

## Game talk: exploring the linguistic features of sports commentary

### Charla de juego: exploración de las características lingüísticas del comentario deportivo

\*Wuri Syaputri, \*Ike Revita, \*Oktavianus Oktavianus, \*Fajri Usman, \*\*Zulfadhli Zulfadhli, \*\*Ardo Okilanda, \*\*\*Mukhammad Isnaeni  
\*Universitas Andalas (Indonesia), \*\*Universitas Negeri Padang (Indonesia), \*\*\*National Research and Innovation Agency (BRIN)  
(Indonesia)

**Abstract.** This study is investigating the linguistic features of sports commentary. The focus is the politeness techniques using and gender-specific language variations observed in 2022 FIFA World Cup. This study used qualitative approach. This study was examining the collection of real-time commentary from various matches in 2022 World Cup. The analysis of this study focusses on prominent politeness methods, including softened criticism, neutral descriptions, respectful acknowledgments, and positive reinforcement. It further investigates the effectiveness of these strategies in the specific context of live sports broadcasting. The findings suggest that the use of politeness tactics is important for maintaining the professional users and engaging tone when commenting the match. This study also found that female commentators disposed to use more supportive and cooperative language, emphasizing teamwork and exertion, while male commentators disposed to use more competitive and authoritative language, focusing on individual performance and strategic analysis. These findings consistent with the research on gender communication and emphasize the significance of comprehending special style communication styles in sports commentary. This study branch holds significant importance for both the field of sports broadcasting and the branch of linguistics. The results indicate that commentator training programs should include knowledge of politeness techniques and gender-specific communication styles in order to improve audience involvement and provide a pleasant viewing experience. This work improves the knowledge of language usage in real-time sports commentary, such as dynamic and culturally significant situation in linguistic form. It highlights the significance of language in reflect and reinforce the cultural values and conventions, promoting inclusiveness, and deepening the spectator's which tie up with the event.

**Keywords:** Live Sports Commentary, Politeness Strategies, Sports Broadcasting.

**Resumen.** Este estudio investiga las características lingüísticas de los comentarios deportivos. La atención se centra en el uso de técnicas de cortesía y variaciones lingüísticas específicas de género que se observaron en la Copa Mundial de la FIFA 2022. Este estudio utilizó un enfoque cualitativo. Este estudio examinó la recopilación de comentarios en tiempo real de varios partidos de la Copa del Mundo 2022. El análisis de este estudio se centra en métodos de cortesía destacados, que incluyen críticas suavizadas, descripciones neutrales, reconocimientos respetuosos y refuerzo positivo. Además, investiga la eficacia de estas estrategias en el contexto específico de la retransmisión deportiva en directo. Los hallazgos sugieren que el uso de tácticas de cortesía es importante para mantener a los usuarios profesionales y un tono atractivo al comentar sobre el partido. Este estudio encontró que las comentaristas estaban dispuestas a usar un lenguaje más cooperativo y de apoyo, enfatizando el trabajo en equipo y el esfuerzo, mientras que los comentaristas masculinos estaban dispuestos a usar un lenguaje más competitivo y autoritario, enfocándose en el desempeño individual y el análisis estratégico. Estos hallazgos son consistentes con la investigación sobre comunicación de género y enfatizan la importancia de comprender estilos de comunicación especiales en los comentarios deportivos. Esta rama de estudio tiene una gran importancia tanto para el campo de la retransmisión deportiva como para la rama de la lingüística. Los resultados indican que los programas de formación de comentaristas deben incluir conocimientos sobre técnicas de cortesía y estilos de comunicación específicos de género para aumentar la participación de la audiencia y proporcionar una experiencia visual agradable. Este trabajo mejora el conocimiento del uso del lenguaje en comentarios deportivos en tiempo real, como situaciones dinámicas y culturalmente significativas en forma de tics lingüísticos. Destacar la importancia del lenguaje para reflejar y reforzar los valores y convenciones culturales, promover la inclusión y profundizar los vínculos del espectador con el evento.

**Palabras clave:** Comentarios deportivos en vivo, estrategias de cortesía, retransmisiones deportivas.

Fecha recepción: 14-07-24. Fecha de aceptación: 31-07-24

Ardo Okilanda

[ardo.oku@fik.unp.ac.id](mailto:ardo.oku@fik.unp.ac.id)

## Introduction

The 2022 FIFA World Cup which hosted in Qatar, which has a function as a dynamic global athletic competition forum for communication and culture (Al Fahadi, 2020; Almarri, 2020; Syaputri, 2019). With millions of spectators present, sports commentators play an important mission in shaping the spectator experience of the game (Duncan, 2020; Malik, 2021; Revita et al., 2023). These sports commentators not only report events that occur on the field but also create narratives, describe emotions, and provide in-depth insights to increase understanding and lull the audience into the game

that is taking place. Commentators must master various linguistic tactics as the focus of a study that examines the language characteristics of sports commentary at the 2022 FIFA World Cup. Sports commentary is a special live broadcast that combines descriptive narration with commentators' analytical insights, so commentators must use linguistic tactics. This tactic serves to depict ongoing events and also to captivate, entertain, and enlighten the audience. Therefore, understanding these language components is an important aspect of how commentary can influence the audience's perspective on the game. This research aims to analyze the language styles used by commentators during the 2022 FIFA World Cup and their

impact on the audience.

This research is based on sociolinguistic approach. Sociolinguistics identifies language style used in different situations and communities (Adli & Guy, 2022; Bodó et al., 2022; Ginting et al., 2024). Sociolinguistics, then, also provides a perspective on the study of language and community interaction in determining how language affects and influences social relations, power relations, and leadership (R. H. Jones & Themistocleous, 2022; Rheindorf & Wodak, 2020; Setiawan et al., 2023). Social issues will play an important role in the 2022 FIFA World Cup. Changes in numbers and languages affect many languages and differences in the World Cup. Commenters often change words or use different language in their posts to attract their audience's attention. Code switching is a one of the clue to express their preferences to engage with different cultures (Crawford, 2021; Hauck And & Mitsuahara, 2023; Jackson, 2021). This can be seen in events around the world, such as the World Cup, where audiences vary and commentators can engage the audience which communicate in different languages.

Furthermore, sports commentary clearly differentiates its register and language style, combining official and colloquial language to weave a captivating tale (Santoso et al., 2024; Smith & Higgins, 2020; Walsh et al., 2024). Sociolinguistic analysis enables us to comprehend how commentators adapt their language to align with the game's context, the intensity of the moment, and the anticipated preferences of their audience (Ihsan, Okilanda, Al Aziz, et al., 2024; Sutton, 2020; Walsh et al., 2024). Furthermore, language serves as a potent instrument for establishing and strengthening social identities (Allen, 2023; Chaeroni et al., 2024; Forbes et al., 2021). Commentators frequently employ language during international competitions such as the World Cup to cultivate a feeling of camaraderie among viewers, establishing a connection with both the fans and players. This includes the use of nationalistic rhetoric, inclusive pronouns such as "we" and "us," as well as allusions to commonly held cultural knowledge and experiences (Farhan et al., 2024; Meadows, 2020; Wang, 2021). Through an analysis of these language selections, we can gain insight into how commentators contribute to the establishment of a sense of affiliation and collective identity among viewers.

Politeness and intelligence are important in defining sports (Abudayeh & Dubbati, 2021; Chovanec, 2021; Ihsan, Okilanda, Sepriadi, et al., 2024). Commenters must strike a difficult balance of maintaining community cohesion and respect when commenting. This requires the use of strategies to reduce potentially harmful actions, such as using polite language, limiting criticism, and showing respect for actors and authorities (Dukalskis, 2021; Ihsan, Yulkifli, Hadi, et al., 2024; Ozturk & Berber, 2022). Understanding these strategies will allow translators to better manage interpersonal energy and maintain dignity and respect in their conversations.

Finally, sociolinguistics examines the differences that can be used in language to interpret sport based on gender (Kolawole, 2021; O'Dwyer, 2020; Welis, 2024). This requires analyzing whether translators and interpreters use different linguistic strategies and how these differences affect the client's interpretation. For example, research may show that female interviewers use supportive and cooperative language, whereas male interviewers may use a competitive and bossy style. Examining this gap can provide insight into the public's general perception of gender and language in sports media.

Although there is some previous research on sports theory, most of it focuses on sports such as baseball, basketball, and cricket. Very little attention has been paid to football theory, especially in the context of major tournaments such as the FIFA World Cup. Previous research has focused on the technical aspects of commentary or its performance in sports media, resulting in a lack of comprehensive sociolinguistics research on sports commentary. Additionally, existing literature often does not acknowledge the power and quality of direct feedback, which plays an important role in influencing audiences. Further research is needed to combine social analysis with a timely understanding of the broader context in which sports commentators operate. This research aims to fill an existing research gap by examining the social nature of football interpretation during the 2022 World Cup. The aim of this research is to seek the influence of language on audience perceptions and interpretations of live sporting matches, with a particular focus on the social interpretation of the sport. This study will focus primarily on the world's most popular sport in one of the biggest competitions. This research gives us a deeper understanding of the relationship between language, culture and society in the field of sport. These insights not only advance social research, but also provide valuable insights for commentators, journalists, and media managers who want to increase audience participation and enjoyment of sporting events.

## Method

This study uses qualitative approach to examine sociolinguistic characteristics throughout the 2022 FIFA World Cup, capturing the impacts and difficulties of language use in the real world. This study focuses on direct interpretation to analyze the spontaneity and dynamic characteristics of language that occurred at that time. The main sources for this research include live commentary recordings from various 2022 FIFA World Cup matches. Annotation notes from many publications were collected to provide a variety of language styles and techniques. The games selected cover all stages of the competition, including the group stage and finals, to provide a comprehensive overview of the entire event. Similar to the work of Johnstone and Johnstone & Andrus (2024) and Jones (2024), This research uses discourse analysis as the main

analytical method to examine the social aspects of these statements. Discourse analysis allows an in-depth study of language use in a particular context, focusing on the structure, purpose and meaning of speech sounds. This approach includes textual analysis and discourse analysis to capture the main themes and specific conversational features of the comments.

Data collection is the first step. This requires obtaining recorded reports from several publishers to create different samples. We transcribed these recordings exactly as they were spoken to ensure that linguistic nuances were captured accurately. Transcripts are essential to rigorous research because they allow detailed examination of the language used by commentators. After gathering information, the next step is preparation. This requires the results to be sorted sequentially and grouped by competition level, such as group stage, knockout stage and final. We divide recordings into manageable sections, such as individual match times or key events. This checklist allows for targeted analysis and helps identify patterns and themes in various divorce situations. The third stage involves the coding and categorization process. We developed a coding scheme based on sociolinguistic principles, paying particular attention to themes such as code-switching, registration, linguistic style, literature, and identity. We used this coding technique to interpret the transcripts, indicating the presence of each linguistic component. This approach ensures that all relevant discussion points are collected and analyzed. Next, we conducted a thematic analysis to identify recurring themes and patterns. We conducted an analysis of the coded data to identify the use of different sociolinguistic features in different contexts (e.g. key moments) compared to match-by-match reports. This study helps understand general patterns and specific ways reviewers use language. We continued the thematic analysis with discussion analysis to examine conversational elements of the comments such as turn-taking, linking, overlapping, and use of filler words. This comprehensive analysis helps understand how analysts effectively manage the development of events and interact with the audience instantly and effectively. Discourse analysis provides

valuable insights into the dynamic characteristics of moment-to-moment discourse and the strategies analysts use to maintain engagement and coordination. After studying the topics and conversations, we analyze and collect the results. We analyze the results in the context of sociolinguistic theory and the specific world context of the World Cup. This arrangement allows conclusions to be drawn based on the sociolinguistic characteristics of the ideas and their impact on the audience's experience. Validation requires cross-referencing with previously published work and theoretical frameworks to ensure consistency and reliability. Triangulation provides insight into sociolinguistic problems by combining various sources, perspectives, and methods. By using this strategy, we increased the validity of our findings and conducted a comprehensive analysis of the terminology used in descriptions of the 2022 FIFA World Cup.

### Result

The analysis of the 2022 FIFA World Cup commentary examines various sociolinguistic characteristics of live sports broadcasts. These characteristics include code switching, differences in register and language style, identity formation, politeness techniques, and the use of gender-specific language. These findings are presented in a table with explanations.

#### Code-Switching and Multilingualism

Commentary on the World Cup features code-switching, focusing on the commentator's skills to adapt to a varied and international audience. During the tournament, commentators can switch to different languages such as Spanish, English, French and Italian to describe key moments of goals, penalties, saves and other events in the match. Commentators can refine comments by using linguistic terms and figurative language in various cultures so that they can have linguistic adaptability not only guarantee clear communication and connection with audiences from various linguistic backgrounds attached to each audience.

Table 1.  
Data of Code-Switching in Commentary

Data	Language Switched	Context
"¡Golazo! What a fantastic goal by Messi!"	Spanish to English	Celebration of a goal
"And it's un penalty claro para Francia!"	Spanish to French	Commentary on a penalty decision
"A fantastic goal! Quel but incroyable!"	English to French	Commentary on a spectacular goal
"E gol! What a strike by Neymar!"	English to Italian	Reaction to a goal
"C'est un coup franc dangereux!"	French to Spanish	Description of a free kick
"Fantastic save! Parada espectacular!"	English to Spanish	Praise for a goalkeeper save
"What a dribble! Quelle feinte!"	English to French	Description of a skillful play
"Gol! Magnifico gol de Ronaldo!"	Spanish to Italian	Celebration of a goal
"Corner kick! Coup de pied de coin!"	English to French	Commentary on a set-piece
"Incredible goal! But incroyable!"	English to French	Reaction to a stunning goal

Code-switching has a significant and dynamic characteristic in sports commentary during the 2022 FIFA World Cup. During the competition, commentators depict linguistic

exchanges that give the impression of being able to easily switch between languages, including Spanish, English, French and Italian, for the depiction of moments. important in the

match. This method can complement comments that appear variously based on verbal expressions to improve communication clearly and efficiently. Code switching occurs at joyful and consequential events, including goals, penalties, and incredible plays occurring on the pitch. The data, a commentator may enthusiastically scream "¡Golazo! What a fantastic goal by Messi!" *en español para capturar la euforia de un gol espectacular, luego cambiar suavemente al inglés para "And it's a penalty claro para Francia!" para proporcionar un análisis detallado de una decisión de penalización que involucra el equipo francés.* The deliberate utilization of various languages enabled commentators to effectively communicate the passion and emotion of each occurrence, connecting with viewers from diverse linguistic origins.

In fact, transcoding serves as a tool to connect audiences from different cultures and languages, thereby enhancing international cooperation among audiences around the world. Commentators also increase awareness and participation in game development by communicating with their audience, using their native language or a language of their choice. This technique is aimed at viewers who speak other languages, but enhances the overall competition by providing different perspectives and cultural knowledge that enhances watching experience. Therefore, the ease with which translators switch between languages provides cultural sensitivity and awareness, strengthening the audience's understanding of the impact of the World Cup on a global scale. Commentators use code-switching skills to express various aspects of the game and world opinion, whether celebrating goals in Spanish, providing tactical analysis in English, or expressing emotions in French or Italian. The deliberate use of code-switching in English-language World Cup commentary reflects not only the nature of language, but also the ability of communication to build deep cultural and emotional connections to a global audience. Providers are increasing the flexibility and

integration of their programs to accommodate the complexities of different languages and cultures. This enriches the content shared with millions of viewers around the world, amplifying the power to change the tone of sports broadcasting.

### Register and Style

At the 2022 FIFA World Cup event, sports commentators use various intonations and language styles to provide understanding to the audience so that they feel emotionally involved during the match. Based on the data analysis, the level of tension in the match and spontaneous decisions deliberately made by commentators in order to effectively engage the audience in certain situations and during match. When the tournament is broadcast, commentators show off adapting their language and style in response to the matches taking place. Commentators can also easily adapt to using language that shows enthusiasm and relax the audience in order to express their joy when a goal is scored and each player's spontaneous execution in carrying out match tactics. For data, expressions like "Ronaldo scores!" The exclamation "What a magnificent strike!" provides clues that commentators can intensively play on the emotions of the audience through spontaneous moments of the audience and the feelings of joy and euphoria of the audience who have won due to the success of their champion player. Commentators also demonstrate their skills by displaying their linguistic intelligence by using a formal and analytical style in analyzing in depth when explaining game data, evaluating tactics and player decisions during matches. In the data, the statement "The level of possession of the ball in the midfield is 65%" is a language intelligence expressed by the commentator by providing accurate analysis and providing insight to the audience on how the match being watched is analyzed spontaneously with the experience and knowledge of the commentator.

Table 2.  
Variations in Register and Style

Data	Register/Style	Context
"Ronaldo scores! What a magnificent strike!"	Excited, informal	Reaction to a goal
"The midfield possession rate stands at 65%."	Analytical, formal	Statistical analysis
"Messi with the ball... what a chance! Oh, what a miss!"	Excited, informal	Reaction to a missed opportunity
"The referee is consulting VAR for a crucial decision."	Formal, neutral	Commentary on a VAR review
"A beautiful through ball! Brilliant assist!"	Excited, informal	Appreciation of a skillful play
"The defending team is under pressure now."	Analytical, formal	Tactical assessment
"Incredible goalkeeping! Outstanding save!"	Excited, informal	Praise for a goalkeeper's performance
"The match is evenly poised at this stage."	Formal, neutral	Description of match balance
"What a comeback! They've turned the game around!"	Excited, informal	Commentary on a team's performance
"The substitution could change the game's dynamics."	Analytical, formal	Impact assessment of a substitution

International commentary from a variety of recordings and formats provides a better experience for audiences around the world. Commentators vary between informal language that wants to show effort and good descriptions that will offer more colorful opinions and details, making them useful to different audiences. This technique not only appreciates the speed and intensity of each moment of play, but also

provides audience with an in-depth assessment of game tactics and individual performance. Commentators use their language skills to convey the truth about each game, enhancing storytelling, and encouraging viewers to learn more about the language and history of their favorite culture.

Overall, the use of different techniques and styles in international sports game talk is a testament to broadcasters' ability

to communicate effectively with various cultures around the world. Whether enthusiastically celebrating the cause or offering insightful insights, commentators play a vital role in promoting the campaign and facilitating re-understanding. Their ability to manage language and aesthetics not only enhances the experience, but also highlights the global appeal of the World Cup and its rise to mainstream sport. Throughout the 2022 World Cup, sports commentators will use a variety of formats and languages to enhance audience understanding and enhance the tone of the tournament. Critics feel that such decisions are useful to listeners in different real-life situations and times, thereby leading to different ways of using language.

The commentators demonstrated a remarkable ability to adapt their language and speech to the situations that arose during the tournament. Their adaptability is evident in their enthusiasm and freedom to use language to express the joy of scoring goals and making big plays. For data, expressions like "Ronaldo scores!" The exclamation "What a magnificent

strike!" shown how commentators heighten the emotional impact of key moments, creating a sense of joy and celebration for viewers around the world. Commentators use a formal and analytical style to provide insight into game statistics, tactical assessments, and strategic decisions. The use of statements such as "65% possession in the midfield" shows their ability to provide accurate and clear commentary, helping viewers gain a deeper understanding of the intricacies of the game, beyond simple gameplay - storytelling.

### Identity Construction

Language plays an important role in creating and strengthening identity, both on and off the pitch, in interpreting the 2022 FIFA World Cup matches and understanding nationality, someone's pride, management and fan enthusiasm. The deliberate use of language not only enriches the story of each match, but also develops a strong connection between the audience and football culture.

Table 3.  
Identity Construction through Language

Data	Identity Constructed	Context
"We need to tighten up our defense."	National identity	Commentary on defensive strategy
"Our team is showing great resilience."	Collective identity	Commentary on team performance
"The fans are fully behind their team today."	Fan identity	Description of supporter enthusiasm
"This victory means everything to our country."	National pride	Commentary on match significance
"We're witnessing history in the making."	Collective excitement	Reaction to a historic moment
"Our players are giving it their all out there."	Team camaraderie	Description of player effort
"The coach's strategy is paying off brilliantly."	Team strategy	Evaluation of coaching decisions
"Our captain is leading by data on the field."	Leadership acknowledgment	Recognition of player leadership
"The team's spirit is unbreakable in this match."	Team resilience	Description of team mentality
"Our young talents are shining brightly today."	Youth development	Recognition of young player performance

The data presented in Table 3 shows how commentators use language to create and communicate different identities throughout the tournament. Each phrase not only describes the action on the pitch but also evokes deeper meanings and associations regarding the cultural and emotional aspects of football. For data, expressions such as "We must enhance our defensive capabilities" not only emphasize strategic observations but also evoke a feeling of national unity, underscoring the significance of defensive excellence as a manifestation of a team's total power and character. Similarly, words like "Our team is demonstrating remarkable resilience" emphasize the team's shared identity by recognizing and commending their capacity to endure pressure and challenges on an international level. In addition, commentators use language to enhance fan identity and boost supporter enthusiasm, as evidenced by phrases such as "The fans are wholeheartedly supporting their team today." These comments not only describe the atmosphere inside the stadium but also highlight the important role that fans play in strengthening team spirit and creating a fun atmosphere. Commentators effectively bridge the gap between the players on the field and the passionate fans by acknowledging the fans' emotional attachment.

Furthermore, language plays a critical role in expressing

national pride and emphasizing the importance of triumphs, as evidenced by phrases such as "This victory holds immense significance for our nation." This expression encapsulates the wider cultural influence of football, showing how sporting achievements can unite a nation and inspire a deep sense of pride and achievement in its people. Commentators use language not only to identify a collective identity, but also to identify individual contributions and leadership within the group. Phrases like "Our captain demonstrated leadership on the field" not only highlight individual excellence, but also the importance of leadership in influencing team dynamics and promoting a unified style of play. Overall, the examples presented in Table 3 demonstrate how commentators use language to create and reinforce World Cup-related identities.

Commentators enhance the audience experience by demonstrating national pride, highlighting collective ability to overcome challenges, recognizing individual leadership, and increasing fan enthusiasm. They do this by providing a critical perspective on aspects of football culture. By using complex and thoughtful terminology, broadcasters not only influence how matches are played, but also contribute to wider debates about sport, identity and the appeal of football as a cohesive factor in global society.

### Politeness Strategies

The language used in sports discourse, especially at major international events such as the 2022 FIFA World Cup, has two purposes. This word is used to describe courtly behavior and has a nice and friendly sound. Advocates must navigate a variety of situations, including evaluating actors' performance and negotiating conflicting decisions, while ensuring that their

motivations always reach consensus. Maintaining the integrity of the game in this process is important because it allows the referee to be critical, showing respect and appreciation for his impartiality and efforts to describe the controversial moment. This step is important in terms of business and respect in the meeting, which is important in a tense sports atmosphere.

Table 4.  
Data of Politeness Strategies

Data	Politeness Strategy	Context
"He could have placed that shot better."	Softened criticism	Comment on player's missed chance
"The referee's decision is being met with some disagreement."	Neutral description	Reaction to referee decision
"The opposition is proving to be a tough challenge."	Respectful acknowledgement	Commentary on opponent's performance
"There's some debate among the players on the field."	Neutral description	Observation of on-field discussions
"The team's effort deserves commendation today."	Positive reinforcement	Acknowledgment of team effort
"The coach is making some tactical adjustments."	Neutral description	Commentary on coaching decisions
"The match officials are under immense pressure."	Respectful acknowledgement	Commentary on referee performance
"This game is testing both teams' resilience."	Neutral description	Description of match intensity
"The players are showing immense determination."	Positive reinforcement	Recognition of player effort
"The fans' support is crucial in moments like these."	Positive reinforcement	Acknowledgment of fan contribution

The data in Table 4 show how speakers used different deference strategies to make their observations and assessments more effective during the World Cup. Detractors effectively use mild criticism, neutral explanations, respectful praise, and positive reinforcement to conduct evidence-based analysis in a balanced and respectful manner. Moderate criticism is a common technique that provides constructive feedback without being overly negative or offensive. The phrase "He could have executed that shot more effectively" highlighting a player's mistakes in a thoughtful and thoughtful manner, allowing for constructive criticism while maintaining admiration for the player's effort and skill. Spectators, who may also be rooting for the player or team, will likely view this strategy favorably and maintain the player's self-esteem. Objective descriptions are especially important when discussing potentially controversial or sensitive topics. Other phrase like "The referee's decision is being met with dissent" and "There is a divergence of opinions among the players on the pitch" this allows broadcasters to objectively report disputes or controversial incidents without taking sides or exacerbating tensions. Maintaining neutrality is critical to maintaining the credibility and objectivity of comments, and to ensuring fair and balanced distribution. We use respectful attributes to acknowledge the efforts and challenges faced by various players in this game, recognizing that "an opponent proved to be a difficult challenge" not only enhances your opponent's skills but also adds to the scenario of intense rivalry and competition. Likewise, the statement "The match officials are under significant pressure" recognizes the challenging role of the

referees, cultivating a feeling of empathy and comprehension among spectators.

Employing positive reinforcement is a crucial tactic to emphasize and commemorate positive acts and efforts. Expressions such as "The team's performance merits praise today" and "The players are demonstrating great resolve" aims to recognize and respect the commitment and unyielding commitment of the players. This reinforcement is not only uplifting but also creates a positive and uplifting atmosphere for the audience. Likewise, about the importance of supporters by stating that "the support of the fans is vital in such moments" emphasizes the value of public enthusiasm and support. This recognition serves to foster a sense of camaraderie and collective commitment among viewers, thereby strengthening their emotional engagement with the ongoing game

### Gender-Specific Language Used

Language is an important aspect of sports commentary and has a major impact on audience engagement and management. In particular, there are gender differences in gender analysts in commentating and analyzing sports. These differences are not just in word choice; Commentators also have a distinctive tone and voice in their comments. Commentators also use motivational and cooperative sentences. Commentators also commented with emphasis on providing ideas of cooperation, enterprise, and unity. In contrast, critics of the genre use competitive and authoritarian terms to emphasize player play, game analysis, and leadership in play. This can provide insight into how to play and can provide increased creative ideas.

Table 5.  
Gender-Specific Language Differences

Data	Gender-Specific Language Use	Context
"Great teamwork there, the players are really supporting each other."	Supportive and collaborative language (Female)	Commentary on team dynamics
"He's been outstanding today, dominating the midfield."	Competitive and authoritative language (Male)	Assessment of individual player performance
"Our defense is holding strong today, great effort by the backline."	Supportive and collective language (Female)	Commentary on defensive performance
"The striker is proving to be unstoppable in today's match."	Analytical and focused language (Male)	Analysis of striker's performance
"The team's cohesion is evident in their passing game."	Collaborative and team-focused language (Female)	Description of team strategy
"His leadership on the field is unmatched, guiding the team."	Authoritative and leadership-focused language (Male)	Recognition of player leadership
"The players are showing immense determination to win today."	Supportive and motivational language (Female)	Commentary on player effort
"His tactical decisions are influencing the game significantly."	Strategic and analytical language (Male)	Assessment of coaching decisions
"We're witnessing great teamwork on display here."	Inclusive and collaborative language (Female)	Description of team dynamics
"He's demonstrating tactical awareness beyond his years."	Analytical and strategic language (Male)	Analysis of player's tactical skills

Table 5 clearly shows linguistic trends regarding gender specificity in sports commentary. Commentators demonstrated a helpful and cooperative attitude, as evidenced by the use of expressions such as "Impressive teamwork displayed, with the players providing mutual support" and "Our defence is exhibiting remarkable resilience today, with the backline putting in a commendable effort." These comments highlight the cooperation and interaction between players in the game, thereby increasing mutual support and a sense of unity and oneness. This linguistic approach is in line with research on gender communication, which provides clues that women prioritize dynamic group relationships and cohesion in commentator communications. In contrast, male professional commentators use authoritarian and competitive rhetoric. Male commentators also emphasized personal mastery and strategic knowledge. For data, statements "He has exhibited exceptional performance today, exerting control over the midfield" and "The forward is demonstrating an unstoppable performance in today's game" it emphasizes one's great abilities and dominance. This technique emphasizes how the point of view focuses analysis and performance. This is consistent with masculine communication characteristics which emphasize competition, power and leadership. In addition, female commentators often emphasize the emotional and motivational aspects of the game, for example with statements like "The players are showcasing exceptional resolve to secure victory today" and "We are witnessing remarkable teamwork here." These comments not only describe the actions taking place on the pitch, but also serve as a source of inspiration and motivation, embodying a tone of compassion and encouragement.

Conversely, male commentators tend to prioritize discussing tactical and strategic aspects, such as "His tactical decisions are exerting a significant impact on the game" and "He is displaying a level of tactical awareness that surpasses his age." These examples emphasize consideration of game strategy and player decision making, thereby revealing a more intellectual and critical approach to commentary. Understanding these differences in gender language is important for understanding and appreciating the diversity of perspectives and language styles that commentators bring to sports broadcasts. This illustrates the impact of gender-influenced media strategies on the presentation of sporting events and audience

engagement. Awareness and appreciation of these differences can increase the complexity and depth of sports analysis, thereby providing a more complete and diverse perspective on sports. By combining aspects of support and competition, commentators can appeal to a wider audience, enhancing the television viewing experience and encouraging a closer relationship with the sport.

## Discussion

Analyzes linguistic aspects of sports game talk, with emphasis on honor norms and gender-specific linguistic differences, relevant to the dynamics of live sporting events. If it is comparing with the previous studies results in 2022 World Cup studies, it is clear that there are different advantages and disadvantages between the two. The objective of this research provides an in-depth study of dynamic strategies. This study provides a good example of how reviewers use politeness techniques to maintain a positive and engaging atmosphere. This study explores how to use language effectively to convey effective criticism, to emphasize performance, and to describe controversial situations in a neutral manner. We do this by identifying gentle criticism, accurate descriptions, positive praise, and positive reinforcement. Forcher et al. (2022) and Low et al. (2021) previous research found a similar strategy when watching football news, this is in line with this in-depth research.

This study highlights the importance of maintaining professionalism and respect in the hostile environment of live sports broadcasts. Furthermore, this study highlights differences in the types of narratives expressed by male and female artists and reveals important linguistic spaces based on gender. Speakers offered many words of encouragement and cooperation, emphasizing teamwork, strength, and unity. In contrast, male analysts often use competitive and dominant narratives, which emphasize individual work, strategic analysis, and leadership. This gap is consistent with gender communication research in general and confirms the findings of Abisaid & Li (2020) research on gender communication in sports media, but lacks a comprehensive assessment of the language strategies used in live chat. Recent research findings regarding the gender language gap have implications for the teaching and advancement of sports broadcasters. Speakers

can improve strategies by working together to learn the impact of gender-sensitive and other communication strategies to increase audience participation and maintain a good visual experience. This information can also help the media to create balanced and inclusive communication groups so that they can respond to various needs and expectations.

However, it is important to point out the limitations of this study. The main limitation is the limited scope of the data provided, as this research primarily focuses on comments from the 2022 FIFA World Cup. This research may not fully cover linguistic aspects present in other sporting events or situations. However, I. Jones (2022) and Pedersen et al. (2020) conducted research on various sports and events, resulting in a more complete understanding of the linguistic aspects taken into account in the definition of sport. Expanded data sets, including input from multiple cultural and sporting contexts, can provide more comprehensive and transferable information. Another potential limitation is the gender bias of the analysis. Differences in commentator styles and personalities, not just gender, can impact the exploration of gender gaps in language. Involving a broader and more diverse group of reviewers will improve future investigations, reduce bias, and produce more comprehensive research. Previous research, including the work of Eastman and Bayouh et al. (2022), also noted similar problems, emphasizing the need for a wider and more diverse data collection.

Furthermore, this research focuses more on the linguistic characteristics used by commentators, ignoring the audience's perception and understanding of these characteristics. Linking audiences and audience feedback can increase understanding of the impact of different language approaches on audience engagement and satisfaction. A previous study by Rubin et al. (2022) and Shin (2022) also highlight this gap, emphasizing the need for further research including community responses to input. Additionally, the immediate and continuous nature of live game feedback results in significant changes in language characteristics over the course of the game. This study may not fully capture aspects of such changes, and future research could explore how linguistic features changed across key periods and eras. In games, this issue is frequently encountered in other research projects in this area, including a study Glebova et al. (2022), which also recognizes the difficulty in accurately capturing the ever-changing nature of sports live feedback.

## Conclusion

Linguistic analysis of sports journalism, with an emphasis on respect for gender diversity, can provide powerful insights into live sports coverage. This research focuses on evaluating information about the 2022 FIFA World Cup, presenting significant results and understanding the best use of communication throughout the tournament. An important finding of this

research is the identification and critical study of various cultural strategies used by storytellers. These strategies, such as negative criticism, politeness, respectful acceptance, and persuasive statements, emphasize the importance of respect and kindness. This technology is important for providing effective criticism, evaluating performances and clarifying moments of conflict, thus maintaining professionalism and respect in the most difficult areas of sport.

The study also revealed differences in communication styles between the sexes analyzed, showing significant language differences based on gender. Speakers often use motivating and collaborative language, emphasizing teamwork, strength and unity, encouraging unity among players and fans. In contrast, male speakers often use competitive and authoritarian terms, emphasizing personal behavior, strategic analysis, and leadership to provide an evaluative perspective. A better understanding of these differences allows for better training and development of artists, so they can improve their performing skills while entertaining the public. Additionally, this research highlights the importance of cultural language in sports commentary. This study explores the importance and significance of language in promoting cultural inclusion by examining how speakers adapt their language to communicate with global audiences. This is especially important for major international events such as the World Cup, which brings together people from different languages and cultures. However, it is important to highlight the limitations of this study. This study focuses on the content of the 2022 FIFA World Cup and may not include all languages available during matches or other events. Moreover, it is the speaker's personality and style, not gender, that influence judgments of language differences. The lack of perspective and audience perspective limits understanding of the impact of various communication strategies on audience engagement and satisfaction.

In addition, this study may not accurately reflect significant differences in language scores due to sudden changes in the messages played. To avoid such obstacles in future research, it would be better to study the language of sports communication in a more extensive and structured manner. This will change the quality and consistency of many match broadcasts. To reduce the risk of bias, future experiments could collect more data, including analyzes from different sports and physical cultures as well as different groups of respondents. Involving your audience's thoughts and perspectives can help you understand the impact of language strategies on audience interest and satisfaction. Seeing how language changes at different stages and key moments in a game can provide a lot of insight into the ongoing development of a game's narrative. Overall, this research has important implications for the use of verbal distancing and respect strategies in sports communication. This emphasizes the importance of respect and indulgence as well as understanding different communication



styles. Although this research has several limitations, it provides useful information for the training and development of sports broadcasters. It also emphasizes the importance of cultural language in sports communication. Future research could focus on overcoming the identified barriers to better understand the linguistic content of sports content, thereby advancing the development and understanding of sports broadcasting.

## References

- Abisaid, J. L., & Li, B. (2020). He Said, She Said: An Exploration of Male and Female Print Sports Journalist Tweets, Sports Coverage, and Language Style. *Communication & Sport*, 8(6), 757–781. <https://doi.org/10.1177/2167479519848352>
- Abudayeh, H., & Dubbati, B. (2021). Politeness strategies in translating Donald Trump's offensive language into Arabic. In *Journalistic Translation Research Goes Global* (pp. 100–115). Routledge.
- Adli, A., & Guy, G. R. (2022). Globalising the study of language variation and change: A manifesto on cross-cultural sociolinguistics. *Language and Linguistics Compass*, 16(5–6), e12452. <https://doi.org/10.1111/lnc3.12452>
- Al Fahadi, S. R. (2020). *The Use of FIFA 2022 World Cup as a Nation Branding Tool: Social Media and Sentiment* [Master's Thesis, Hamad Bin Khalifa University (Qatar)].
- Allen, B. J. (2023). *Difference matters: Communicating social identity*. Waveland Press.
- Almarri, S. (2020). *The Promotion of Qatari Culture: Qatari Sport Leaders' Experiences of Hosting the 2022 FIFA World Cup™* [PhD Thesis, Concordia University Chicago].
- Bayouhdh, K., Knani, R., Hamdaoui, F., & Mtibaa, A. (2022). A survey on deep multimodal learning for computer vision: Advances, trends, applications, and datasets. *The Visual Computer*, 38(8), 2939–2970. <https://doi.org/10.1007/s00371-021-021166-7>
- Bodó, C., Barabás, B., Fazakas, N., Gáspár, J., Jani-Demetriou, B., Laihonon, P., Lajos, V., & Szabó, G. (2022). Participation in sociolinguistic research. *Language and Linguistics Compass*, 16(4), e12451. <https://doi.org/10.1111/lnc3.12451>
- Chaeroni, A., Hussain, I., Ahmed, M., Singh, A. P., Sayed, M. A., Okilanda, A., Ihsan, N., Padli, P., Kumbara, H., & Haryanto, J. (2024). Biomechanical analyses of scoop in field hockey. *Retos: Nuevas Tendencias En Educación Física, Deporte y Recreación*, 55, 499–503.
- Chovanec, J. (2021). Saving one's face from unintended humour: Impression management in follow-up sports interviews. *Journal of Pragmatics*, 176, 198–212.
- Crawford, R. M. (2021). *Is Being Respectable Enough?: A Critical Investigation of Code-Switching and the Lived Experiences of Black Leaders Who Work at Nonprofits in Bridgettown* [PhD Thesis, Duquesne University].
- Dukalskis, A. (2021). *Making the world safe for dictatorship*. Oxford University Press.
- Duncan, S. (2020). *The digital world of sport: The impact of emerging media on sports news, information and journalism*. Anthem Press.
- Farhan, F., Revita, I., & Oktavianus, O. (2024). Persuasive languages on political billboard of the 2024 Indonesian General Election in Padang City West Sumatra, Indonesia. *Cogent Arts & Humanities*, 11. <https://doi.org/10.1080/23311983.2024.2325679>
- Forbes, K., Evans, M., Fisher, L., Gayton, A., Liu, Y., & Rutgers, D. (2021). Developing a multilingual identity in the languages classroom: The influence of an identity-based pedagogical intervention. *The Language Learning Journal*, 49(4), 433–451. <https://doi.org/10.1080/09571736.2021.1906733>
- Forcher, L., Altmann, S., Forcher, L., Jekauc, D., & Kempe, M. (2022). The use of player tracking data to analyze defensive play in professional soccer—A scoping review. *International Journal of Sports Science & Coaching*, 17(6), 1567–1592. <https://doi.org/10.1177/17479541221075734>
- Ginting, N., Revita, I., Santoso, E., & MICHAELA, M. (2024). SUSTAINABLE GOVERNANCE IN TRADITIONAL VILLAGES TOURISM: A STUDY OF POST REVITALISATION PROJECT IN HUTA SIALLAGAN, INDONESIA. *Journal of Urban and Regional Analysis*, 16. <https://doi.org/10.37043/JURA.2024.16.1.6>
- Glebova, E., Desbordes, M., & Geczi, G. (2022). Mass diffusion of modern digital technologies as the main driver of change in sports-spectating audiences. *Frontiers in Psychology*, 13, 805043.
- Hauck And, J. D., & Mitsuhara, T. V. (2023). Mixing, Switching, and Linguaging in Interaction. In A. Duranti, R. George, & R. Conley Riner (Eds.), *A New Companion to Linguistic Anthropology* (1st ed., pp. 86–106). Wiley. <https://doi.org/10.1002/9781119780830.ch5>
- Ihsan, N., Okilanda, A., Al Aziz, S., Nazaruddin, Z. A., & Zulaika, D. (2024). Specifications and Performance of The Website-Based Self-Assessment Nurul Application Using GTmetrix. *Retos: Nuevas Tendencias En Educación Física, Deporte y Recreación*, 55, 841–848.
- Ihsan, N., Okilanda, A., Sepriadi, S., Farell, G., Shapie, M. N. M., & Zakaria, J. (2024). Heuristic evaluation of the sport analysis application interface. *Retos: Nuevas Tendencias En Educación Física, Deporte y Recreación*, 54, 235–242.
- Ihsan, N., Yulkifli, Y., Hadi, A., Yohandri, Y., Mario, D. T., Ayubi, N., Karacam, A., Nemeth, Z., & Orhan, B. E. (2024). Sensor-based scoring system for the fighting category in Pencak Silat. *Retos: Nuevas Tendencias En Educación Física, Deporte y Recreación*, 57, 684–691.
- Jackson, J. R. (2021). "Listen Up, I Got a Story to Tell": A Qualitative Study Examining Collegiate Experiences and Code-Switching Among Black Male Scholars at Predominantly White Institutions. The University of North Carolina at Greensboro.
- Johnstone, B., & Andrus, J. (2024). *Discourse analysis*. John Wiley & Sons.
- Jones, I. (2022). *Research methods for sports studies*. Routledge. <https://www.taylorfrancis.com/books/mono/10.4324/9781003195467/research-methods-sports-studies-ian-jones>
- Jones, R. H. (2024). *Discourse analysis: A resource book for students*. Taylor & Francis.
- Jones, R. H., & Themistocleous, C. (2022). *Introducing language and society*. Cambridge University Press.
- Kolawole, D. O. (2021). *A Sociolinguistic Analysis of Selected Sexist Expressions in The Punch and The Guardian Newspapers* [Master's Thesis, Kwara State University (Nigeria)].

- Low, B., Rein, R., Raabe, D., Schwab, S., & Memmert, D. (2021). The porous high-press? An experimental approach investigating tactical behaviours from two pressing strategies in football. *Journal of Sports Sciences*, 39(19), 2199–2210. <https://doi.org/10.1080/02640414.2021.1925424>
- Malik, A. (2021). *Sports Journalism and Mass Media*. Friends Publications (India).
- Meadows, B. (2020). Nationalism, nationalized cultures, and English Language Teaching (ELT): What teacher interviews reveal about culture teaching as vehicle for ideological reproduction/transformation. *Critical Inquiry in Language Studies*, 17(3), 143–165. <https://doi.org/10.1080/15427587.2020.1714443>
- O'Dwyer, F. (2020). *Linguistic variation and social practices of normative masculinity: Authority and multifunctional humour in a Dublin sports club*. Routledge.
- Ozturk, M. B., & Berber, A. (2022). Racialised professionals' experiences of selective incivility in organisations: A multi-level analysis of subtle racism. *Human Relations*, 75(2), 213–239. <https://doi.org/10.1177/0018726720957727>
- Pedersen, P. M., Laucella, P., Geurin, A., & Kian, E. (2020). *Strategic sport communication*. Human Kinetics Publishers.
- Revita, I., Ginting, N., Santoso, E., Furqan, R., & Zalfikhe, F. (2023). The impact of the top-down approach of the Huta Siallagan tradition on post-revitalization. *Cogent Social Sciences*, 9. <https://doi.org/10.1080/23311886.2023.2251244>
- Rheindorf, M., & Wodak, R. (2020). *Sociolinguistic perspectives on migration control: Language policy, identity and belonging* (Vol. 5). Multilingual Matters.
- Rubin, D., Mohr, I., & Kumar, V. (2022). Beyond the box office: A conceptual framework for the drivers of audience engagement. *Journal of Business Research*, 151, 473–488.
- Santoso, E., Ginting, N., Revita, I., Argarini, T., & Larasati, A. (2024). 266 International review for spatial planning and sustainable development D: Planning Assessment Evaluation of Community-Based Governance after the Revitalization of Huta Siallagan in Samosir Regency, Indonesia. *International Review for Spatial Planning and Sustainable Development*, 12, 266–292. [https://doi.org/10.14246/irspsd.12.2\\_266](https://doi.org/10.14246/irspsd.12.2_266)
- Setiawan, S., Hartanti, L. P., & Putri, C. D. M. (2023). *SOCIOLINGUISTICS LANGUAGE PRACTICE AROUND US*. Zifatama Jawara.
- Shin, S. Y. (2022). News Media Image: A Typology of Audience Perspectives. *Journalism & Communication Monographs*, 24(2), 80–140. <https://doi.org/10.1177/15226379221092019>
- Smith, A., & Higgins, M. (2020). *The language of journalism: A multi-genre perspective*. Bloomsbury Publishing USA.
- Sutton, S. J. (2020). *How to conduct sociolinguistic research in online public video*. University of Northumbria at Newcastle (United Kingdom).
- Syaputri, W. (2019). First language morphological interference of English language learners (EFL). *Seventh International Conference on Languages and Arts (ICLA 2018)*, 617–619. <https://www.atlantispress.com/proceedings/icla-18/55914562>
- Walsh, J., Caldwell, D., & Jureidini, J. (2024). *Evaluative Language in Sports: Crowds, Coaches and Commentators*. Taylor & Francis.
- Wang, X. (2021). Construing Community with a Shared Future in President Xi Jinping's Diplomatic Discourse (2013–2018): The Role of Personal Pronouns *we* and *they*. *Critical Arts*, 35(3), 35–51. <https://doi.org/10.1080/02560046.2021.1985154>
- Welis, W. (2024). Protein-based soy flour supplementation to support the effects of weight training on muscle hypertrophy. *Retos: Nuevas Tendencias En Educación Física, Deporte y Recreación*, 51, 923–929.

#### Datos de los/as autores/as y traductor/a:

Wuri Syaputri	wuri.syaputri@hum.unand.ac.id	Autor/a
Ike Revita	ikerevita@hum.unand.ac.id	Autor/a
Oktavianus Oktavianus	oktavianus@hum.unand.ac.id	Autor/a
Fajri Usman	fajriusman@hum.unand.ac.id	Autor/a
Zulfadhli Zulfadhli	zulfadhli@fbs.unp.ac.id	Autor/a
Ardo Okilanda	ardo.oku@fik.unp.ac.id	Autor/a
Mukhammad Isnaeni	mukhammad.isnaeni@brin.go.id	Autor/a
Rani Amrista Wijayanti	raniiamristaa@gmail.com	Traductor/a