

MASTER'S THESIS

A comparison of the language use in sports writing: soccer and golf news

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**A COMPARISON OF THE LANGUAGE USE IN SPORTS
WRITING: SOCCER AND GOLF NEWS**

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ABSTRACT

The aim of this study is to find out the language variation in the news reports of soccer and golf. The guiding assumption is that language variation is indicative of social and cultural orientations.

Language variation is observed through the analysis of textual structure and particular semantic characteristics of headline and lead (who receives agent role, how prominent is scoring), verbal quotes (distribution of right to comment on games), topics (on winning or fun of playing), and name formats (focused on affiliation with team or individualizing).

It is found that the news reports on soccer favor a semantics of winning as compared to those on golf which tend to offer accounts of how individual players tackle the field, the ball, or their moods.

It is concluded that these observations reveal different value systems which, in turn, are manifestations of sociocognitive orientations (in the sense of van Dijk, 1998)

摘要

本研究旨在找出在報章中，足球與哥爾夫球新聞報導用語的不同之處。本文之主導假設是：上述兩種體育活動用語之差異是社會文化導向的指標之一。

用語差異可透過分析文章結構和文意的特徵而獲得。本文分析文意特徵時取材自：標題，主題，對他人言語之引述和新聞的主旨。

本研究的結論是：足球報導傾向於採用勝利的語意學，而哥爾夫球評述則傾向報導個別球員如何對球場和自我作出情感的操控。

這些差異反映出兩種運動各自包涵著不同的價值觀，進一步呈現不同的實際認知傾向。

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