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Football live text commentary as a speech genre (Based on materials in English and Ukrainian languages)

Текстовий онлайн-репортаж футбольних матчів як мовленнєвий жанр
(на матеріалі англійської та української мов)

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ABSTRACT

This article presents a comprehensive analysis of the speech genre “live text commentary” within the football discourse. The analysis procedure covers seven criteria, with the help of which the communicative-pragmatic genre aspects are examined in English and Ukrainian languages. The addresser’s communicative goal and the recipient’s corresponding model have been identified. The narrative content of the communicative event has been clarified. Potential preceding and subsequent speech genres have been identified. The peculiarities of the verbal realization of the author’s communicative goal have been taken into account. The results of the research have assisted in determining the leading characteristics of the hybrid genre. Common and distinctive features in the represented languages have been established.

Keywords: speech genre, live text commentary, football match, English language, Ukrainian language.

INTRODUCTION


Research in linguistic genealogy is mainly concerned with scientific, everyday and official business discourses. Within the football discourse, such a new genre as Football Live Text Commentary has emerged among interviews, reports and other genres. Its nature,

АНОТАЦІЯ

У статті представлено комплексний аналіз мовленнєвого жанру «текстовий онлайн-репортаж» в межах футбольного дискурсу. Процедура аналізу охоплює сім критеріїв, за допомогою яких розглянуто комунікативно-прагматичні жанрові аспекти в англійській та українській мовах. Виявлено комунікативну мету адресанта та розглянуто відповідну модель адресата. З’ясовано подійний зміст комунікативної події. Ідентифіковано потенційні попередні та наступні мовленнєві жанри. Враховано особливості вербального втілення комунікативної мети автора за допомогою мовного аналізу. Результати дослідження допомогли визначити провідні характеристики гібридного жанру. Встановлено спільне і відмінне у представлених мовах.

Ключові слова: мовленнєвий жанр, текстовий онлайн-репортаж, футбольний матч, англійська мова, українська мова.

functioning, communicative-pragmatic and linguistic characteristics in the comparative aspect still remain unexplored. The relevance of the research topic is due to the applied and anthropocentric focus of modern linguistics on the study of cognitive and discourse phenomena,

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especially those that reflect various aspects of intercultural interaction between speakers of unrelated languages (English and Ukrainian) related to the nature of the genres of such communication.

The purpose of the study is to identify the communicative and pragmatic organisation of the speech genre 'Football Live Text Commentary' and the peculiarities of its means of implementation in English and Ukrainian.

The object of the study is the speech genre 'Football Live Text Commentary', in which the corpus of selected texts is a complex combination of a text segment, an image, a time stamp and their chronological sequence.

The article consists of an introduction and a literature review and theoretical framework, which include an overview of recent research. The methodology section covers the stages of the study and the methods used to present the research results. The main material is presented in the Results section, followed by the Conclusions section and the list of references.

LITERATURE REVIEW

On the one hand, a football match consists of a relatively small number of repetitive events, such as actions on the field, coaches' tactic maneuvers, intensity increase, and decrease, adherence to the rules, etc. The discussion revolves around specific cases of genre-creation, which are structurally and compositionally manifested in multiple texts, namely, sports interviews, sports (football) notes, post-match reports, oral commentaries, etc.

At the stage of selecting the materials of online match broadcasts, we analysed the corpus of texts that 'fill' the webpage of the publications in English and Ukrainian. Football and the media, media and discourse: emotions and multilingualism in football are presented in the linguistic study by Eva Lavric (2008). The language of sport, in particular regarding the language of football, is presented in a study by Taborek (2012).

This is an attempt to analyse and highlight the peculiarities of the language of sport and to offer scientific perspectives on the language of football. The research corpus is represented by examples from Polish, German and English. The linguistic specificity of sports texts in contemporary online journalism is presented in the scientific research by Kolupaieva (2016).

The genre of football live text commentary in linguistic explorations is characterized as relatively new and classified as a genre of news commentary (Chovanec 2006, 2008a, 2008b, 2018) in terms of functioning on web pages of online publications. Werner (2016) conducted a cross-cultural analysis which was based on material in English and German languages to determine register features of live online commentaries.

A study by Krone (2005) contains an empirical comparison of the syntactic behavior of verbs in a certain register, namely television football commentary. This study provides a contrastive aspect, showing the use of verbs in English and German spoken football commentary, and is significant for complementing comparative studies of written texts. Batsyevych (2005) presented a linguistic study on live sports TV commentary as a genre of television discourse from the communicative perspective. Sports video interviews in Ukrainian and German languages are introduced in a study by Dyakiv (2022). The author identified genre peculiarities, as well as the causes of communicative failures, considering the interviewer and interviewee's positions, along with the influence of communication noise and structural aspects of the genre.

Taking into account the literature review and existing linguistic research in the field of linguistic genology and pragmalinguistics, we have established the following. Already at the stage of comparative analysis of English and Ukrainian language materials, it becomes clear that reporters, working with the texts in English "embed" readers' comments, thus making the description of the match not a one-person voice but a heteroglossic text, an interactive text presentation. As for Ukrainian live text commentary, we concluded that it is a canonical monologic genre, a type of text commentary, most readers are likely to be familiar with.

There are two key points relevant to the concept of "new genre" that will determine the nature of "genre analysis":

- "...genres do not exist in isolation, but form complex, intertwined relationships" (Yakontova, 2009, p. 125).
- "Along with traditional types of texts, purely online web genres are emerging in online publications... certain genre fragments are modifying, and complicated genre forms are appearing." (Leshko, 2018, p. 250).

The first criterion incorporates recognition of various typological genre characteristics. The second criterion explains why, alongside traditional genres, we observe the existence of similar but modified forms of information coverage. The above reflects all the complexity of the presented genre of football live text commentary as a relatively new hybrid genre.

Jucker claims that live text broadcast of a football match, which comes down to the concept of live text commentary of a football match, can be defined as “written narratives that give a minute-by-minute account of a sports event while it is actually unfolding.” (Jucker, 2010, p. 58).

According to Meier-Vieracker, “live text commentaries compositionally consist of a series of entries listed in reverse chronological order with the final moments of the game and the outcome documented at the top” (Meier-Vieracker, 2021, p. 277). The author does not focus on football exclusively, but his statement that “the single entries are composed of a) a time stamp indicating the minute of the match in which the described scene took place and b) the description” is completely suitable for defining and identifying a football match as a game with a predetermined duration.

The speech genre of “football live text commentary” is primarily realized through communication between a journalist-reporter and readers-commentators. A determining feature of football live text commentary is a kind of “presence effect” (live), which is recognized in linguistic explorations as the “present of commentary” – a specific commentary form (Batsevych, 2005).

METHODOLOGY

The methodological base of the study, which is an important criterion for the introduced scientific results and conclusions, involves the implementation and combination of different methods in stages. The comparative-typological method has been used to establish the regularities of communicative organisation and differences in the lexical and grammatical means of expression of the speech genre “live text commentary”; the intent analysis technique has been used to analyse the communicative purpose of the warning in both languages; and the transactional analysis has been used to characterise the models of the addressee and the recipient.

The study developed a comprehensive methodology for comparing the speech genre “live text commentary” in English and Ukrainian, which was carried out in four stages.

At the first stage, the corpus of analyzed texts was selected by the method of continuous sampling to identify text comments published on the Internet. This analysis is based on live text commentaries in the English-language online newspaper *The Guardian* (www.guardian.co.uk) and the Ukrainian-language sports news website *Sport.ua*. (<https://sport.ua/uk>). The popularity of these materials is evidenced by the results of a search analysis. Search engine algorithms that take into account the number and quality of links to rank pages help explain why certain resources appear higher in search results. Other factors are taken into account, including those related to readership statistics. In particular, in Google search results, *The Guardian* ranks first for the search query “min-by-min report”, while *Sport.ua* appears as a result for the search query “текстова трансляція матчу”. The covered events include the broadcasting period of the 2023 UEFA Champions League, the 2023 Women’s World Cup, as well as the 2023 English Premier League. The materials for analysis were extracted and reformatted into plain text, including basic data, such as the date of publication and basic information about the match. In addition, active hyperlinks allow access to the original text and its multimodal content, such as photo and video supplements, Twitter feeds, tables and graphs. The potential for influencing the main text is not overlooked in the analysis presented here. In this way, we have identified the formal, external structure of the text: the volume, the formal division of text segments, and the presentation of textual material.

At the second stage of the study, the pragmatic features of the speech genre “live text commentary” of a football match are identified and described. The purpose of the genre, an image of a generalized addresser and recipient as genre users, content of an event, the factor of communicative past as well as the factor of communicative future were analyzed. At this stage, the channel of communication, a webpage of online publications, was taken into account. The theoretical and methodological basis for the study of the speech genre is the expanded and ‘modified’ questionnaire by Florii Batsevych and the parameters of the linguistic expression of the speech genre, as well as the model of the analytical formulation of semantic primitives by A. Vezhbytska.

At the third stage, language means of implementing the communicative orientation of the genre were identified. The analysis of individual structural elements of live text commentary, such as the commentator's explanations and specifications, and the use of colloquial, evaluative, and emotional vocabulary, forms linguistic structures for expressing key moments of the game.

The final fourth stage contains the identification of the commonalities and differences in the context of communicative-pragmatic and linguistic characteristics. English-speaking and Ukrainian-speaking text commentaries document and correlate the commonalities and differences, which makes it possible to track patterns of functioning of the analyzed genre through a comparative method.

RESULTS AND DISCUSSION

In this section, we analyse in detail the communicative and pragmatic organisation of the speech genre 'Football Live Text Commentary' and the peculiarities of the means of its realization in English and Ukrainian.

I. THE COMMUNICATIVE AND PRAGMATIC ORGANIZATION

The analysis is based on a model in which seven parameters have been analyzed. From our perspective, these parameters are adequate for identifying live text commentary as a speech genre.

1. The author's communicative goal

The author's communicative goal in the live text commentary is comprehensive, since before "immersing" readers-commentators into the course of a football event the author analyzes the immersing environment, the course of a sporting event — ...minute-by-minute or play-by-play reporting. It should be understood, that speech events in question are text comments, in which the author's verbal commentary is supplemented or accompanied by verbal comments of other authors and readers. (1) and (2) are examples of live comments in English:

(1) *Mikel Arteta tells Sky you can feel the emotion on both sides and, in classic footballese, notes that both sides "are in a good moment". (arsenal_spurs_guar) – other authors' comments.*

(2) *Oh man, this is fantastic. Football is the greatest. – the author's commentary.*

YOUNG FAN OF TURKISH CLUB SAMSUNSPOR waves to team bus as it passes each week, before it eventually makes surprise stop to say hello. Love to see clubs being mindful of these connections. Also love to see Goalkeepers Union looking out for their own. (arsenal_spurs_guar) – an "embedded" comment by the author of a Twitter post ("another author")

@ReckersLive Sep 25 He will never forget that. Frankie Salmon @frankiesalmon87 Sep 24 Think these could learn a lesson or two (Leeds United players ignore young fans) (arsenal_spurs_guar) – reader's comment.

In the provided excerpts of live comments, we observe that the author takes on a certain role — either as an author of the post or a commentator-reader expressing opinions or engaging in verbal disputes. Consequently, the communicative goal is a personalized form of self-expression, not a mere description of football match events.

At the "immersion" stage, in the preamble of the English-language live text commentary, the author sets the tone and thus "encourages" the establishment of communication with the anonymous audience:

(3) *Rishi Sunak and the people of Islington don't agree on much, but they're all adamant it's a time for change. Sunak wants to fix 13 years of Conservative governance; Arsenal are desperate to end eight years of Manchester City dominance. (arsenal_man city_guar).*

As for the preamble, it is worth highlighting that the author of Ukrainian live text commentary aims to inform about the date, location, and time of the communicative event, and assess the level of preparation and analyze the course of the previous matches (communicative past):

(4) *В неділю, 24 вересня, відбудеться поєдинок 6 туру Англійської Прем'єр-ліги, в якому гратимуть лондонські «Арсенал» та «Тоттенгем». Гра пройде в Лондоні (Англія) на полі стадіону «Емірейтс», початок – о 16:00 за Києвом. Команди йдуть врівень зі старту чемпіонату, в п'яти матчах здобувши по чотири перемоги і раз зігравши внічию. Краща різниця забитих і пропущених в «Тоттенгема» (13:5 проти 9:4 в «канонірів»), тому вони знаходяться на*

другому місці, а підопічні Артеми – на четвертому. Очна зустріч якраз дозволить залишити опонента позаду і наблизитися до лідера «Ман Сіті», який в цьому сезоні очок ще не втрачав. (arsenal_tottenham_sport)

For both languages, it is crucial to create an emotional and symbolic background, that would correspond with the “reader’s” request to be present and involved in the “cheering” and to evaluate what the journalist has expressed.

2. The general communicative sense.

The general communicative sense serves as a criterion for differentiating genres, that have a common communicative goal. In this case, the communicative sense of the speech genre can be identified through the model of analytical formulation of semantic primitives by A. Wierzbicka (1985, p. 494). That is, considering it as a frame, dissecting intentions into elementary illocutionary components, constitutive motives, emotions, and positions. In summary, the nature of the communicative sense of football live text commentary in the Ukrainian language can be expressed as follows:

“I, a sports commentator, describe the unfolding events on sports platforms in this way.”

As for the English-language football live commentary, we note the following:

“I, a professional sports commentator, ‘broadcast’ the course of the sporting event in this way”.

3. The concept of the addresser.

In both languages, the concept of the addresser can be generalized and presented as a professional sports journalist, who predominantly constructs texts about football. Data on professional achievements are publicly available, sometimes directly on the website.

The addresser of the Ukrainian live text commentary is a journalist, an expert in conducting live text commentaries, a specialist in team sports, involved in sports journalism since 2012¹, or a news editor². English-language football live text commentary is comprised of the posts of a commentator, who professionally could be a columnist and a nominee for a prestigious award among sports journalists

¹ Oleksandr Snitko «Sport.ua»

(British Sports Journalism Awards) or a sports journalist, freelancer, or writer (Daniel Harris, Rob Smyth, Michael Butler «The Guardian»).

4. The concept of the recipient.

The model of the recipient is often about an unknown audience, interested specifically in reading about a certain sporting event. If we can identify the reader who left a comment, we consider this audience as non-anonymous fans — this is precisely what we notice in the Ukrainian live text commentaries:

(5) AlexSem 19.09.2023 23:44 1. ...Я не розумію, як можна випустати фактично нову команду Шахтар, в 1 грі ЛЧ грати у відкритий футбол проти добре зіграного, досвідченого Порту??? 2. Що за експертменти зі складом у матчі ЛЧ...? Для чого це??...жесть... (shakhtar donetsk_porto_sport)

It is worth noting, that in English-language live text commentary, the author “presides”, formulates their text, and determines who will have access to it, and decides whether to include voices that provide feedback.

(6) Email! “Rice is clearly overrated, as you intimate,” says Titan Tempura. “For that money you expect silk, not just iron, sort of pun semi-intended.”

I think he can get there if he adds goals because his ball-carrying can compensate for his lack of a killer pass. Either way, though, playing against him must be a hateful experience. (arsenal_spurs_guar)

We differentiate readers-commentators, categorizing them into those watching a football match in all the possible formats and those who did not choose the television or radio broadcast of a football match. “Those who have watched” the football match will rely on the communicative past, referring to the previous viewing experience, like in the following comment:

(7) AKIN @Akinjoshua2017 Oct 8 Arsenal is winning the league (arsenal_man city_guar)

“Those who have not watched” a football match, in a sense, are not biased, without the intrusive idea of “disputing” the covered material:

² Serhiy Rypiuk «Sport.ua»

(8) Viktor Shuper 19.09.2023 13:48
 буде виніс тіла, насправді не думаю що у Шахтаря будуть хоч якісь шанси. ми бачили кілька днів тому як вони мучились із Оболонню, граючи у більшості. і при цьому Оболонь навіть в меншості на фоні такої Шахти дуже пристойно виглядала. тут буде виніс тіла, це 100% (shakhtar donetsk_porto_sport)

In either case, it involves a specific group of people, who are familiar with the game rules, and the specifics of its functioning, who interpret the means of language code used by a addresser correctly and without additional effort. What unites the types of readers presented above is that they are interested in a game itself more than in its result.

5. The narrative content.

In the speech genre of football live text commentary, the narrative content is shaped by the structural-compositional elements of the published material, serving as a communicative “event”. We can observe that football live text commentary contains a conditional division of the narrative content of a television journalist’s commentary, as proposed by Batsevych (2005), into three thematic groups: introductory, actual game, and concluding. The author characterized the thematic blocks of each presented group in detail, which entirely aligns with the text commentary. However, we conducted the analysis of a live text commentary, taking into account the “canonical” structure of the speech genre. According to Chovanec (2018, p.102), “the ‘canonical’ form of live text commentary includes the textual segments that describe the events of the game appear online in time-stamped posts, most typically arranged in a reversed chronological order, with the most recent posts appearing at the top of the screen”. “It is known that one of the most important roles in sports-oriented materials is played by the header with the main information about the match (names of football teams, the current score, and further elements indicating players and characteristics of goals scored in the match), since, besides attracting the reader’s attention, it expresses the journalistic intention (Kolupaieva, 2016, с. 245)”. (Premier League, The transcript of the 6th round match of the English Premier League):

(9) Arsenal
 Cristian Romero 26 o.g.
 Bukayo Saka 54 Pen
 Spurs

Heung-Min Son 42
 Heung-Min Son 55 (arsenal_spurs_guar)

(10) Арсенал – Тоттенгем – 2:2. Текстова трансляція матчу
 (arsenal_tottenham_spor)

The thematic block “introductory informative part” in English-language live text commentaries contains the introduction, known as “Preamble”, followed by information about the opposing teams, several messages, and sometimes commentaries by other publications or commentators. In the Ukrainian-language live text commentaries, this thematic group does not involve a clear definition, but it is from this short message that an “event” of commentary starts.

A commentary of the actual game consists of cohesive text segments that relate to the specific moment of the match. They are usually identified by a time stamp indicating the minute in which a certain describable action took place. In both languages, addresser generate the mentioned text segments, which are not an uninterrupted verbalized product, allowing the author to maintain silence. “Silence” refers to the absence of a post with a time stamp, which means no noteworthy action is taking place on the field.

A concluding part may be thematically related to assessing the actions of the teams and their individual players, analyzing the events that occurred during the game. Also, evaluations of specific moments of the game, performances of individual players, and the tactics of the teams. In the Ukrainian-language live text commentaries, the mentioned thematic blocks are absent; we observe the announcements of the end of the sporting event (the 2nd round match of the group stage of the Champions League):

(11) 03 жовтня о 23:55
 ОлександрСнітко МАТЧ ЗАВЕРШЕНО!
 (inter_benefika_sport)

6. The factor of the communicative past.

We interpret the factor of communicative past for a specific speech genre as events that concern “those who have watched” the football match. In this sense, such interpretation determines previous speech genres as potential ones and those related to the recipient. Additionally, previous speech genres may also be related to a addresser who relies on previous experience of “familiarity” with information about the match.

7. The factor of the communicative future.

In both languages, everything related to lively “discussion” of the results of a football game is recognized as a factor of a communicative future, which also has a potential nature. Clearly,

communicative future is not limited to a mere “discussion” but involves a thorough analysis of a match. In English-language online publications, it is produced upon the end of the match and reflects a comprehensive view of the event that has been “commented on” before.



Fig. 1. Premier League Report *Arsenal – Spurs*

Source: The Guardian (2023)

In Ukrainian publications, we identified the following speech genre in the “reports” section,

which is also quite potential and in terms of content is a deep analytical analysis of the match.

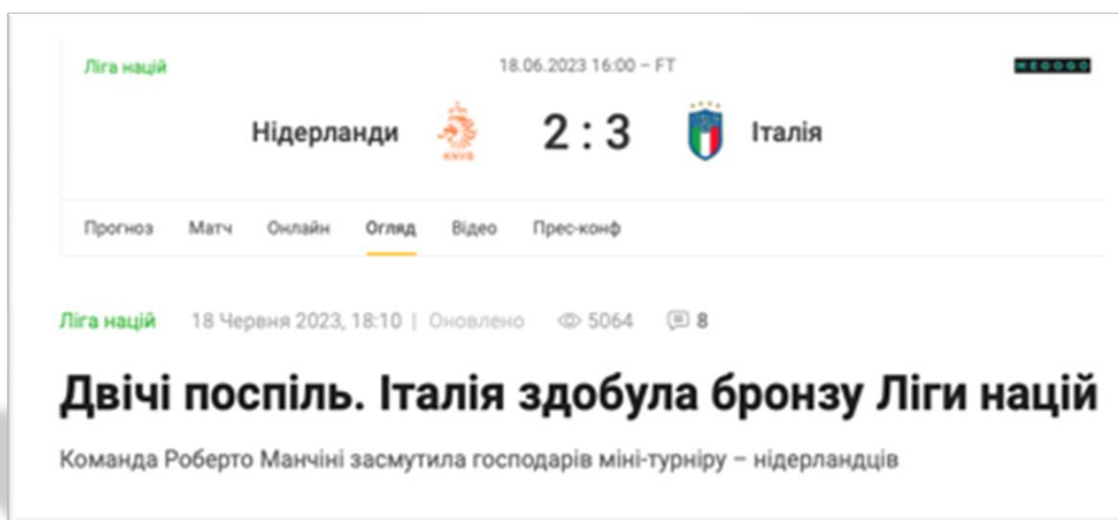


Fig. 2. Match report *the Netherlands – Italy*

Source: Sport.ua (2023)

II. THE PARAMETERS OF LINGUISTIC REALIZATION.

It is reasonable that “commentary” of a football match as a communicative event involves using

a significant amount of lexical and grammatical means through which the game process is embodied in the text. Among the main problems of language in sports texts, the following can be distinguished: the emergence of numerous

linguistic clichés and jargon, inaccuracy in presenting information, and oversaturation of hyperbolic language structures to express key moments in the game or main tendencies (Kolupaieva, 2016).

Very often, we appeal to the genre-specific features of football live text commentary, namely the combination of the elements of spoken and written language. We consider the peculiarities of their verbal embodiment on various linguistic levels — from the choice of vocabulary and syntactic structures to the discourse organization level.

Lexical means of linguistic realization are presented with the use of colloquial, emotional-evaluative vocabulary. According to Batsevych (2005), a significant part of communicative units of language code in Ukrainian-language commentaries consists of professionalisms. He adds that the language of sports publications is frequently characterized by sports jargon, which is emotional, expressive, and figurative. The researcher of football vocabulary, Struhanets (2016), claims that there is hardly any clear differentiation between professional terms and professional jargon, but he attempts to distinguish them. The author points out that the term “professional jargon” is used to denote figurative-expressive concise words that have neutral equivalents and function in the spoken language of representatives of certain professions or occupations, united by common interests or belonging to a social-professional community (Struhanets, 2016, p.63).” In the football live text commentary author’s language, sports jargon dominates and serves as a means of emotionally expressive expression and self-expression of the speaker. The use of sports jargon, in our opinion, can be explained by the author’s aim to establish a “connection” with a multimillion readership and to convey the course of events on the football field as clearly as possible.

Lexical and grammatical means embodying the communicative goal of the addresser are:

1. Football jargon.

The features of football jargon functioning are determined within a classification that takes into account the multidimensionality of a football match. This includes names of teams, players’ nicknames, characteristics of footballers’ professional skills, names of equipment, and characteristics of players’ actions on the field.

The most common jargon in football communication is anthroponymical jargon, serving to name a player’s surname:

(12) 17 min: *What a let-off for Raya!* (David Raya) (arsenal_man city_guar)

(13) 90’
Назарина зіграв грубо. (Yehor Nazaryna) (shakhtar donetsk_porto_sport)

The atypical model in players’ names proposed by Struhanets (2016)

“Players’ name ← characteristic features of the football club’s location” is represented in the names of English football teams:

(14) 27 min *Spurs have a big problem now, and I hate to say this so soon into proceedings, but their best bet now is to keep it at 1-0 till 75 minutes.* Spurs ← FC Tottenham Hotspur (Tottenham, also Tottenham district in London, historically an important center of the equestrian sport, where sportsmen used sours as part of their equipment). (arsenal_spurs_guar)

The names of Ukrainian football teams also correspond to the format of the model “Players’ name ← characteristic features of the football club’s location”:

(15) 40’+3
Гірники контролюють м’яч. The Miners ← FC Shakhtar Donetsk (Mining industry of the region)

In this case, the presented model is “Players’ name ← FC emblem”:

(16) 7’
Драconi володіють мячем. The Dragons ← FC Porto (Portugal) (shakhtar donetsk_porto_sport)

A group of terms related to the description of tactical actions of players on the field and their characteristics can also be classified as the football jargon:

(17) 2’ **НЕБЕЗПЕЧНО!**
Після навісу з правого флангу Таремі головою пробив у протихід Різнику, і голкіпер зреагував! (shakhtar donetsk_porto_sport)

(18) 32 min **AND HE'S MAKING IT NOW!** Odeghaard presses Vicario, he feeds a short, straight pass to Maddison, who takes a touch ... and Jesus nails him, only to lash over the top! that is very scruffy finishing, characteristically so, and is exactly why I think Arteta will replace him next summer. (arsenal_spurs_guar)

2. Negatively coloured vocabulary.

In English, negatively coloured vocabulary is expressed by an adjective defining the quality of a football goal. One of the characteristics of Ukrainian live text commentary is the use of adverbs and verbs indicating the intensity of the actions on the football field, and giving an emotional tone to certain moments of the football game.

(19) It was **a crap goal**, befitting the game, and Arsenal will not care one bit about that. (arsenal_man_city_guar)

(20) 1' **Господарі одразу почали агресивно пресингувати.** (shakhtar_donetsk_porto_sport)

3. Emotional-evaluative vocabulary.

Emotional-evaluative vocabulary is focused on expressing an opinion on the course of the game and evaluating a specific player's participation. In English-language text commentaries, we observe the use of adverbs and adjectives. In particular, adverbs serve to intensify the degree of the adjective and noun phrases, helping identify a specific player. Ukrainian-language text commentaries also utilize noun phrases to characterize maneuvers on the field, particularly those considered successful in terms of technique.

(21) 90+2 min Gvardiol overhits a pass to Doku. City have been **very poor** in the final third; in fact Raya still hasn't had a save to make, though Rice – **the player of the match** IMO – did head off the line in the first few minutes. (arsenal_man_city_guar)

(22) 78' **Чалханоглу у класному підкаті зупинив Ді Марію, який мчав до штрафного майданчика Інтера. Аргентинець залишився на газоні.** (inter_benefika_sport)

4. Informal and colloquial vocabulary.

In English-language text commentary, the phrase “(to) break a hoodoo” describes the team's attempts to outplay the opponents and break a “curse”. The player managed to stop a negative tendency. In Ukrainian-language text commentary, “one-on-one” describes a situation when a player is in direct physical contact with another player or a goalkeeper.

(23) **GOAL! Arsenal 1-0 Man City (Martinelli 87)**
Gabriel Martinelli has broken the hoodoo!
(arsenal_man_city_guar)

(24) **Лаутаро вийшов сам на сам з Трубіним, обіграв його та пробив по воротах - захисник вибив м'яч. Але був офсайд.**
(inter_benefika_sport)

At the syntactic level, elements of colloquial language manifest in the choice of sentence types. An author interacts with the readership by posing questions (interrogative sentences), reproduces moments of emotionally charged and symbolic atmospheric background (exclamatory sentences), and accompanies the reader (audience), satisfying the community's need to “find out more” (imperative mood).

5. Interrogative constructions

(25) 88 min **As per the below, this hasn't been a game of great quality, but are you not absorbed?**
(arsenal_spurs_guar)

(26) 90' **Як ви гадаєте, скільки додав арбітр?**
(arsenal_tottenham_sport)

In both examples, an author interacts with the audience. At the core of the English-language question, there is an affirmative statement, at the end of which we observe the interrogative phrase “But are you...”, addressed to the reader. The text commentary on the Ukrainian website includes an example of a complex interrogative sentence, in which an interrogative construction “How much do you think...” is also addressed to the reader. The author seeks an opinion and expects an assessment of the current situation on the football field.

6. Exclamatory sentences.

Exclamatory sentences as a means of representing tense moments of the game

(27) 17 min: **What a let-off for Raya!** (arsenal_man city)

(28) 90'+2
Момент!
*Вікаріо витягнув низовий удар Сака під праву штангу **ментрів з 18!*** (arsenal_tottenham_sport)

English exclamatory sentences are constructed based on certain models of expressive syntax. In the example provided above, the structure includes the exclamation “What a/an...”, which is a clear marker of an exclamatory sentence, adding a strong emotional tone. As for the Ukrainian-language commentary, the sentence (38) is complex, where an independent clause is “Vicario pulled off a low shot by Saka under the right post”, and a subordinate clause is “from about 18 meters.”

7. Imperatives.

As mentioned earlier, an author very frequently accompanies readers, attracts their attention, and calls for certain actions. For example, an author may say, “read this material”, which characterizes it as an additional syntactic construction “expressed” by an author, beyond the main narrative presented in the text segments. We managed to find similar constructions in English-language text commentaries:

(29) 24 Sept 2023 17.07 CEST
And really do not miss:
Solheim Cup 2023: Europe 14-14 USA, singles – as it happened
Read more (arsenal_spurs_guar)

The negative verb form “do not miss” is used to direct readers to other pages or other available resources. As for the Ukrainian-language text commentaries, the journalist-reporter doesn’t use imperative constructions like “learn more about...”, “check out this article to...”, “subscribe to receive updates...”, and “read this material to understand...”.

For live text commentary, it is important to provide expressiveness to the text, format, and convey information, particularly through techniques such as repetitive or capitalized letters, with which the author imitates the “conversation” of emotionally charged content. The mentioned graphic elements of text formatting are observed in both English-language and Ukrainian-language commentaries:

(30) *Peep! peep! Peeeeeeeeeep!*
(wolves_spurs_guar)

(31)
TTTTTTTTTTTGOOOOOOOOOOOOOOJJJJJJ!
(chelsea_manchester_city_sport)

Summarizing the analyzed material jargon, negatively coloured, emotional-evaluative, informal, and colloquial vocabulary are presented. As for syntactic verbal means, in both languages, an author uses interrogative constructions, exclamatory sentences and imperative mood. Oral communication is marked by a range of graphic elements of text formatting, particularly repetitive, or capitalized letters, which are verbal means to “imitate” the context of spoken language.

CONCLUSIONS

Football live text commentary is a relatively “new” type of genre, characteristic of football discourse. Since the events “unfold”, the author aims to focus on the specific “moment”, which is time-stamped. The live football text commentary sets somewhat different parameters of cooperation between an author and a reader. This was particularly observed on the web pages of The Guardian newspaper. The reader is a co-author of the text commentary, who can be quoted from his posts on Twitter, letters to the author, and other platforms, available for establishing contact. The content of the “event” and thematic structure have been identified in structural elements — text segments of live text commentary. Our analysis of the live text commentary focused on the “canonical” structure of the speech genre, which is characteristic of English-language material. We have determined that in the structural element of the text commentary called “Preamble”, the author sets the tone, and establishes contact with the potential readers. In Ukrainian-language texts, this is a formal component, since there is factual material, and the author “informs” and “familiarizes”. The communicative past in both languages concerns both the producer and the recipient, who can rely on the previous “viewing” of the football match. As for the communicative future, it is a journalistic analysis of the match course in English-language text commentaries, while it is a report of the match events in Ukrainian-language resources.

A comparison of linguistic realization means in English and Ukrainian languages indicates the use of football jargon, negative coloured, and emotionally charged vocabulary. In addition, we

observe the use of informal and colloquial vocabulary. Text segments of text commentaries combine the elements of both spoken and written language. The author of the English-language text commentary uses an affirmative statement, at the end of which we observe the interrogative phrase, addressed to the reader. The Ukrainian-language text commentaries include an interrogative construction that is also addressed to the reader. Exclamatory sentences as a means of representing tense moments of the game, used in both English-language and Ukrainian-language commentaries to convey emotions and tension.

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