIFA Qatar word cup today when familiar foes France and Argentina meet in the final at the 88000 seater Lusail stadium from 6pm
2	The Standard Daily	Sunday, November 20 th 2022	2022 world cup could mean redemption for Brazil's Neymar	When Neymar was preparing to play for Brazil at his first word cup back in 2014 the hype surrounding him was considerable
		Wednesday, November 23 th 2022	The day Saudi Arabia stunned poor Argentina	A cacophony of shouts at the end of the match td it all. To the Saudi Arabians, it was

				pressure, joy and a feeling of conquerors. For the argentinians though, it was pure torture, disbelief and dissatisfaction. A day of tears, unending tears
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The analysis above shows the

Headline: Messi and Argentina close to win

Boys now we are dreaming again. *I want to win* for the third time; *I want to be a world champion*. And we can see deep down to heaven, with Don Diego and La Lota cheering Lionel.

The analysis above reveals that the lead paragraph closely relates to the headline where Messi is quoted *I want to be a world champion*.

The next lead as relates to the headline as shown:

Headline: 2022 world cup could mean redemption for Brazil's Neymar

When Neymar was preparing to play for Brazil at his first world cup back in 2014 the hype surrounding him was considerable.

The analysis reveals that lead in sports news is brief, clear, and news worthy. The lead relates to the headline hence it maintains principle of relevance. The lead in the highlighted examples reveals relevant information in the outline story. For instance that Neymar was preparing to play for Brazil at his first world cup back in 2014 the lead above reveals that the story is about Neymar in 2014 and his performance in 2022 world cup. Lead therefore summarizes what is previously stated in the headline. The lead therefore guide enables the reader to predict the information in the story.

4.1.3 Main events

This is the core on which the whole story is built. It employs the use of special wording, quotations and reported speech. Following CDA the construction of a text relies on vocabulary selection, which is influenced by certain social context, ideology and power relations thus the choice of words normally reflects the writer's attitude towards the event and his/her ideology. The data collected reveals special use of wording to describe the players as shown below:

Word class	The Daily Nation	The standard
Word used for players		
Nouns	A master puppeteer, genius, assassins	star, GOAT, the best
Verbs	Beat, tackle, battle, crumbled Impeccable Luka	Hype, achieved, rekindled, upset, beat,
Adjectives	A genius per excellence Diego Marado lethal assassins	Promising young players Crowned the best Top player Crucial Confidence and fortitude Mental confusion, consternation and ignominy Marvelous
Word used for the game		
Adjective		Shocking win Memorable victory Brilliant goals Well scripted and converted A scripted show A brilliant collective effort Strong performance Resilient performance
Word used for fans		
Adjective		To the Saudi Arabians, it was <i>pressure, joy and a feeling of conquerors</i> . For the argentinians though, it was <i>pure torture, disbelief and dissatisfaction</i> .

		A day of tears, unending tears
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The analysis above reveals that discourse social structure of sports text relies heavily on the wording. The data shows that texts are produced, consumed, and distributed differently in specific social contexts. The nouns (A master puppeteer, genius, assassins star, GOAT, the best) used in 2022 world cup news this relate to sports domain. The verbs (Beat, tackle, and battle, crumbled) relate to the war metaphor that characterizes football games.

The sports news as utilized descriptive words in form of adjectives that were used to describe the payers such as Impeccable Luka, A genius per excellence Diego Marado and lethal assassins form *The nation daily* and Promising young players, Crowned the best, Top player, Confidence and fortitude ,Mental confusion, consternation and ignominy and marvelous from *The standard*.

The entire game was as described using phrases such as *Shocking win, memorable victory, Brilliant goals, Well scripted and converted, A scripted show, A brilliant collective effort, Strong performance and resilient performance*. It is worth noting that *descriptions* such as *Shocking win* have a negative connotation. The event of 2022 world cup news also entails description of fans with close reference to a winning or losing team as shown:

To the Saudi Arabians, it was *pressure, joy and a feeling of conquerors*. For the argentinnes though, it was *pure torture, disbelief and dissatisfaction. A day of tears, unending tears*.

The data analyzed as shows that sports texts employ the use of quotations. Quotations are news sources, which are explicitly marked with devices such as quotation marks and reporting clauses. The data analyzed below shows that production of sport texts involves the use of quotation marks:

Word class	The Daily Nation	The standard
Quotation		<p>‘He is flying right now’ Brazil coach Tite said.</p> <p>“It was a difficult game, especial in the first half” Modric said.</p> <p>“May be we felt a bit overwhelmed by the responsibility, We were nervous” Qatar coach Felix Schez said.</p> <p>We have a lot of room for</p>

Reported		improvement Schez said. He said Croatia missed something upfront (Modric said)
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The above data reveal the use of specific quotation hence make the text objective and subjective. The reporters were neutral in expressing their opinions as shown by the verb “said”.

“He is flying right now’ Brazil coach Tite *said*”

The use of the verb “said” shows a neutral viewpoint is communicated.

The news event also employs use of reported Speech. Reported Speech refers to the process of reporting what others say by means of the reporter’s own words not the sources. This achieved via reporting verbs which shapes what comes next such as claimed, agreed and said as shown:

“He *said* Croatia missed something upfront “

The use of both quotations and reported speech make the news reports objectives.

5. CONCLUSION

The current paper was designed to critically analyze the discourse structure of 2022 FIFA world cup football texts in Kenyan newspapers. News discourse is multifaceted and comprises of communicative events and their social contexts, with attention directed towards text, participants, and opinions. The discourse of news is determined by social and professional practices in institutional settings and a means to process information. This section therefore considers the discourse text of sports report of the 2022 FIFA World Cup. The study revealed that the structure of news report has three main parts headline, lead and main event. The study concludes that news discourse is multifaceted and comprises of communicative events and their social contexts, with attention directed towards text, participants, and opinions. Based on the current study findings that revealed that discourse devices can be used to advance and amplify the reporting on sports news. This study thus recommends for adoption and continued use of these mechanism as alternative means of representation.

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