

# **British Tennis at the 2016 Olympic Games as Reported in the British Press: A Discourse Analysis**

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## **ABSTRAKT**

Tato bakalářská práce se zabývá analýzou článků k zápasům britského tenisty Andyho Murrayho na Olympijských hrách v brazilském Riu de Janeiru v roce 2016, publikovaných v britském tisku.

Teoretická část obecně popisuje noviny a poté detailněji i jazyk tisku. Následně stručně nastiňuje historii tenisu a tenis jakožto olympijskou disciplínu na letních hrách v Riu. Teoreticky vymezeny jsou terminologie a jazykové prostředky používané ve sportu společně s víceslovnými výrazy a řečnickými figurami. V závěru jsou z teoretického hlediska definovány diskurzní analýza a její části.

Praktická část analyzuje články bulvárního a seriózního tisku. Výsledky každého článku jsou shrnuty a porovnány v závěru.

Klíčová slova: Noviny, žargon, Olympijské hry v Riu, víceslovné výrazy, řečnické figury, diskurzní analýza

## **ABSTRACT**

This bachelor's thesis deals with the analysis of articles published in the British press which reported on the matches of the British tennis player Andy Murray at the 2016 Olympic Games in Rio de Janeiro, Brazil.

The theoretical part focuses on generally describing the newspapers and afterwards its language in more detail. A brief history of tennis is outlined as well as tennis as a discipline at the 2016 Olympics. The language of sport and its terminology along with the theoretical characterization of multi-word expressions and figures of speech follows. Discourse analysis and its elements are defined theoretically in the end.

The practical part contains the analysis of articles from the tabloid and the serious press. The results of each article are summarized and compared in a conclusion.

Keywords: Newspaper, Jargon, Olympic Games in Rio, Multi-word expressions, Figures of speech, Discourse analysis

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**CONTENTS**

<b>INTRODUCTION</b>	<b>11</b>
<b>I. THEORY</b>	<b>12</b>
<b>1 NEWSPAPERS AND JOURNALESE</b>	<b>13</b>
1.1 LANGUAGE OF THE NEWS	15
1.1.1 <i>Jargon</i>	15
1.1.2 <i>Reported Speech</i>	16
1.2 NEWSPAPER ARTICLE	16
1.2.1 <i>Headline</i>	17
1.2.2 <i>Introduction</i>	18
1.2.3 <i>Narrative</i>	18
<b>2 TENNIS AT THE 2016 OLYMPIC GAMES</b>	<b>20</b>
2.1 HISTORY OF THE OLYMPIC GAMES	20
2.2 RUSSIAN TENNIS PLAYERS' ELIGIBILITY TO PERFORM IN RIO	22
2.2.1 <i>British Tennis Players Reaction to Maria Sharapova and the Russian Doping Scandal</i>	22
2.3 REASONS TO COMPETE OR NOT TO COMPETE AT THE 2016 OLYMPICS	23
2.3.1 <i>The British Tennis Players' Motivation to Compete in Rio</i>	24
2.4 WITHDRAWING FROM THE TOURNAMENT DUE TO ZIKA VIRUS	24
2.4.1 <i>British tennis players opinion about Zika Virus</i>	25
2.5 THE BRITISH TENNIS PLAYERS AT THE 2016 OLYMPIC GAMES	25
<b>3 LANGUAGE OF SPORT AND SPORTS TERMINOLOGY</b>	<b>27</b>
3.1 PROFESSIONAL JARGON	27
3.2 SPORTSWRITING	28
3.3 SPORTS NEWS VALUES	28
3.3.1 <i>Relevance</i>	29
3.3.2 <i>Topicality</i>	29
3.3.3 <i>Expectation</i>	30
3.3.4 <i>Worth</i>	30



<b>4</b>	<b>CHARACTERIZATION OF MULTI-WORD EXPRESSIONS AND FIGURES OF SPEECH</b>	<b>31</b>
4.1	MULTI-WORD EXPRESSIONS	31
4.1.1	<i>Idiomatic Phrases</i>	31
4.1.2	<i>Collocations</i>	32
4.2	FIGURES OF SPEECH	33
4.2.1	<i>Metaphor</i>	34
4.2.2	<i>Simile</i>	34
4.2.3	<i>Synecdoche</i>	35
<b>5</b>	<b>DISCOURSE ANALYSIS</b>	<b>36</b>
5.1	REGISTER AND DISCOURSE ANALYSIS	37
5.2	COHESION	38
5.2.1	<i>Reference cohesion</i>	38
5.2.2	<i>Ellipsis</i>	39
5.2.3	<i>Conjunction</i>	39
5.2.4	<i>Lexical cohesion</i>	40
5.3	COHERENCE	40
<b>II.</b>	<b>ANALYSIS</b>	<b>42</b>
<b>6</b>	<b>INTRODUCTION TO THE ANALYSIS</b>	<b>43</b>
<b>7</b>	<b>ANDY MURRAY DEFEATS VIKTOR TROICKI IN FIRST ROUND</b>	<b>45</b>
7.1	THE SUN: VIKTORY RIO 2016: ANDY MURRAY POWERS TO STRAIGHT SETS VICTORY OVER VIKTOR TROICKI IN OPENING CONTEST (TS1)	45
7.2	THE MIRROR: ANDY MURRAY WAVES FLAG FOR TEAM GB AGAIN WITH STRAIGHT SETS WIN OVER VIKTOR TROICKI (TM1)	47
7.3	THE TELEGRAPH: ANDY MURRAY MAKES LIGHT WORK OF VIKTOR TROICKI AS HE GETS OLYMPICS CAMPAIGN OFF TO FLYING START (TT1)	49
7.4	THE GUARDIAN: ANDY MURRAY EASES PAST VIKTOR TROICKI AS HE BEGINS OLYMPIC TITLE DEFENCE (TG1)	51
7.5	CONCLUSION	54

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<b>8</b>	<b>THE BRIT CLIMBS OUT OF A HOLE TO REACH SEMI-FINALS</b>	<b>56</b>
8.1	THE SUN: AND IT TO HIM RIO OLYMPICS 2016: ANDY MURRAY'S BID FOR GOLD GOES ON AFTER BEATING USA'S STEVE JOHNSON 6-0, 4-6, 7-6 IN QUARTER-FINALS (TS2)	56
8.2	THE MIRROR: TEAM GB'S ANDY MURRAY BEATS AMERICAN STEVE JOHNSON TO REACH RIO 2016 SEMI-FINALS (TM2)	58
8.3	THE TELEGRAPH: ANDY MURRAY GUARANTEED TO PLAY FOR OLYMPIC MEDAL AFTER MIXED DAY IN RIO (TT2)	61
8.4	THE GUARDIAN: ANDY MURRAY FORCED TO DIG DEEP BY STEVE JOHNSON TO REACH RIO SEMI-FINALS (TG2)	65
8.5	CONCLUSION	70
<b>9</b>	<b>THE BACK-TO-BACK OLYMPIC CHAMPION</b>	<b>72</b>
9.1	THE SUN: I'M NUMBER JUAN RIO OLYMPICS 2016: ANDY MURRAY WINS TENNIS SINGLES GOLD IN FOUR-SET THRILLER AGAINST JUAN MARTIN DEL POTRO AND HIS ROWDY ARGENTINIAN SUPPORT (TS3)	72
9.2	THE MIRROR: ANDY MURRAY WINS OLYMPIC TITLE AFTER MARATHON VICTORY OVER JUAN MARTIN DEL POTRO (TM3)	74
9.3	THE TELEGRAPH: ANDY MURRAY BEATS JUAN MARTIN DEL POTRO IN RIO TENNIS FINAL TO BECOME THE FIRST PLAYER TO WIN BACK TO BACK OLYMPIC TITLES (TT3)	77
9.4	THE GUARDIAN: ANDY MURRAY BEATS JUAN MARTÍN DEL POTRO TO WIN SECOND OLYMPIC GOLD (TG3)	81
9.5	CONCLUSION	85
<b>10</b>	<b>SUMMARY OF THE ANALYSIS</b>	<b>87</b>
	<b>CONCLUSION</b>	<b>89</b>
	<b>BIBLIOGRAPHY</b>	<b>90</b>
	<b>LIST OF ABBREVIATIONS</b>	<b>96</b>
	<b>APPENDICES</b>	<b>97</b>

## INTRODUCTION

The Olympic Games are an event where the best athletes from different countries compete against each other in order to win one of the three medals. The host city of the event in 2016 became the Brazilian Rio de Janeiro. In the United Kingdom tennis is a popular sport also thanks to their recently best player Andy Murray. The British fans were expecting their national tennis team to bring home at least one medal. At the bottom of their hearts they wanted Murray to retain his second Olympic gold medal and make history. I decided to focus my bachelor's thesis on the manner of depiction of the British tennis at the 2016 Olympic Games in the British press and scrutinize the newspapers by means of discourse analysis because firstly I am a fan of the sport and secondly I am also interested in the language that is utilized to describe such an important event. I chose to analyze the articles from the tabloid press on one hand and the broadsheet newspapers on the other hand because I believe that these two types of press illustrate different ways how tennis matches can be described. However, similarities in the portrayal of the contests should appear as well in both types of the press because the requirement of the nowadays reader is predominantly to decipher the text as quickly as possible and therefore there is no place for complex sentences.

The aim of the thesis is to analyze and compare the articles from tabloid and broadsheet newspapers from the point of view of cohesion and coherence but also to identify the multi-word expressions and figures of speech. Moreover, the tennis jargon expressions will be examined and explained as well as the language that the individual newspapers use. The satisfaction of sports news values should also be taken into consideration.

The theoretical part firstly generally defines the language of newspapers, the utilization of jargon, reported speech and afterwards focuses on the structure of a newspaper article. Secondly, tennis and the history of the sport at the 2016 Olympic Games are outlined as well as the language of sport and sports terminology are described and the fourth chapter characterizes the multi-word expressions along with several figures of speech. Lastly, discourse analysis and especially cohesion and coherence are explained.

The practical part is aimed at comparing and contrasting the twelve articles from the selected newspapers. I chose the first, the quarter-final and the final match of the British number 1, Andy Murray, for the analysis. The articles come from tabloids The Sun and The Mirror and broadsheets The Telegraph and The Guardian.

## **I. THEORY**

## 1 NEWSPAPERS AND JOURNALESE

Fowler points out that newspapers express ideas about the news that occurred in world, therefore the reader should not take that what is written as a fact. (Fowler 2013, 9) He also believes that the journalist reporting the news looks at it from a different point of view. The producer of the news is supposed to follow certain rules which include that the content is unbiased, depicted in an objective way using a language that is not ambiguous but at the same time pleasant to read. However, this is just a general statement which the journalists usually use when they are asked to describe the gist of their job. (2013, 9)

According to Cole and Harcup the same news can be presented differently based on the target audience. (Cole and Harcup 2010, 5) They declare that if the readers are not educated, they will not understand a text with a lot of unknown terms. On the other hand, experts in e.g. field of sport are used to the terminology and therefore are looking for a more complicated analysis of a game. In these days the newspapers have to face a threat which the other media pose. It is believed that nowadays people read less than in the past. The reason for that might be the fast-moving times. A big question is whether the press, due to decrease in sales in the last years, has begun to simplify its content in order to gain the readers or if it is just a reflection of the era we live in. It might be combination of both. (2010, 5-6)

Cole and Harcup suggest that the newspapers can be defined as a source of information that people can take and read anywhere they desire to. (Cole and Harcup 2010, 4-5) They believe it is quite a cheap way of providing people with information of what has happened in their country recently. (2010, 4-5) Sweeney claims that in Britain the most expensive newspaper cost about £2.50, it goes out weekly and is called the Sunday Times. (Sweeney 2016) But Cole and Harcup add that there is also the daily press which includes e.g. *The Independent*, *The Guardian*, *The Daily Telegraph* and *The Times* in the UK. (2010, 4-5) They point out that even though there have been many debates about the decline of the newspapers, people in Britain still buy and read them. They are influenced by the press and those who claim that they do not believe a word that appears in the newspapers are often the ones who are influenced by them the most. (2010, 4-5)

Cole and Harcup state, that the newspapers are a medium that is highly coveted. (Cole and Harcup 2010, 12) They point out that it is usually the press which immediately informs its reader about the current controversies that are taking place for instance in the political sphere. Only then the news also appear in other media like on the TV or radio. (Cole and

Harcup 2010, 12) The newspapers were significant even in the era when the television was getting awareness of the people. It helped the press to spread its influence in politics and the society in general. (Cole and Harcup 2010, 12-13)

According to Cole and Harcup the journalists are able to identify and support the biases of their target audience and provide it with a depiction of a world they know. (Cole and Harcup 2010, 14) They suggest that the newspapers offer to their readers a content that is relevant and close to what they encounter in their jobs, free time and personal lives. They claim that the press focuses on many areas in people's lives e.g. *sport, food, clothes, children, health* or *holidays*. They also add that news reporting more than any other media symbolizes the gist of journalism: to collect information about what happened in the world and present it in a comprehensible and simple form to the target audience. (2010, 14)

Cotter adds that the news language should be brief, well-organized, include quotations and the style of writing should remain consistent. (Cotter 2010, 27) As he says, the rules for newswriting might be understood differently in different locations. Moreover, the fundamentals of newswriting should provide the readers with thorough and precise information from a variety of balanced sources but a story needs to contain a good lead, the correct structure of sentences and the Associated Press Style should be utilized as well. (2010, 27) Cotter claims that there are certain newswriting regulations that are supposed to be closely connected with deadlines and other news that happened on the same day. (Cotter, 27-28) He suggests that there are also conventions of journalism that are associated with: an access to other sources, bringing the interest to what is newsworthy, target audience and the type of delivery of the news to the people. (2010, 27-28) He states that the purpose of the conventions in newswriting is firstly to make the comprehension easier for the reader, and secondly it also serves as pattern for the journalist to follow. (2010, 28)

According to Keeble one of the goals of the language of the news is to make out of complex events simple ones, and make the unintelligible terms adopted from the source of information intelligible. (Keeble 2006, 105) He adds that the newswriter should avoid using abstract language or even considering historical aspects. Generally, newswriting should be based on concrete language that is supported by a story, facts and quotes. (2006, 105)

## 1.1 Language of the News

According to Keeble the rule that says the longer the story the better does not apply in newswriting. (Keeble 2006, 94) He adds that may be the reason why some reporters who are new to the profession and were used to writing thorough essays at college, might find it difficult to create an article about a particular event that happened in the world, and which is supposed to contain all the significant information but at the same time remain brief. There is no place for complex sentences including embedded sentences within the complex sentences because, especially in these days the readers like to be notified of what news occurred e.g. in the area of sport without spending hours by reading one article. Therefore brief sentences containing factual information are required in newswriting. (2006, 94)

Keeble also suggests that even though it is not necessary to count every word in a sentence, the journalist should keep in mind that a sentence which consists of more than 32-35 words should be rephrased and shortened. (Keeble 2006, 94) According to him tabloids have a set limit, which is 16-20 words per sentence and which must be obeyed. (2006, 94)

Keeble declares that the language of the newspapers as it is known nowadays has not always been so pithy. (Keeble 2006, 95) He points out, that in the times when telegraph and telegram were gaining on relevance in the nineteenth century, a need to make the language less complicated emerged. It became more important through time to save space in the newspapers because advertisements increased in number and editorials began to appear as well. Newspapers are based on quickness and are adjusted to the wish of a reader to skim through the text as fast as possible. In the era of the Internet, social media and huge amount of information to choose from, people are usually not able to concentrate for a longer period of time. Consequently, their requirement for the sentences to be concise and the headlines felicitous reflects the times we live in. (2006, 95)

### 1.1.1 Jargon

Yule defines jargon as special technical vocabulary of a language which is typically used by people who share a common interest or profession. (Yule 2014, 262) He points out that the reason why jargon came into existence was to connect people who utilize but at the same time exclude the people who do not understand it. In order to be classified a journalist, one is supposed to learn the jargon of journalism. (2014, 262) According to Crystal jargon is an indirect way of expressing one's mind by using long and usually complicated words, which can be seen as an obscure and pompous use of language.

(Crystal 2003, 174) He states that the society might perceive jargon as a language that should be prevented from utilizing, because it is not understandable to everyone. In addition, jargon is regularly ascribed negative connotations by the so called outsiders who do not use it because they are not bound to, e.g. in their profession, and therefore do not comprehend it. (Crystal 2003, 174)

Miššíková labelled jargon as “a group of words that exist in almost every language.” (Miššíková 2003, 104) She suggests that the point of their existence is to explain technical terms through informal expressions. However, similarly to Yule and Crystal, even Miššíková adds that while jargon is comprehensible to colleagues who use it in the working environment i.e. to the journalists, it most likely will not be understood by people who are not members of the same profession. (2003, 104)

Keeble suggests that the journalist’s job is to interpret e.g. the jargon of the doctors and explain it in comprehensible terms to the reader. The jargon of journalism is called journalese. (Keeble 2006, 99) According to Conboy in Keeble there are words that are typical for the language of journalism, which repeatedly appear in the press. For instance, the word nut refers to a person that is out of his or hers mind, or the term jobless is often used to say that an individual is unemployed, and the expression beauty frequently occurs when a journalist describes a gorgeous woman. (2006, 99)

### **1.1.2 Reported Speech**

Krestel, Bergler, and Witte claim that reported speech should transmit a message from a source to the reporter and the reporter is supposed to share the message with the reader. (Krestel, Bergler, and Witte 2008) They suggest that the reporter’s job is to make sense of the message and transfer it into the text where the reader should find it. The process of transferring the message involves usage of the reported speech which can be divided into direct and indirect speech. The difference between these two speech acts is that in direct speech the journalist quotes the exact words that an individual used in his or her utterance. However, in indirect speech the writer summarizes what the speaker stated. Moreover, indirect speech usually appears in newspapers and when the reporter is using direct speech it is necessary to use quotation marks. (Krestel, Begler, and Witte 2008)

## **1.2 Newspaper Article**

According to Cotter (Cotter 2010, 26) the phenomenon called inverted pyramid, which is used in the press, is based on the fact that material which is the most important in the story



appears at the very top of the article and the information that is less important is featured later on in the text. (Cotter 2010, 26) He adds that the reader also needs to know the context in order to understand the importance of a story and be provided with the background information to comprehend the position of the story in time as it progresses. The standards of newswriting focus both on the information and the organization of an article. The reporter is supposed to provide the reader with information collected from various sources and to create a story that is written in an appropriate language, has a certain structure and is described interestingly enough for the reader. The sentence elements should be ordered in a way that creates a well-organized story. Cotter suggests that usually, the headlines are short but at the same time maximally descriptive, and the size of the font depends on how the information is important. Furthermore, he says that the news depicted in press must meet visual standards. For example stories that are not excessively long, are divided into paragraphs, their point is expressed repeatedly and the people are interested in the topic of the story, they are going to be read by the consumers of news. On the other hand, articles that do not meet these requirements will probably go unnoticed by the public. (2010, 26)

### 1.2.1 **Headline**

Hodgson in Burns states that headlines in the newspapers are created by copy editors. (Burns 2002, 133) He suggests that the copy editor is responsible for summarizing a story into a simple statement that should grab the attention of the reader and encourage him or her to read the whole story. There usually is a set number of words that can be used to create a headline. This number depends on whether the headline is published in a broadsheet newspaper or a tabloid. Large size of the font and narrow headlines consisted of short words are typical for tabloids, whereas broadsheets use wider headlines containing more words. (2002, 133)

According to Franklin headlines serve as a guide that shows the reader which news are the most significant. (Franklin 2008, 213) Conboy claims in these days tabloid newspapers tend to use slogans and exaggerated expressions in their headlines in order to lure its audience. (Conboy 2010, 130) Keeble suggests that on the other hand, broadsheet newspapers make use of bold font in their headlines for emphatic purpose. (Keeble 2006, 267)

Schneider in Jaki (Jaki 2014, 35) defines newspaper headline as a short statement of main points of the featured article. Kurt *et al.* and Reiter in Jaki add that most headlines are

usually longer than one line. (2014, 36) Burger in Jaki suggests that headlines focus, among other features, on using emotional vocabulary, slangy words or metaphors. (Jaki 2014, 38)

### 1.2.2 Introduction

Cotter suggests that as opposed to jokes the point of a story in newspapers is introduced in the beginning. (Cotter 2010, 135) He claims that journalists usually organize the news story in a way where the most important element is appears in the introduction, or first paragraph. The writer of the story frequently uses the passive voice when introducing this significant element. (2010, 135)

Keeble claims that introduction is labelled in the US as the lead. (Keeble 2006, 111) He states that it includes the angle from which the story is looked upon by the journalist and that it should draw the attention of the reader and encourage him or her to proceed and read the whole story. (2006, 111, 273) It can consist of more than just one paragraph. (2006, 273) The main topic should be emphasized and the tone of the story set. (2006, 111)

### 1.2.3 Narrative

Bell in Richardson mentions that, the journalist responsible for the production of a text is supposed to find a story from the news that happened that day and then write it in a way that catches the eye of the reader. (Richardson 2007, 71) He suggests that when news narratives are being analyzed, the subject matter of a story and the manner in which the particular story is depicted is being studied. (2007, 71) Montgomery *et al.* in Richardson believe that before examining the narratives in the newspapers, it is necessary to explain two basic terms, the narrative content and narrative form. (2007, 71) Richardson adds that the first term can be explained as actions depicted as they have taken place in the story. He also states that it includes the description of the actions, how they helped to form the plot and whether they were ordered chronologically or in a different way. Nowadays, the news which are presented in the press usually contain a simplified plot which follows a structure that consists of three segments, i.e. a setting, an event, and an outcome, without a settlement in the end. (2007, 71) White in Richardson suggests narrative is not supposed to be only a depiction of events, but it should also contain an arrangement of these events according to their meaning, in order for the reader to be able to make sense of the story. (2007, 71)

Richardson adds that narrative form describes the pattern in which the particular events are introduced to the reader. (Richardson 2007, 71) According to Franklin et al. in Richardson so called hard news narratives frequently follow the structure of the inverted pyramid, which was mentioned in Chapter 1. (Richardson 2007, 71) So, when the most important information of a story appears at the top of an article and the introductory paragraph replies to the five Wh-questions: *Who? What? Why? Where? and When?*, the pyramid is being used in practice. Bell in Richardson points out that the noteworthy news is in most cases, introduced at the beginning of the story and for that reason the hard news narratives are seldom ordered chronologically. (2007, 71) According to Richardson the structure of the news narrative is realized by means of three elements: complication (the actual reported event), the setting or background and the outcome to the story. (2007, 71) Blundy in Richardson suggests another way how to arrange a story in the newspapers. (Richardson 2007, 72) He claims that as opposed to the inverted pyramid this technique does not put the important information into the first paragraph neither does it answer to the five Wh-questions. It makes use of so called cataphoric reference which is based on utilizing of personal pronouns that replace for instance the name Andy Murray. (2007, 72) Regularly, the name Andy Murray would appear first in a sentence before the personal pronoun he would be used. But according to Blundy in Richardson, the point of the described technique is to do exactly the opposite. (2007, 72) The personal pronoun, which is used before the mentioned name Andy Murray, helps to evoke an urgent feeling in the reader to find out whom the personal pronoun refers to. However, Richardson declares that the inverted pyramid structure of narrative occurs more often and that it provides the reader with the information what or who is the story going to be about from the beginning. (2007, 72) Richardson also adds that when first of all, there is the name Andy Murray mentioned in a text and then the personal pronoun he is utilized to refer to it, only then it can be spoken of so called anaphoric reference. (2007, 72)

## 2 TENNIS AT THE 2016 OLYMPIC GAMES

Tennis was one of the 39 sports in which the competitors were fighting to win a medal for their country. (olympic.org) The International Olympic Committee along with the International Tennis Federation chose a fast hard court for the matches to be played on with regard to upcoming events after the Olympics' end. They wanted to make it easier for the players to adapt to that kind of surface which is similar to the one in Flushing Meadows where the U.S. Open took place after the Olympic tournament. (telegraph.co.uk) As in any other ATP or WTA event, the women and men had a chance to play singles, doubles and mixed doubles. Only few qualified for all of the three disciplines. For Britain it could not be anyone else than the megastar Andy Murray who was trying hard to defend his triumph from the home Olympic Games that had taken place in London. For the Czech Republic, only Lucie Hradecka played her matches in singles, doubles and mixed doubles. The total of 64 male and 64 female athletes were allowed to represent their country in singles at the famous event. Direct qualifiers for the tournament were the top 56 players seeded in the WTA and/or ATP rankings. The following 6 players got into the tournament based on so called Final Qualification Places, and the last 2 were invited by commission composed of the highest representatives in tennis. The same pattern was applied for the doubles except there were 8 Final Qualification Places and no players invited by the commission. And last but not least, in mixed doubles there were 12 participants who qualified directly and 4 who made it through Final Qualification Places and again no players got into the tournament based on the commission's decision. (rio.itftennis.com)

The tournament took place in the Olympic Tennis Centre which features 16 courts including the Centre Court where all the significant matches were played. (olympic.org) The participants had to win 5 matches in a row in order to get to the final one. The losers of the semifinal battles faced each other in the bronze medal game. (atpworldtour.com) During the whole tournament the best of two or, on some occasions the best of three sets, won the match. Only the men singles' gold medal game was played in the best of five sets format. The events commenced on 6<sup>th</sup> August and culminated on 14<sup>th</sup> August 2016. (rio.itftennis.com) Due to steady rain on 10<sup>th</sup> August the matches were postponed to the next day. (news.nationalpost.com)

### 2.1 History of the Olympic Games

According to Girginov and Parry, the first mention of the Olympic Games dates back to the times of the Ancient Greece. (Girginov and Parry 2005, 9) Young suggests that the

Olympics were the oldest of number of Greeks festivals and according to majority of people thought to be the finest one. (Young 2004, 25) Goldblatt points out that from regularly held ceremonies by religious clans the globally respected event came into being at the site of Olympia at the beginning of the first millennium BC. (Goldblatt 2016, 7) Young declares that the first modern Olympic Games were held on his suggestion at Athens in 1896. (Young 2004, 11) However, Girginov and Parry stated that the terms Olympism, meaning a social philosophy, and Olympic movement, as a set of ideas, structures and competitions, as known in these days appeared in the 20<sup>th</sup> century. (Girginov and Parry 2005, 9) They add that goal of the Olympic movement as presented by Pierre de Coubertin in 1894, was to inspire people to focus on self-improvement but also to spark a change in the whole culture by means of sport. In the same year, the International Olympic Committee (IOC) was established. (2005, 9) The basic principles of Olympism included: the ability to play fair, to set an example worth following and respect the people in the society. The Olympic principles became respected by all 200 members of the Olympic movement in the course of the 20<sup>th</sup> century. (Girginov and Parry 2005, 9) Girginov and Parry claim, that the significant milestone in the history of Olympics dates back to 1999 when the so called bribery scandals led to reforms in the Olympic movement. (Girginov and Parry 2005, 11) They add that changes emphasized the principal Olympic values and also the fact that the IOC should focus on the athletes. The key events in the evolution of Olympic Games include, changing from the ancient concept to the modern one, expanding into other than just Western countries and allowing women to participate after fights for their rights to compete alongside men. (2005, 11) Goldblatt suggests that the Games became a means for battles for equality. (Goldblatt 2016, 7)

Since the first Olympic Games held in Athens 1896 tennis has been one of the nine sports that the participants competed in. John Boland from Ireland became the first player to claim the Olympic gold medal in tennis in 1896. Great Britain's Charlotte Cooper then in 1900 became not only the first woman to win a gold medal in tennis at the Olympics, but also the first one to take the Olympic gold in any event. However, in 1924 the sport that had been a part of the Olympics ever since was not included that time. It had taken more than half a century before it appeared once again in Seoul in 1988. The last but one Summer Olympic Games that had taken place in London in 2012 attracted all the best tennis players to the tournament and as a consequence every single ticket for the matches was sold-out. (rio.itftennis.com)

## **2.2 Russian Tennis Players' Eligibility to Perform in Rio**

Before the Olympics in Rio even started a huge controversy surrounded the Russian Olympic team. The tennis players had to undergo an anti-doping inspection carried out by the International Tennis Federation in order to determine whether the athletes would be eligible to perform or not. This act was a result of the doping scandal of the Russian athletes at the 2012 and 2014 Olympic Games. (Maese 2016) After a series of strict anti-doping tests all the 8 Russian representatives in tennis were allowed to travel to Rio de Janeiro. Before the final verdict was delivered, players were examined a number of times since 2014 and none of them had a positive result on any kind of prohibited substance. (Rothenberg 2016)

However, one of the most infamous doping scandals concerning the Russian tennis player Maria Sharapova was made public on 26<sup>th</sup> January 2016. Sharapova admitted taking a medication called Meldonium which is used to cure blood flow. The megastar had it prescribed by her doctor because there was a lack of magnesium in her body. Meldonium had been put on a list of performance-enhancing drugs earlier in 2016. After her quarterfinal loss at the Australian Open to Serena Williams, the 28-year-old player failed the drug test, but admitted her own mistake and stated that she had been unaware that the medication was banned. Immediately Nike severed its ties with the player with whom it had been cooperating for a long period of time. Sharapova was not allowed to represent her country in Rio but also suggested that she did not want to end her career in that way. The Russian star apologized to her fans and took the blame for her mistake. (Clarey 2016)

### **2.2.1 British Tennis Players Reaction to Maria Sharapova and the Russian Doping Scandal**

British tennis player, Heather Watson, did not hesitate and voiced her opinion about Maria Sharapova and suggested that the two-year ban from the WTA circuit for the Russian was appropriate taking into consideration what the five-time grand slam champion had committed. Watson added that in her opinion Sharapova had made a mistake, because when tennis players get drug tested, they are supposed to write down on the form all the medication they take, and the Russian star did not do that. (eurosport.com) The British superstar Andy Murray agreed with Watson and suggested that Sharapova deserved her punishment. Murray also questioned Sharapova's explanation that the Russian had been taking the drug for health reasons, because it is highly improbable for the top athletes to have heart problems. (Cambers 2016) The 2012 gold medalist from London claimed that

more effort should be put into fighting against taking performance-enhancing substances and drugs in sports in general after the Russian doping scandal had been revealed. Murray even believed that the players should probably invest some of their own money to fund the anti-doping actions. Nevertheless, not every single one of his rivals on the court was so willing to offer the same as the 28-year old Murray would have to clean the sport from cheaters. (Mitchell 2016)

### **2.3 Reasons to Compete or Not to Compete at the 2016 Olympics**

A controversial decision not to award the players with points, unlike in the previous Olympics, was made by the International Tennis Federation which probably believed that the athletes were proud to be part of the event with a long-time tradition. Obviously not everybody shared their opinion. The verdict met with a wave of anger and irritation from the side of the performers and thus many of the top-notch players decided not to compete in the Olympic tournament. (Rothenberg 2016)

There had been a long discussion about many of the top players not participating in the Olympic tournament in Rio de Janeiro. In order to compete in the contest the athlete either needs to appear in the top 62 in the WTA or ATP rankings, or is selected by a commission. (rio.itftennis.com) But for the 2016 Olympics the ability to represent their country in front of the whole world was not enough for many competitors. One of them, the Latvian tennis player Ernest Gulbis, who just snuck into the top 60 thanks to his surprising run into the 4<sup>th</sup> round at Roland Garros, argued that presence at the Olympic Games should have been much more appreciated than it was. In other words, Gulbis stated that the contestants would either get points and money for their performance or there would be a lack of motivation for them to compete in the tournament. Some of the players agreed with his statement. (Rothenberg 2016)

American tennis player John Isner in particular, who would safely qualify for the event decided not to represent his country for the same reason that Gulbis had been arguing about. Other highly ranked players, on the other hand, simply did not show any interest to compete in Rio, like: Kevin Anderson from the Republic of South Africa, the Spaniard Feliciano López and Bernard Tomic from Australia. (Rothenberg 2016) The Austrian Dominic Thiem along with the French player Roberta Vinci even stated that tennis was not a typical Olympic sport unlike e.g. swimming. That could be some of the reasons why the mentioned players had given up the opportunity to fight once in four years for their country in their sport. The gold medalist, Serena Williams seemed to look at the event from a

different point of view. She ranked her Olympic triumphs among the greatest achievements in her career and suggested that being able to play in Rio was a matter of pride. (Rothenberg 2016)

### **2.3.1 The British Tennis Players' Motivation to Compete in Rio**

Andy Murray, who claimed his first Olympic title at the tennis biggest stage in front of the whole crowd in London four years before declared, that when it comes to representing one's country it is not necessary to be rewarded with ranking points. (Rothenberg 2016) The British national team flagbearer declared that it was his priority to get ready for the Olympics and there was a need of rest for him before Rio, because the two grand slams, Wimbledon and the French Open, had been scheduled close to the Olympic Games. Because of that Murray lost some ranking points in order to be 100% fit to compete in the Olympic Tennis Centre, which indicates that it was not ranking points that motivated him to play. His teammate Heather Watson said that it was easy for her to decide whether to arrive to Rio or not because the Olympics happen only once in four years and that it had been her dream to represent Great Britain there. (Mitchell 2016) Despite not meeting the requirements, Kyle Edmund, Dominic Inglot and Colin Fleming submitted a proposal to the British Olympic Association in order to be able take part in the tennis tournament. Their appeals were allowed and they could enjoy the privilege to play at the world's biggest sporting event. (theguardian.com)

### **2.4 Withdrawing from the Tournament due to Zika Virus**

Both male and female players who were members of the top 20 expressed concerns about the virus that could endanger the probability of having children in the future. This may have been seen as a more reasonable explanation for not participating in the event. For example, the Canadian star player and finalist of this year's Wimbledon Milos Raonic, and for many years a stable representative in tennis for the Czech Republic Tomas Berdych decided not to participate in the Olympics in order to prevent possible harm to their lives after retiring from tennis. Berdych's compatriot Karolina Pliskova, along with the Romanian Simona Halep also stated Zika as a reason for not travelling to Rio de Janeiro. (Rothenberg 2016)

On the contrary, there were competitors who did not panic when confronted by the risk of getting infected. The Romanian tennis player, Horia Tecau who was supposed to play in mixed doubles with Halep referred to the United States department's report which



focused on possible dangers related to the Olympic Games. The document evaluated Zika as one of the less risky factors. In addition, an ATP tournament had taken place in Rio in February and there had been no cases of mosquitoes infecting the performers with the virus despite that fact that winter had been the most dangerous period of the year for the virus to spread because the insects had been numerous at that time. (Rothenberg 2016)

#### **2.4.1 British tennis players opinion about Zika Virus**

Andy Murray sought counsel about the possible dangers related to Zika Virus from the Foreign Office and British Olympic Association before travelling to Rio. (Mitchell 2016) The reigning champion wanted to go but needed to get more information. The World Health Organization (WHO) did not find it ethical that the Games would start following the problems the virus caused to unborn babies, but on the other hand it seemed unreasonable for the WHO to postpone the event. (Newman 2016) Jamie Murray suggested that despite the fact many tennis players pulled from the Olympics due to their fears over the Zika Virus, it was not going to be his case. (bbc.com) Even Jamie's brother eventually made a final decision to participate in the tournament along with teammates Johanna Konta, Heather Watson, Dominic Inglot, Colin Fleming and Kyle Edmund. (skysports.com)

### **2.5 The British Tennis Players at the 2016 Olympic Games**

Before the competitors from each country were selected to represent their nation at the tennis tournament they had to meet certain requirements and had to have a good relationship with their national federation. In the case of the Great Britain Tennis Team 7 players were given the chance to play in front of the crowd in Rio. Namely: Andy Murray, who was also named the GB's national team flagbearer, (Devlin 2016) Jamie Murray, Kyle Edmund, Don Inglot and Colin Fleming to compete among men and Johanna Konta along with Heather Watson to represent among women. (skysports.com)

At first glance, the one player who stood out from the rest of team was Andy Murray who was trying to defend his title from London 2012 in men's singles. But that was not the only event in which Murray participated. Jamie Murray, his brother, was selected to compete with Andy in men's doubles. (skysports.com) They were backed up by Dom Inglot and Colin Fleming who also got the opportunity to fight for a medal. (skysports.com) In order to be made eligible to play in the Olympic tennis tournament, the participants had had to play either 3 Davis Cup or 2 Fed Cup ties over the last four years.

(skysports.com) Edmund only played in 2015 Davis Cup Final but if not for his injury he would have met the requirements. Kyle Edmund along with Inglot and Fleming had not played in the required number of Davis Cup events but after their appeal the British Olympic Association allowed them to play in Rio. (theguardian.com) Two pairs entered the mixed doubles event to represent Great Britain. Andy Murray played with Johanna Konta and his brother Jamie was paired with Heather Watson. (teamgb.com)

### 3 LANGUAGE OF SPORT AND SPORTS TERMINOLOGY

Stofer, Schaffer and Rosenthal suggest that similarly to rules that have to be respected by players in sports, certain regulations also exist in sports writing. On one hand every rule violation is punished e.g. in football by getting a yellow card or in ice-hockey by receiving a two-minute penalty. On the other hand if a journalist does not follow proper grammar, spelling, punctuation and terminology a text may probably lose its trustworthiness. (Stofer, Schaffer and Rosenthal 2010, 105)

According to Stofer, Schaffer and Rosenthal the sports reporter is also supposed to become proficient in so called sports idiom which is a language that consists of sports terminology, slang, and clichés. (Stofer, Schaffer, and Rosenthal 2010, 106) Depending on the audience, the journalists have to vary their depiction of events. Readers who are not experts in the field of sport have to be able to understand the text but it also has to have some informative value for the more experienced ones. (2010, 106)

According to Beard, language used in sports often ascribes qualities of an individual that represents his country in a sport to the whole nation which the person is a part of. (Beard 1998, 33) He claims that this helps to create so called national stereotype. In Beard's opinion it does not necessarily need to be an individual according to whom the qualities are ascribed to a nation. The same applies for a national team as well. A stereotype that is associated with the British is that they are courageous, committed to what they are doing and willing to fight at any time. These stereotypes are not only used by foreign nations when referring to the British, even the Brits use them, because it helps to create a sense of belonging to the society. (1998, 34)

#### 3.1 Professional Jargon

Beard suggests that first of all it is vital to define the word code which he uses to refer to jargon. (Beard 1998, 47) He states that, it is a type of language which includes vocabulary and grammar used by a specific group of people. There can be different kinds of jargon based on various factors like: age, ethnicity, social background, region and common interest or activity. Nowadays, majority of professions have their specialized terminology. (1998, 47) According to Beard, jargon in sports is generally used in order to express the ideas precisely and it also helps to save space by means of acronyms and initialisms in particular. (Beard 1998, 47) He claims that another reason for the existence of the sports jargon is the sense of belonging to a group that has something in common. On the other hand, individuals who do not belong to the group which uses the specialized sports

language may feel they are being excluded from this part of society because they do not understand the terminology. (Beard 1998, 48) Beard based on Crystal's definition adds that jargon is closely related to the professional code because it "describes, usually critically, the vocabulary of professional jargon." (1998, 48) Crystal in Beard also mentions that specialized sports vocabulary can be looked upon from two different points of view. (1998, 48) He says that people who use it usually see it as a means of expressing knowledge in the field of sport. But people who are not interested in the area of sport probably see it as intelligible means of communication. Sports in most cases have their specific language which is necessary to be understood in order to become member of this part of society (1998, 48) Beard suggests that in these days, language evolves and new grammatical structures, vocabulary or pronunciation appear in the area of sport jargon as well. (Beard 1998, 50) He states that people may get frustrated by e.g. constantly adding new words to the yet vast sports vocabulary. (1998, 50)

### **3.2 Sportswriting**

Beard suggests there are three purposes to write a piece of text focused on sport. (Beard 1998, 83) He points out that it is to entertain, to instruct or to persuade the reader. The mentioned purposes can combine depending on where the piece of text is presented. Newspapers usually want to inform and entertain the reader at the same time. (1998, 83)

According to Beard, nowadays, basically all newspapers have at least a few pages devoted to the field of sport. (Beard 1998, 84) He states that it is usual that some newspapers even have a whole section that focuses on sport. For instance, in the Czech Republic there is the daily newspaper which writes only about sports called Deník Sport. The information is detailed including analyses of games, their participants and reports of the upcoming events as well. The newspaper should first of all inform the reader but it is also supposed to feature what happened in the lives of the players, rumors about them, their love affairs and so on. Of course, it depends on the type of the press whether its purpose is to inform or to entertain. But it is also necessary to take the audience into consideration because it has a strong influence on the language used. (1998, 85) Beard suggests other typical features that need to be acknowledged in sportswriting. (1998, 86)

### **3.3 Sports News Values**

Stofer, Schaffer and Rosenthal claim that in order to create a newsworthy story for a specific group of people, the sports and news need to share common values. (Stofer,

Schaffer and Rosenthal 2010, 135) They add that these values do not differ from each other no matter whether they appear in a written or online article or are broadcasted on the radio or TV. People want to get information about the team or player they support and discuss the news with their friends. They are curious what the athletes are like off the court and also want to know the results of the games they were not able to watch. (2010, 135)

Palmer in Harcup and Cole defines news values as a set of rules which are applied when making the decision about what material to include and exclude from the newspapers. (Harcup and Cole 2010, 197) He adds that the decision process also includes which elements of a particular story are going to be emphasized. A journalist is supposed to obey the mentioned rules, however the selection of news also depends on his or her judgment. (2010, 197) Brighton and Foy divide news values among others into following categories: Relevance, Topicality, Expectation and Worth. (Brighton and Foy 2007, 29) The follow-up sub-chapters provide a classification of sports news values according to Brighton and Foy.

### **3.3.1 Relevance**

Brighton and Foy point out that relevance can be explained as an importance of a contribution in a newspaper to a reader. (Brighton and Foy 2007, 25) They add that it is the person who collects the news that decides what is relevant to write about because the individual is supposed to be familiar with the target audience and its interests. If e.g. a favorite tennis player represents his or her country in an important event, his or her destiny is probably going to raise interest in the inhabitants of the country, and therefore the journalist should provide the people with relevant information about the actions connected with the player. (2007, 25)

### **3.3.2 Topicality**

Brighton and Foy suggest that a story can be considered as newsworthy when it is recent, fresh and relevant at the particular moment. (Brighton and Foy 2007, 26) They claim that if the story does not meet the mentioned requirements, it should not be published in a newspaper except for a case when a new twirl regarding an older newsworthy contribution occurs. For instance, an anniversary of some significant or even infamous event, such as the London bombings on 7<sup>th</sup> July 2005 can be featured in the newspaper in 2020 and still meet the requirement of topicality. (bbc.com) (Brighton and Foy 2007, 26)

### 3.3.3 Expectation

Brighton and Foy state that a writer needs to take into consideration whether the reader anticipates that the particular story is going to appear in the press or not. (Brighton and Foy 2007, 27) They put into question, if the news was not presented, the reader would be deprived of something that is of his or her interest. Simply put when an important event happens in the world and it relates to the target audience, the journalist is supposed to inform about it. (2007, 27)

### 3.3.4 Worth

Brighton and Foy mention that in order for news to be depicted in the newspaper its occurrence there should be justifiable. (Brighton and Foy 2007, 28-29) They add that it is usually the celebrities or elite people who often fill the pages of the newspapers. The reason for that can be simply explained. The gatherers of news know that the society is interested in the trials and tribulations in lives of famous people. It does not matter whether the observed subject is a pop star, politician, famous businessman or a successful sportsperson. (2007, 28-29)

## 4 CHARACTERIZATION OF MULTI-WORD EXPRESSIONS AND FIGURES OF SPEECH

Müller, Ohnheiser and Olsen suggest that multi-word expressions represent complex elements of language such as: verbal idioms e.g. *kick the bucket* or frozen adverbials e.g. *all at once*. (Müller, Ohnheiser, and Olsen 2015, 631) Masini in Müller, Ohnheiser and Olsen claims that multiword expressions are “lexical units larger than a word that can bear both idiomatic and compositional meaning. (Müller, Ohnheiser, and Olsen 2015, 631) Complex expressions can be explained with the aid of elements that accompany these expressions, which is the gist of the compositional meaning. (oxfordbibliographies.com) On the contrary, idiomatic meaning of an expression cannot be deduced from its individual elements but can be understood from the whole expression or phrase. (merriam-webster.com)

Alm-Arvius defines figures of speech as words or phrases that have “some kind of extended or transferred meaning.” (Alm-Arvius 2003, 9) In other words she states that figures of speech, also called tropes, are used in order to make the language means special, or more interesting. (2003, 9) In this chapter, only three significant figures of speech will be introduced, i.e. metaphor, synecdoche and simile.

### 4.1 Multi-Word Expressions

According to Kvetko a lexicon of a particular language consists of individual words but also of multi-word expressions that do not change over time. (Kvetko 2006, 13) He adds that these expressions can be divided into group of independent phrases, the meaning of which can be deduced from the individual components, and expressions that are hard to understand because their meaning cannot be deduced when the individual components of the expression are interpreted literally. The independent phrases usually appear in communication for a specific purpose, whereas the so called opaque expressions, which are hard to understand, are based on language conventions. (2006, 13-14) In this chapter idioms and collocations were selected to represent the group of multi-word expressions.

#### 4.1.1 Idiomatic Phrases

According to Cruse in English language there are phrases the meaning of which can be deduced from the meaning of their individual constituents. (Cruse 2011, 86) He claims they are called compositional (2011, 86) On the other hand, the phrases the meaning of which cannot be figured out from the meaning of the individual constituents are labelled as

non-compositional. (Cruse 2011, 86) He explains that idioms belong to the group of phrases that were mentioned in the second place. However, when idiomatic phrase appears in a sentence it does not necessarily mean that the whole sentence becomes idiomatic. In other words some constituents in the sentence do have their individual meaning unlike the ones which are part of an idiom. In idiomatic phrases the meaning of the phrase is connected to the whole phrasal unit and not to its individual words. Idioms are also specific from the grammatical point of view. The reason for this specificity can be either ascribed to the fact that the constituents from which the phrase is composed do not have their individual meaning or that the meaning does not function when the particular word stands on its own. (2011, 86) Cruse claims the specific grammatical features of idiomatic phrases are:

- 1) The individual elements of an idiom cannot be adjusted because it results in the loss of meaning of the idiom. Only the whole phrase can be adjusted, (2011, 86)
- 2) The idiomatic elements in combination with compositional elements lose their idiomatic meaning. Nevertheless, it is possible to combine the compositional elements with each other in an idiom. (2011, 86)
- 3) It is not possible to apply the anaphoric reference on the individual elements of the idiomatic phrase. However, to substitute the whole idiom by means of anaphoric reference is possible. (2011, 86)
- 4) None of the elements of an idiom can be replaced by a synonymous expression. (2011, 87)

According to Cruse most of the idiomatic phrases originate from e.g. a metaphor or metonymy, therefore figures of speech that can be interpreted. (Cruse 2011, 88) When the information how to interpret them was lost or was not used in the society the original figures of speech gave rise to idioms. (2011, 88)

#### 4.1.2 Collocations

According to O'Dell and McCarthy a collocation is a term for two or more words that usually appear together in a language. (O'Dell and McCarthy 2008, 6) They also suggest there are different types of collocations:

- 1) Adjectives in combination with nouns, e.g. *plain truth*, meaning 100% true
- 2) A verb in combination with a noun, e.g. *pass up the opportunity*, meaning not capturing the opportunity (2008, 10)



- 3) A noun in combination with a verb, e.g. *an opportunity arose*, meaning the opportunity appeared
- 4) An adverb in combination with an adjective, e.g. *stunningly attractive*, meaning gorgeous
- 5) A verb in combination with an adverb or a prepositional phrase, e.g. *fail miserably*, meaning make a big mistake; *foam at mouth*, when dog foams at mouth, it is probably ill and should be taken to the vet
- 6) Combination of two nouns e.g. *a barrage of shots*, meaning a lot of shots during a short period of time in a tennis rally was taken (O'Dell and McCarthy 2008, 10)

## 4.2 Figures of speech

Quinn declares that figures of speech in general can be defined as intentional variation of language in order to create an unusual effect. (Quinn 2010, 6) Richardson suggests it is principal to perceive journalism as a kind of discourse where there is place for arguments to be expressed. (Richardson 2004, 227) According to Thompson in Richardson it is said it is not in the capabilities of the reporters to depict an event that took place in an accurate and unbiased way every time. (Richardson 2007, 64-65) For that reason they make use of so called figures of speech, in order to persuade the reader that their description of the event is real and not biased. (2007, 64-65) Van Dijk in Richardson believes that the arguments stated above do not imply that journalism is based only on rhetoric. (Richardson 2007, 65) They more likely express opinions of the text producer that are supported by arguments which are appropriate, logical, well-founded and simply one of the ways that e.g. the depicted individual can be looked upon. (2007, 65) Corbett in Richardson came up with the following definition of trope: “a deviation from the ordinary and principal signification of a word.” (Richardson 2007, 65) To explain what was meant by the definition: a trope is used in order to express something more than is implied by the word's regular meaning. (2007, 65) Richardson suggests that these tropes are used in the text deliberately to grab the attention of the reader (2007, 65) and van Dijk in Richardson adds that they support the writer's opinions which would otherwise, might not have been considered as interesting by the reader. (Richardson 2007, 65) According to Richardson (2007, 65) a vast number of figures of speech exist. In this chapter only the ones that are related to newspaper discourse will be introduced.

### 4.2.1 Metaphor

Kövecses suggests that metaphor can be defined as comprehending one abstract concept by means of referring to another abstract concept. (Kövecses 2010, 4) The mentioned kind of metaphor was labelled by Kövecses as conceptual metaphor. (2010, 4) He also came up with the term linguistic metaphor. It refers to metaphorical expressions in language, which contain more detailed information about the basic abstract concept or in the other words the conceptual metaphor. (2010, 4)

According to Richardson a figure of speech that occurs frequently in the newspaper discourse is metaphor. (Richardson 2007, 66) He points out that it can be generally defined as a linguistic device that uses one thing in order to explain the other. Different kinds of metaphors are used in distinct areas of journalism. Richardson suggests that metaphor of war is repeatedly used in sportswriting. (2007, 66) Richardson mentions that, for instance, in these days it is unthinkable that a written record of a football or ice-hockey match would not contain words like *attack*, *defense*, *shot on goal*, *counter-attack* and *get beaten by the opposition*. (2007, 66-67) He claims that it becomes obvious from the cited examples that sport by means of using the metaphor makes out of itself an exceptional discipline which may allow its audience to think about it without using the rational part of the brain. (2007, 67) Beard points out, that national stereotypes are referred to in the press by means of metaphors as well as sporting events, strategy and abilities of the sportsmen or sportswomen. (Beard 1998, 34) He declares that one of the most used metaphors in the area of sports is the one referring to war. In these days some of the metaphors used in sports became so bound to the way of portraying the sporting events, that most people even do not consider it as a part of the figurative language. This phenomenon appears for instance in football, ice – hockey but in tennis as well. (1998, 34)

### 4.2.2 Simile

Grothe states that simile compares two things that are not similar to each other by means of the words like and as. (Grothe 2008, 12) He adds that similes similarly to metaphors also focus on “relating one thing to another but in a different way.” (Grothe 2008, 12) Grothe also declares that it is usually the one word e.g. *like* or *as* that distinguishes a simile from a metaphor. (Grothe 2008, 12) He suggests that simile is based on explicit comparison because the compared things are different, whereas metaphor uses implicit comparison, because the compared things are equal. (Grothe 2008, 13)

### 4.2.3 Synecdoche

According to Peprník synecdoche is a figure of speech in most cases based on the relationship between part and a whole. (Peprník 2003, 54) In other words a part of a thing is used to refer to the whole thing. Lanham in Chandler adds that the relationship in synecdoche also applies the other way around, thus a whole can refer to a part. (Chandler 2007, 132) Therefore he illustrates the previous statement by means of these two types of synecdoche:

- 1) Part substituting a whole, e.g. *We need to hire some more hands. [workers]*
- 2) Whole substituting a part, e.g. *Britain* standing for *The British tennis players*.

## 5 DISCOURSE ANALYSIS

Richardson suggests that the terms “discourse” and “discourse analysis” are difficult to define because there are many different opinions about these concepts which continue to be discussed in the field of discourse examination. (Richardson 2007, 21) He claims that, discourse as a term can be generally approached as a “unit of language larger or more extended than the sentence.” (Richardson 2007, 22) He adds that the definition concentrates on the used language patterns which allow the discourse to hold as a unit and make sense and it is labelled the formalist or structuralist interpretation of discourse. It tends to focus on the characteristics which connect the sentences and the aspects that make of the two sentences a discourse, not just two unrelated statements. (2007, 22)

According to Richardson the second interpretation of discourse, unlike the first one, takes into consideration the social knowledge that comes into play when interpreting the discourse. (Richardson 2007, 24) He states that it is called the functionalist interpretation and it states that “discourse should be studied as language in use.” (Richardson 2007, 24) He also claims that this theory considers the language to be constantly in motion or changing and therefore discourse analysis should be focused on how the language is used by people. Richardson believes that scrutinizing the relations between sentences and how they are linked to each other, which is the basis of the functionalist approach, is not enough. He suggests that when the meaning and purpose of the used language are discovered and connected to the “wider inter-personal, institutional, socio-cultural and material context” (Richardson 2007, 24) only then it the discourse can be interpreted correctly. (2007, 24)

Widdowson claims that even though discourse analysis has been a subject of studying for a long time, in these days it is still not certain about what it is really about. (Widdowson 2004, 1) He adds that a simplified definition of discourse analysis says that it scrutinizes the language “above” or “beyond” the level of a sentence. (2004, 1) Stubbs in Widdowson suggests that discourse analysis examines how the language is arranged from the perspective that goes beyond the sentence level and therefore focuses on larger units of language such as written texts. (2004, 1)

According to Gee and Handford discourse analysis studies how a language is used in practice. (Gee and Handford 2014, 1) They add that the it can be also defined as a study of how sentences in a written text hold together in order to make the text meaningful, and help distinguish between various genres, e.g. *narratives*, *reports* or *descriptions*. (2014, 1)

Similarly to Widdowson, even Gee and Handford believe that the term discourse analysis investigates the language above the sentence level and the way sentences are connected to each other in order to make the text meaningful and coherent. (Gee and Handford 2014, 1)

### 5.1 Register and discourse analysis

Gee and Handford point out that the term register can be defined as a diversity of language in a text according to a specific situation. (Gee and Handford 2012, 191) According to Schifffrin *et al.* and Biber *et al.* in Gee and Handford one of the ways of interpreting the discourse analysis is focusing on how the vocabulary and grammar are used in practice in particular texts. (2012, 191) Gee and Handford state that typical linguistic features in a sports section in a serious newspaper usually differ from the ones that appear in a tabloid, concentrating on the same topic. (Gee and Handford 2012, 191) Gee and Handford suggest that a complex analysis of a text from the linguistic point of view involves finding the grammatical and lexical features and explaining the purpose why they occur there. (Gee and Handford 2012, 191) They add that to illustrate the above statement, these linguistic and grammatical features can be for instance: adjectives, past tense verbs or subordinate clauses. The gist of elements characteristic for a particular text is contained in the frequency of their appearance in it. In other words a feature can be classified as typical for the text only if it occurs repeatedly there when compared with the frequency of their presence in other texts. (2012, 191)

Biber and Conrad in Gee and Handford suggest that a text can be examined from the linguistic point of view as a whole, meaning that the particular analyst is looking for features that are typical for the genre of the text. (Gee and Handford 2012, 193) Schifffrin *et al.* and Biber *et al.* in Gee and Handford add that when analyzing the genre of the text, it is necessary to think about how the text is structured and which techniques are used to create it in terms of discourse. (Gee and Handford 2012, 193) According to Gee and Handford the features that characterize the genre of the text do not appear repeatedly as it applies for the analysis of the lexical and grammatical features of the register, but they usually occur at the beginning or ending of a text. (Gee and Handford 2012, 193)

Gee and Handford claim that features of a genre are based on conventions which describe how a text should be composed. (Gee and Handford 2012, 192-193) They suggest that these conventions are created by the society and their occurrence is more or less fixed, unlike in the case of the analysis of grammar and lexical elements of a register. These elements appear in the register when it is suitable for the particular situation. It is expected

that an author of a newspaper article, will identify himself or herself at the beginning of the text. On the contrary, in a personal letter, an email or a note for a friend, the author is supposed to identify himself or herself at the end of the text. In the mentioned examples the characteristics of the genre are not directly used for a practical purpose but more likely for conventional reasons. (2012, 192-193)

## 5.2 Cohesion

According to Miššíková a majority of texts consists of sentences which are related to each other by linguistic means. (Miššíková 2003, 80) She suggests that the connection might be in some texts stronger than in others. These linguistic means help the text to create a whole of its individual elements. Therefore when the mentioned linguistic means are analyzed, the cohesion of a text is being analyzed as well. (2003, 80) In other words cohesion is based on connections “across or between sentences” (Miššíková 2003, 80) and therefore it is focused on “text internal relations” (Miššíková 2003, 85)

Miššíková divides cohesion into four groups: lexical cohesion, ellipsis, reference and conjunctive cohesion. (Miššíková 2003, 81) She points out that lexical cohesion is focused on how individual words are connected to each by means of their meaning. However, this relation is expressed implicitly. (2003, 81) The gist of the remaining three types of cohesion is rather grammatical because by means of ellipsis, reference and conjunctive cohesion, the application of pronouns, conjunctions or “versatile words (*do* and *so*)” is observed. (Miššíková 2003, 81)

### 5.2.1 Reference cohesion

Miššíková claims that reference cohesion can be realized by means of personal, demonstrative pronouns and comparatives. (Miššíková 2003, 81) She states that reference cohesion makes use of personal pronouns in order to avoid repetition in the text. (2003, 81) In this subchapter only personal pronouns will be introduced in connection with reference cohesion. According to Halliday and Hasan personal pronouns are used in reference cohesion to fulfill the role of a one speaker, i.e. *I* more speakers, i.e. *we* or an addressee i.e. *you*. (Halliday and Hasan 1976, 44) They state that other roles which personal pronouns fulfil are either expressed in the form of generalized human, i.e. *one* or in specific form which is further divided into plural i.e. *they* or singular human male, i.e. *he*, singular human female, i.e. *she* and non-human reference i.e. *it*. (1976, 44) The situation is similar with possessive personal pronouns which function as a substitution of possession of either

one speaker i.e. *my*, more speakers i.e. *our* or and addressee i.e. *your*. (Halliday and Hasan 1976, 44) Possessive personal pronouns are also used to refer to possession of a generalized human i.e. *one's*, to specific possession of more people i.e. *their*, and either to e.g. a property of one human male i.e. *his*, or one human female i.e. *her*, but are also utilized in a situation of non-human reference i.e. *its*. (1976, 44)

### 5.2.2 Ellipsis

According to Miššíková ellipsis is the second most frequent cohesive device that appears in texts. (Miššíková 2003, 82) She suggests that ellipsis is based on leaving out information from the text based on the decision of the text producer who might consider it is not necessary to repeat the facts again. When ellipsis is used to replace a part of e.g. a sentence, then it is labelled as partial. The mentioned type of ellipsis usually concerns nouns which are replaced by expressions such as: *one/ones*, *the same*, or nominal phrases. Partial ellipsis is also connected with substitution of verbs or verbal phrases by means of expressions such as: *do*, *be*, *have*, *do the same*, *do so*, *be so* or *do it/that*. In exceptional cases partial ellipsis can replace a whole positive or negative clause. For the positive ones, the expression *so* is utilized and the negative ones are substituted by the expression *not*. (2003, 82) Miššíková points out that ellipsis can be also applied to omit implicit information which can be retrieved from a text when full context is provided. She suggests that this type of ellipsis is labelled as full. However, it is not expected to appear in analyzed the texts therefore there is no need to describe it in more detail. (Miššíková 2003, 83)

### 5.2.3 Conjunction

Miššíková states, that conjunction is considered to be another type of grammatical cohesion. (Miššíková 2003, 84) According to Toolan in Miššíková conjunction cohesion is based on utilization of words or phrases that appear in the text, frequently at the beginning of a sentence, in order to explain the connection of information that was used earlier in the text, from the logical and semantic point of view. (Miššíková 2003, 84) He adds that cohesive conjunction assigns meaning to e.g. a sentence and that this type of grammatical cohesion can be divided into five groups that appear most frequently:

- 1) Additive, e.g. *and*, *nor*, *furthermore*, *similarly*, *in other words*,
- 2) Adversative, e.g. *yet*, *but*, *however*, *all the same*, *conversely*, *on the contrary*, *rather*,

- 3) Causal, e.g. *so, then, therefore, consequently, as a result, to this end, in that case, otherwise,*
- 4) Temporal, e.g. *then, next, first, meanwhile, hitherto, finally, in conclusion, to sum up,*
- 5) Continuative, e.g. *now, of course, well, anyway, surely, after all.* (Miššíková 2003, 84)

#### 5.2.4 Lexical cohesion

Miššíková suggests that of the already mentioned types of cohesion, lexical is the one that should be obvious in the text. (Miššíková 2003, 84) She believes lexical cohesion can be traced when a word of the same essence is used repeatedly, or when words in between which a connection exists are used in a text in order to make the text cohesive. (2003, 84) Furthermore, lexical cohesion can appear in the text in four forms but hyponymy and hyperonymy will be excluded because it is not expected to appear in the practical part of the thesis:

- 1) A word is repeated in a text, e.g. *city....city* (2003, 84)
- 2) Two words with similar but not the same meaning are used in a text, e.g. *city, megacity, capital* (Miššíková 2003, 83-84)
- 3) Combination of words frequently occurring together i.e. collocations used in the text, e.g. *dog* usually combines with *hairy, wild, jump* or *bark* (Miššíková 2003, 83-84)

### 5.3 Coherence

According to Miššíková coherence is, as opposed to cohesion, focused on “text external relations.” (Miššíková 2003, 85) Yule claims that it is not words or structures that make the text coherent but it is the people, who make sense of the text. (Yule 2014, 142) Widdowson adds that coherence, unlike cohesion which is a feature of the text, depends on how a reader interprets the text, it is a property of the reader, and for that reason people can understand the same text differently. (Widdowson 2004, 72)

Taboada points out that coherence can be understood as how the text holds together when context of a situation or culture is taken into consideration. (Taboada 2004, 158) She adds that a text is considered as coherent only if it can be understood in a particular context. (2004, 158) Kehler suggests that coherence can be defined as connection between individual utterances that allows the reader to make sense of them. (Kehler 2002, 2)



Cotter claims that coherence of a text is necessary because in the process of newswriting and presenting news in the press there is a short period of time to create a story and at the same time catch and maintain the attention of the reader. (Cotter 2010, 219) He also states that the reason why a text needs to be coherent can be explained by the journalist's goal to express himself or herself clearly but also by the need of the reader to skim through the news quickly. Therefore coherence devices generally need to be used by any producer of a text and be indicated by relation to the preceding discourse which the reader then should be able to recognize. (2010, 219)

According to Cotter the length of a story in newspaper discourse is significant because it is related to utilization of coherence devices. (Cotter 2010, 219) He adds that because a reader is used to manipulation of length of a story and the manner how it is depicted this phenomenon partially contributes to so called visible coherence of a text. (2010, 219) Since the journalist is supposed to stick to norms of brevity and length of a text, it can be usually achieved by means of coherence devices such as transition words, i.e. *meanwhile* or connectives, i.e. *and*, *but*. (Cotter 2010, 219) Last but not least, coherence can be achieved, besides using specific language, as long as the reader is familiar with the topic discussed in the newspaper or when a journalist sticks to the conventionalized structure of a story or if the producer of the text follows the norms when constructing a narrative in a the story. (2010, 220)

## II. ANALYSIS

## 6 INTRODUCTION TO THE ANALYSIS

The aim of the analytical part is to carry out an analysis of articles concerned with tennis matches of the British players at the 2016 Olympic Games in Rio, which were published in the tabloid and broadsheet newspapers, and at the same time focus on similarities and differences that appear in the mentioned types of press. I will try to identify the phenomena that contribute to make the text cohesive and coherent, examine whether the sports news values are satisfied, search for direct speech, multi-word expressions, figures of speech and tennis jargon expressions too. Furthermore, to explain several idiomatic, tennis jargon expressions and figures of speech I utilized the online versions of The Cambridge Dictionary, English Oxford Dictionaries, Collins Dictionary, Macmillan Dictionary and the webpage <http://geology.com/articles/san-andreas-fault.shtml> to clarify the occurrence of one example of simile. I will also analyze the headlines of the individual articles and verify whether the statements included in the theoretical part function in practice as well.

I expect that the texts in tabloids will be shorter and the description of the matches will not be as detailed as in the broadsheets. However, the tabloids should in my opinion contain more figures of speech and idioms in order to catch the attention of the reader. On the other hand, I believe that even the serious press will include several idiomatic phrases and metaphors because it wants to maintain the favor of its readers.

The analysis consists of twelve articles, six of them being published in the tabloid newspapers: The Sun and The Mirror and the other half in the broadsheets: The Telegraph and The Guardian. To make the comparison between the individual texts easier I made use of the abbreviations TS in place of The Sun, TM instead of The Mirror, TT for The Telegraph and TG instead of The Guardian. I did not take into consideration the visual layout of the page because I made use of articles published online. I chose to analyze the contests of Andy Murray, the Brit who won the Olympic singles tournament. I divided the articles into three chapters, each of them containing a short introduction to outline the background of the story. I decided to focus on Murray's key matches in the tournament, from which I created the running title of chapter seven, i.e. Andy Murray defeats Viktor Troicki in First Round; chapter eight which describes the way that The Brit Climbed out of a Hole to Reach Semi-Finals and chapter nine which is entitled as: The Back-To-Back Olympic Champion.

Moreover, the examples of the analyzed phenomena will be provided and compared with their occurrence in the remaining articles present in the chapter. A brief conclusion will

appear at the end of each chapter. The outcome of the analysis will be summarized at the end of the analytical part.

This bachelor's thesis contains a CD where the analyzed articles are enclosed.

## 7 ANDY MURRAY DEFEATS VIKTOR TROICKI IN FIRST ROUND

All eyes of the fans of British tennis were on 7<sup>th</sup> August 2016 fixed on Andy Murray's first match in Rio against the Serb Viktor Troicki, which took place on Centre Court. The victory of the Brit is depicted in the headlines of the articles as an easy one. The broadsheet newspapers describe the event in more detail unlike the tabloid press which includes surface information in combination with a lot of pictures. However, all the analyzed articles mention the flag-bearing of the Union Jack performed by the British No. 1 seeded player in the Olympic tournament. In addition, the articles also contain at least one quote from Murray describing his feelings about the match, the tournament or the flag-bearing at the opening ceremony.

### 7.1 The Sun: VIKTORY Rio 2016: Andy Murray powers to straight sets victory over Viktor Troicki in opening contest (TS1)

The author of the article, Dan King, uses word play which can be observed in the first expression of the headline, i.e. *VIKTORY* where he combines the Serb's first name Viktor and at the same time mentions that Murray captured a victory in his first match of the tournament. The headline also contains metaphors referring to war such as *power to*, *victory* and *contest* which are used in the field of sport because there are usually two individuals, i.e. in our case Andy Murray and Viktor Troicki, who are trying to defeat one another and that is similar to a war conflict. It also consists of terminology typical for the area of tennis which can be perceived in the expression *straight sets*, meaning that Murray defeated his opponent in two consecutive sets. This expression is also an example of collocation which frequently appears when tennis matches are being described. The article focuses on describing the course of the match from the point of view of the British player, because it is reported in the British press, and it makes use of several idioms such as *feeling the jitters*, which suggests that Andy Murray was nervous before stepping onto the court and facing Troicki, and it appears in the text in order to attract the attention of the reader. The idiom referring to Andy Murray's successful match against Troicki *pass the test with flying colors* occurs at the beginning of the article. Another idiom which can be found in the article is that since Murray broke Troicki's service in the second set *it was a plain sailing*. This idiom implies that after the British player broke the Serb's service, he had an easy path to victory.

However, the main part of the article is focused on the feelings that Andy Murray had after he had been leading the Great Britain Olympic team at the opening ceremony. It is

expressed by means of direct speech which is indicated by utilization of quotation marks. Sports jargon appears in the article repeatedly and it can be observed e.g. in the expression *Olympic champ*. Other examples of sports jargon are present in the articles as well, e.g. *opening ceremony* which frequently occurs in text concerning the Olympic Games or the expression *hard court* which is used in connection with tennis because it is one of the types of surfaces that the game is played on, and the expression *play a return* refers to an act of returning the ball after e.g. the opponent's service. The expressions *lose a serve* and *opening game* usually appear in texts focused on tennis. The first expression refers to the fact when one of the players is not able to win a game while serving the ball. The second expression is used to describe the very first game that is played in the match. I believe that all of the mentioned expressions, which are part of the sports jargon, would nowadays be understood by the majority of people, even though the general definition of sports jargon says, that the individuals who are not interested in the area of sport would not know what the expressions mean. Terms used in the article that belong to group of sports jargon are the verb *break* and the noun *set*. In this context *break* means to take the serving game of your opponent. In addition, player wins a *set* when he or she wins more games than his or her opponent. Last but not least, the expression *Davis Cup semi-final tie*, typically occurring in articles about tennis, refers to a tie of matches played in the men's team competition called Davis Cup.

From the point of view of cohesion different phrase or in the second case a word is used to refer to Andy Murray. These are two examples of lexical cohesion when two words with similar but not the same meaning appear in the text to avoid repetition, i.e. *the reigning Olympic champ* and *the Scot*. A different type of lexical cohesion where e.g. the name *Andy Murray* is repeated in the text cannot be overlooked as well. Collocations such as *straight sets*, *reigning Olympic champ*, *a good start* and *opening ceremony* also contribute to make text lexically cohesive. Even though, no examples of ellipsis could be found in the text, reference cohesion, which is based on usage of personal pronouns in order to avoid repetition in the text, does appear there. For example, the possessive personal pronoun *his* occurs at the beginning of the article and in order not to repeat the name Andy Murray. Furthermore, when the direct speech is used in the text, Murray is the speaker and therefore makes use of the pronoun *I* and the possessive pronoun *my*. Andy Murray also refers in his direct speech to Justin Rose, the British golf player, as *him*, again for the reason not to repeat Rose's full name twice in one sentence. In addition, the journalist who wrote the article refers to Murray at the end of his article as *he*.

The author of the text, Dan King, is mentioned at the top of the article following the sub-headline which is a typical feature for newspaper articles. The article meets all the criteria which are required for a sports article to appear in the press. Because the Olympic Games are an important event, it is relevant to write an article about the country's most famous tennis player. This topic is also considered as newsworthy, therefore the sports news value of topicality is satisfied as well. Moreover, the people expect that the destiny of Murray in the tournament is going to be featured in the press, which meets the requirement of expectation and also the sports news value called worth is applied in this story, because he is a celebrity whose life the inhabitants of Great Britain are interested in.

## **7.2 The Mirror: Andy Murray waves flag for team GB again with straight sets win over Viktor Trocki (TM1)**

The headline introducing the article similarly to the one that appeared in TS1 contains metaphor which refers to war and it is depicted by the means of the word *win*. In addition, it also includes the idiomatic expression *wave flag* which means that Andy Murray made his country proud once again because he had won his match against the Serb. The idiom also reminds the reader of the British tennis player's responsibility to carry the flag at the opening ceremony. TM1 makes use of the same collocation, which is typical for the sports jargon, in the headline to the one that was used in TS1, i.e. *straight sets*. Another metaphorical expression can be observed in the sub-headline, where the verb *beat* appears. In these days, it is not even recognized as a metaphor because most people do not contemplate about the origin of the verb.

The article describes the act of carrying the flag at the opening ceremony which was also mentioned in the text that was published in TS1. However, I noticed that Alex Spin, who is the journalist responsible for writing TM1 article, firstly describes the action as he perceived it and then makes use of direct speech. The only idiomatic expression, i.e. *made light work of* is used at the beginning of the article and it is utilized in order to emphasize that Andy Murray defeated his opponent without much trouble.

The direct speech makes up a great part of the article, however it is not as significant as in TS1. As opposed to TS1, only one short mention of Murray's flag-bearing responsibility was made in TM1. The remaining reports of the direct speech were focused on the British player's feeling of nervousness before the match, his pride that he was able to play well and his motivation to make an attempt to win another gold medal for his country. As far as sports jargon is concerned, the expression *straight sets* appears in the

text, similarly to the article published in TS1. The same applies for the term *opening ceremony* which cannot be omitted when describing the event. Another expression, which is typical for jargon of tennis, *hard courts* is used in Murray's direct speech in both the articles presented in TS1 and the article TM1 as well. The expression *Olympic singles match*, which can be observed in the text, might cause problems to people who do not know the jargon of tennis. In my opinion, not everybody knows that the Olympic tennis tournament featured singles, doubles and mixed doubles, which are the particular tennis disciplines.

Similarly to the article presented in TS1, Alex Spink in TM1 utilizes different means of referring to Andy Murray. Besides using his name and surname repeatedly, in some cases he refers to Murray as *the Scot*. The reason for that is to make the text cohesive from the lexical point of view. Few collocations were utilized in the text by Spink as well. For instance, the expression *straight sets* is a collocation and a tennis jargon term at the same time. It is an example of a combination of an adjective with a noun which belongs to one group of collocations. Another set of two words that frequently occur together, i.e. *hard courts* is again an example of a collocation consisting of an adjective and a noun. And the last example of collocation which appears in the text is the expression *first round*. It can be often observed in the articles concerning sports in general. The mentioned collocations contribute to the overall cohesiveness of the article. I also discovered that the terms typical for tennis jargon are collocations at the same time. In other words, these two phenomena often overlap in the article. Alex Spink makes use of the adversative type of conjunction, i.e. *however* which is used in the sub-headline to contrast two statements. Not surprisingly, reference cohesion appears in the article as well. Andy Murray is referred to as *he* or when speaking of the match, Spink utilizes the possessive pronoun *his* first match. Furthermore, Murray in his direct speech uses the personal pronoun *I* as he refers to himself. It is obvious from the mentioned examples, that reference cohesion occurs in the text in order to avoid repetition. I believe that the text as a whole is written in a way that even people who are not interested in tennis would understand the gist of the story. Because the article is published in a tabloid newspaper it does not contain large amount of text and therefore the norm of brevity is fulfilled.

The author of the article, Alex Spink, was able to satisfy the sports news values of relevance, topicality, expectation and especially worth, because in my opinion people who read tabloid newspapers are not interested in the course of the match that much but especially in the events that happened off the court and are related to Andy Murray.



Obviously it was relevant and topical to publish a story about the British tennis player because it had been recent at that time and important to the target audience. And the audience probably expected that a story related to Murray will appear in the press, therefore the value of expectation had been satisfied as well.

### **7.3 The Telegraph: Andy Murray makes light work of Viktor Troicki as he gets Olympics campaign off to flying start (TT1)**

As far as the headline of TT1 is concerned, the idiom *makes light work of*, which could be observed in TM1, appears here as well. I believe that in this particular case the definition of idiomatic expression does not entirely rise to the occasion because the meaning of the idiom can be deduced from the individual elements. In addition, *get off to a flying start* also belongs to the category of idiomatic phrases. It denotes that Murray had a quick and positive start to his Olympic tournament. Besides the multi-word expressions represented by the mentioned idioms, one figure of speech, metaphor in particular, occurs in the headline, i.e. *Olympic campaign*. It is again a metaphor of war which is bound to the way of portraying sporting events. In my opinion, the author of the text, Simon Briggs, used the idioms along with the metaphor in order to attract the attention of the reader and to make him or her read the whole article. Reference cohesion can be observed in the headline too. In order to make the headline cohesive the author makes use of so called anaphoric reference where Andy Murray is referred to as *he*.

In the introduction of the article, the author briefly mentions Murray's failure at the 2008 Olympics which he compensated for four years later by winning two medals in London. An extended version of his direct speech follows, where he describes his motivation to win yet another medal for his country in Rio. Briggs briefly describes the match and the attendance at the stadium and intersperses the description with Murray's direct speech concerning the flag-bearing at the opening ceremony. There are two idioms presented in the body of the article, i.e. *cruised through* which refers to the way how Murray handled his first match at the tournament, and *stop dead in its tracks* expresses that because of the strong wind the ball almost stopped before getting to the other side of the court.

Two extensive paragraphs are devoted to the speech given by Murray after the match. In these paragraphs, the author of the text quotes the exact words that the player used when expressing himself. I believe that the journalists make use of the direct speech in order to establish an interaction between the reader and Murray. The appearance of the tennis jargon or sports jargon in general is apparent in the text. In my opinion, expressions such

as *opening match*, *first round exit*, *the court* should be understood even by the so called sports outsiders. However, terms such as *mixed doubles* which refers to a tennis discipline where a pair consisted of a woman and a man represents their country, or *dropped serve* meaning to lose a service and *opening game* in other words the first game played in the match, might not be comprehensible to people who are not tennis fans. The same applies for the expressions such as *slice* which is a label for a specific tennis stroke; *to scout*, meaning to watch and analyze the game of an opponent or *-serving a double fault* which refers to not being able to serve the ball onto the other side of the court twice in a row.

Metaphor of war is depicted, besides the headline, in the body of the article by means of the words *beat* and *victory*. Furthermore, the expression *sandpaper-like*, is an example of metaphor which compares the court surface with sandpaper. Another unusual word that appears in the article, i.e. *buzzing* is an example of onomatopoeia and is utilized because the sound of the crowd reminded of a sound made by a bumblebee which buzzes.

Throughout the text Andy Murray is once referred to as *reigning Olympic champion* which contributes to the lexical cohesion of the text and helps avoid repetition. On the other hand, to make the text lexically cohesive the British player's surname, i.e. *Murray* has to be repeated. When collocations are taken into consideration, the word combinations such as *first round*, *opening match*, *opening game*, *first set* are an example of adjectives that combine with nouns. But a collocation which consists of a verb associated by a noun, as in *-serving a double-fault*, or a verb in combination with an adverb, as in *withdraw from*, can also be discovered in the text. Once again, the words that frequently occur together are at the same time expressions of the tennis jargon. TT1 uses more sophisticated conjunctions such as *whether*, *thereafter*, *afterwards* or the temporal conjunction *meanwhile*. In the first paragraph of the text, the reference cohesion is depicted by means of the usage of the personal pronoun *he* which is an anaphoric reference to Andy Murray and the possessive pronoun *his* which refers to Murray's unsuccessful Olympic Games in Beijing in 2008. In the second paragraph, Simon Briggs uses the personal pronoun *it* in order to refer to a screen which is an inanimate object. Similarly to the article TS1, the British tennis player in his direct speech uses the possessive pronoun *my* in connection with the noun gold medal, which is in his possession and that is why the possessive pronoun occurs. In addition, *you* and *I*, which belong to the group of personal pronouns, appear there as well. In the last but one paragraph, Briggs makes use of the personal pronoun *we*, probably in order to create an impression that the person reading the story is a part of it.

In my opinion the text is coherent, however when compared with the tabloid newspapers it might be more difficult to understand the article because it uses more terms connected with the area of tennis in first place. Secondly, I believe that mostly people who are interested in detailed information about Murray would read the article because there are less pictures and more text. Briggs, not surprisingly, makes use of more coherence devices than in the tabloid newspapers, because of the length of the text. From the point of view of the sports news values, i.e. relevance, topicality, expectation and worth all of them are satisfied in this article as well as in the tabloid newspapers.

#### **7.4 The Guardian: Andy Murray eases past Viktor Troicki as he begins Olympic title defence (TG1)**

When headline of the article is taken into consideration, the collocation *ease past* appears there and it is supposed to imply that Andy Murray did not have to deal with many difficulties in his first match of the Olympic tournament. The metaphor of war which can be noticed in the phrase *Olympic title defence* is used as well as in TS1, TM1 and TT1. The personal pronoun *he* appears in the headline in order not to repeat the name Andy Murray. Unlike in the rest of the mentioned articles, Kevin Mitchell, the author of the story indicates the main points to the reader in bullet point statements under the headline.

Kevin Mitchell begins the story with a brief introductory paragraph, then he mentions Murray's responsibility at the opening ceremony and an extensive part of the article is devoted to the direct speech of the British player. Moreover, his winning spree and his next opponent at the Olympics are mentioned and then the course of the match is analyzed in more detail with background information about the history of both players. Mitchell makes a brief mention of the audience and he also emphasizes and describes key moments of the match. At the beginning of the article, the author makes use of idiomatic expression *having the time of his life* which refers to the fact that Murray probably enjoyed his first match in the Olympic tournament, at least that is what the score implies. Another idiom which can be observed in the text, i.e. *put the concluding touches* means to finish a job that leaves the particular person satisfied. The author of the article made use of a synonym *concluding* in place of *finishing* which goes against the rule stated by Cruse in the theoretical part, that none of the elements of an idiomatic expression can be replaced by a synonym. On the other hand, both words *concluding* and *touches* have their compositional meaning which, according to Cruse, allows them to combine with each other. In the same paragraph, the idiom *has been very much at home* appears and it refers to the fact that Murray could feel

comfortable after his performance against the Serb Troicki. Between the British player's direct speech a comment of Kevin Mitchell occurs in which he uses the idiom *plenty of them on hand* and it points out that there was a lot of British athletes around after the opening ceremony that Murray could speak to. I believe that the other idiom which can be observed in the text, i.e. *place much store in* means that the Brit put a lot of effort in the goals he had established before the beginning of the tournament in Rio. In addition, the idiomatic phrase *at hand* occurs in the article and it refers to the performances that both of the players were supposed to deliver at that particular moment. In my opinion, Mitchell made use of the modified version of the next idiom, i.e. *cracked under the weight* meaning to give in under the pressure, which is the original expression. And the last idiomatic phrase which appears in the text is the one which is used in the area of tennis i.e. *wrapped up the frame to love* meaning that Murray ended the match with a win. When compared with the rest of the articles, TG1 contains plenty of idiomatic expressions, probably because it is believed that people who are sophisticated read this newspaper.

A significant feature of the article is the direct speech of the Brit. More than half of the page in TG1 is devoted to it. Murray firstly describes that it was important for him to focus on the ongoing match and not the future. Secondly, he said that he was satisfied with the Olympic experience in Rio. In the quoted speech the editor of the article added information in order for the reader to know what the British player was talking about. Moreover, Murray described the act of carrying the British national flag, the opportunity to speak to other Great Britain's athletes and his mindset before the following matches. The author of the article before quoting the British player's words wrote an introductory sentence in order for the reader to deduce the question which the reporter asked. As far as sports jargon is concerned, in the bullet point statements the expressions *service game* which refers to a game where a player is serving and *second round*, which in my opinion is self-explanatory, occur. The expression *straight sets*, is a collocation that repeatedly appears in all the analyzed texts in this chapter, is not left out even in TG1. The same pattern applies for the tennis expressions *hard court* and *opening ceremony*, *singles match* and *break point*, which are also combination of words that frequently occur together. A new expression *Wimbledon title* that can be observed in the text does not require further explanation because I believe that even people who are not interested in tennis know its meaning. However, the phrase *final at Roland Garros* might not be understood by people who are not fans of tennis. It refers to one of the four major tournaments, which is played in France. Another tennis jargon expressions that can be found in the text are e.g. *Centre Court* which

is a place where the most significant matches of tournament were played; *Masters tournaments* refer to minor tennis tournaments that are played as a preparation for the major events; *top 10 players* are those seeded as the first 10 in the ATP rankings and *Monte Carlo Open* is one of the events of the Masters tournaments played in Monte Carlo. The expression *Davis Cup* which was used in TS1 occurs in TG1 text as well and I think that the term *courtside* is self-explanatory. TG1 contains plenty of tennis jargon expressions, for instance *ground strokes* which means a forehand or backhand shot made by a player after the ball hit the court; *deep balls* which is an expression used to describe balls that land very close to the baseline and *ace* is a fundamental tennis term which refers to a serve that is not returned by the player on the other side of the court. In this article not all the terms can be understood if the reader is not interested in the area of tennis.

A few metaphorical expressions which are not only connected to war can be observed in the text. The phrase *more like heaven than hell* which appears at the beginning of the article belongs to the group of figures of speech and it is called simile. The verb *creaks* in connection with the noun infrastructure is in my opinion an example of the so called linguistic metaphor and it is used to make the text unusual and the same applies for the metaphorical expression *tennis machine* which refers to Murray who was almost flawless in his match against Troicki. However, the word *victory* which appears in all of the analyzed articles represents the mentioned metaphor of war. Similarly, the expression *overpower* can be observed only in TG1 and it is an example of metaphor of war as well. From the point of view of cohesion the British tennis player is, similarly to the rest of the analyzed articles, referred to as *the Scot* in order to make the text lexically cohesive and not to repeat the name Andy Murray all the time. On the other hand, lexical cohesion is also realized by means of repeating the name and surname or just the surname of the Scot. The article contains several collocations as well. For instance, *vast expanse* is a combination of an adjective with a noun; *impressive opening win* makes use of two adjectives which modify the noun; the expression *straight sets* is a collocation and a tennis jargon expression at the same time and *added any pressure* is a combination of a verb, a determiner and a noun.

Moreover, the group of collocations is represented by e.g. *Olympic gold medal* which is again an expression that consists of two adjectives modifying a noun, however in the multi-word expression *Olympic tennis* the noun is modified by only one adjective. The mentioned collocations contribute to the overall cohesion of the text. I did not notice more sophisticated conjunctions such as *therefore*, *meanwhile* or *consequently* in the text which

is in my opinion a surprising fact. In the first bullet point statement, the possessive pronoun *his* can be observed and it is used in order not to repeat the expression *the Scot*. The personal pronoun *he* referring to Andy Murray occurs in the second paragraph of the article. Because the direct speech, which was used in the text, was also used in the all the analyzed articles, it is not surprising that the personal pronoun *I* labelling the speaker, personal pronoun *you* referring to the addressee and the non-human reference expressed by means of the pronoun *it* are present in this text as well. When Kevin Mitchell is describing the history of both players, Murray and Troicki, he refers to them by using the personal pronoun *they*. All the mentioned personal and possessive pronouns contribute to make the text cohesive for the readers.

In my opinion, the article uses a lot of terms from the area of tennis jargon, the author of the story also utilizes plenty of idiomatic expressions and last but not least few metaphors that are not easy to understand appeared in the article too. For that reason, I believe that TG1 is usually read by people who are educated in the area of their interest and therefore are able to makes sense of the article. All of the criteria required to make the article newsworthy are satisfied from the theoretical point of view, thus the text is relevant and it also fulfils the requirement of topicality, expectation and worth.

## 7.5 Conclusion

All the headlines of the analyzed articles contain a metaphor referring to war which frequently appears in texts concerning sports. It is represented by the expression *Olympic title defence* (TG1), *Olympic campaign* (TT1), *win* and *beat* (TM1) or *power to, victory* and *contest* (TS1). Obviously, the tabloid newspapers make use of a larger font of letters than the broadsheet press in order to attract the attention of the readers. In the headline TS1 word play is used for the purpose of grabbing the attention by means of the expression *VIKTORY*. However, according to the theoretical part tabloids' headlines are supposed to consists of less words than the serious press ones. In the analyzed texts the rule does not entirely apply because both of the tabloids headlines consist of more words than TG1's one. The tabloid newspapers also make use of the same collocation *straight sets* (TS1, TM1) in their headlines. Andy Murray is referred to in the headlines of the broadsheets as *he* (TG1, TT1) which is a phenomenon that does not appear in the headlines of the tabloids.

The feature which all of the articles have in common is that the flag-bearing responsibility of Andy Murray is mentioned. In the tabloid newspapers the author

describes the match briefly, whereas the broadsheet newspapers portray the important events of the match in more detail. Several of idiomatic expressions occur in TG1 such as *having the time of his life* or *put the concluding touches*. Identical idiom, however in the present tense i.e. *makes light work of* appears in the headline of TT1 and in the body of TM1 where it occurs in the past tense, i.e. *made light work of*. When collocations are taken into consideration the expressions such as *straight sets*, *opening ceremony* and *hard courts* can be noticed in all the analyzed articles and they contribute to make the text lexically cohesive. From the point of view of coherence, the broadsheet newspapers might be more difficult to understand for people who are not interested in tennis because the tennis jargon is used more frequently than in the articles published in the tabloid newspapers, which are in my opinion understandable even to people who are not fans of tennis.

Direct speech appears in all of the analyzed articles as well and in TM1, TS1, TT1 and TG1 the same quotes are used which implies that the speech was probably acquired from one source. The quotation of Murray's words makes up the significant part of the articles published in TM1 and TS1. Furthermore, the extended direct speech is contained in TG1 article. I believe that the authors of the articles followed the sports news values of relevance, because the stories were important to write about and topicality, because the articles were fresh and relevant at the particular moment. Furthermore, expectation because the readers expected that Murray's progress throughout the tournament is going to be featured in the press, and worth, because the people are interested in the destiny of famous people who Andy Murray certainly is, were satisfied as well.

## 8 THE BRIT CLIMBS OUT OF A HOLE TO REACH SEMI-FINALS

Andy Murray played his quarter-final match against the American Steve Johnson and was expected to advance to the next round without many difficulties. The quarter-final match usually decides whether the sportsmen's or sportswomen's performance, no matter what sport is taken into account, at the whole tournament is evaluated positively or negatively because this match determines whether the player gets the chance to play for a medal or goes home early. The British tennis player got off to a flying start, not allowing Johnson to win a single game. However, the American did not surrender, won the second set and brought the third one into a tie-breaker where, unfortunately for Johnson, Murray dominated and qualified into the last four. The analyzed newspaper articles predominantly focus on describing the course of the match, nevertheless each of them in a different way. The tabloid newspapers make use of e.g. metaphors to engage the readers' attention, whereas the broadsheet press aims its attention to portraying the key events and also utilizing the direct speech in order to provide the reader with immediate reaction and comments of the British national warrior.

### 8.1 The Sun: AND IT TO HIM Rio Olympics 2016: Andy Murray's bid for gold goes on after beating USA's Steve Johnson 6-0, 4-6, 7-6 in quarter-finals (TS2)

The metaphorical phrase *after beating USA's Steve Johnson* which can be found in the headline contains in itself the verb in the -ing form, i.e. *beating* and it is of metaphorical origin because in war conflicts the opposing sides usually fought until one of them defeated or *beat* the other. Also the sports jargon expression *quarter-final* appears and is used to refer to the last 16 players who competed against each other in the tournament. More examples of the tennis jargon expressions can be observed in the sub-headline where e.g. *Wimbledon success, make it through*, the second mentioned meaning to move on in the tournament, and *last-four*, are utilized to refer to the last four participants who compete for the three medals, illustrate the tennis jargon in practice.

The narrative of the story begins by stating the result of the quarter-final match between Murray and Johnson. TS2 article contains several pictures capturing both opponents to support the written text with visual material. The text on one hand points out the American's impressive performance despite being a clear underdog after losing the first set in a convincing fashion, and on the other hand mentions that the Brit proved his



qualities and dealt with the nerve-racking situation which tiebreak certainly is, like a true champion. The text concludes the story by mentioning that both players showed their respect to each other while shaking hands at the net.

Few examples of figures of speech appear in the article, metaphor being the one occurring the most. For instance, in the expression *epic encounter* where the word *encounter* is the metaphorical one because its origin is related to war conflicts. However, nowadays majority of people do not even consider the word as metaphorical because it became a part of everyday language both written and spoken. The phrase *that saw him defeat* in which the word *defeat* appears is an example similar to the one mentioned above because it is also used in connection with war. In addition, the expression *won the tie-break* where the word *won* is the one which may be used in metaphors is of similar origin as in the two previously mentioned cases. Different example of metaphor can be observed in the phrase *kept his gold medal hopes alive* which means that Murray was able to maintain his chances of retaining the Olympic gold medal in Rio and I believe that this phrase is usually utilized when referring to a person who is kept alive not in connection with a hope for a gold medal, therefore I think it is used in the metaphorical sense. One example of synecdoche can be found in the text in the phrase *bid for Olympic gold* where the last word is only a part of the whole expression *gold medal*. This type of synecdoche could be frequently observed in the already analyzed articles. As the readers of tabloids are usually not interested in sophisticated language means that much but rather in affairs connected with the people featured in this kind of press, no further figures of speech can be found in the article. In fact, the only idiomatic phrase I was able to discover in the article was *pulled out all the stops*, which was utilized in relation to the American, who had been doing his best to defeat Murray, but unfortunately for him did not succeed.

Besides the tennis jargon expressions the meaning of which was either already discussed earlier in the analytical part or its essence does not need further explanation, also new expressions appear in the article. First of all, I will mention all of them and then separately emphasize the ones which require further explanation. The tennis jargon expressions or phrases included in the article are for instance: *the men's singles semifinals* which is at the same time an example of collocation, *the quarter-finals*, *to reach the last eight*, *a thrilling tie-break* is an example of collocation as well, *Wimbledon*, *shake hands* is another example of collocation and *his stunning SW19 success*. The expression *exquisite shots* refer to Johnson's ability to play extraordinarily at a certain point in the match. The informal phrase *to rattle three-time Grand Slam-winner* is used in order to express that the

American player was able to surprise Murray and made him nervous. However, the Brit *proved to have too much class* which suggests that he was able to conquer Johnson in the end and continue his pursuit of second Olympic gold medal in a row. Two phrases which occur in the article and, which I could not classify otherwise than as fixed, are *to lack the same drive* used in relation with Murray who seemed not to have enough energy which helped him win Wimbledon earlier in the year 2016, and *pushed Andy Murray all the way to the end* implies that the American fought to his last breath and did not hand the victory to the Brit for free.

Murray is referred to in the text not only by his full name or surname but also as *the Brit*, *Muzza*, which is a nickname of the British player, *the three-time Grand-Slam winner* or *World No2*. The reason why he is labelled by means of the mentioned expressions is that it helps to establish the cohesion of the text. Only two personal pronouns appear in the article such as *he* which is utilized in order not to repeat Murray's name all the time and *it* which is related to the Brit's performance. Few possessive pronouns can be identified as well. For example: *his* referring to the Brit's victory in the 2016 Wimbledon and *their* which is used to refer to the contest between the two opponents.

The text does not make use of any transition words. All in all, the text is written in a simple language and as far as I am concerned does not utilize any expressions which should cause problems to people who can speak and read the English language. Since TS2 was published in a tabloid newspaper the text is brief, however the content is in my opinion sufficient and pleasant to read for people who do not seek detailed information about the match.

## **8.2 The Mirror: Team GB's Andy Murray beats American Steve**

### **Johnson to reach Rio 2016 semi-finals (TM2)**

The abbreviation *GB's* used instead of Great Britain's in full wording can be identified in the article's headline. It appears there probably because the journalist who created it did not want to make it too long, therefore he made use of the abbreviation. The word *beats* which occurs in the phrase *beats American Steve Johnson* is an example of an expression which is used in metaphors related to war. The word already appeared in TS2 article headline where it took its -ing form. The tennis jargon expression *Rio 2016 semi-finals* which can be observed in the headline, is also used in a different variation in the sub-headline i.e. *to advance to the semi-finals*. Another expression related to tennis i.e. *battle through cramp*, in which the word *battle* is an example of metaphor used in connection

with the area of war, means that Murray had to deal with a crisis in his own game and it can be found in the sub-headline as well as in the metaphorical phrase *he bids to defend his London 2012 gold medal* where the word *defend* is the one which is used in connection with metaphor of war. In my opinion, the headline does not consist of expressions that are somehow extraordinary. I think that the headline makes use of expressions or phrases that usually appear in texts focused on the field of tennis.

The most frequent phenomenon that can be identified in the article is the tennis jargon. It is illustrated by means of the following examples: *to dig deep* which is an expression describing that Murray was forced to put a lot of physical effort into the match against Johnson; *Olympic semi-finals* is at the same time a collocation; *went a break down* suggests that Murray had to catch up with his opponent, otherwise he would have been eliminated; *in the final set* does not need further explanation as well as the expression *tie-break* because they were already analyzed in one of the texts. In addition, the phrase *career-best 16 consecutive singles matches* refers to the fact that the Brit had never won more matches in singles so far in his career. His last loss was dated back to the final of *the French Open*. Johnson won only five *previous matches*, this expression belonging to the category of collocations, when facing player from the *world's top five* which is an expression used to define the five best tennis players in the world. On the other hand, Murray is described to have *reeled off his first Olympic 'bagel'* the phrase pointing out that he did not allow the American to win a single game in the first set and finished it without too much trouble by himself. Moreover, the article makes use of the expression *first-set whitewash*, the last word being a synonym for the previously mentioned term *bagel*. Additional phrases related to tennis jargon which can be observed in the text are *broke to go ahead in the decider*, implying that Johnson was closer to winning in the deciding set which is termed as *the decider* and Murray *swatted the ball away*, means that the Brit hit the ball angrily after the American's *perfect backhand lob* was out of his reach. However, the Brit mobilized himself in time *to level it*, meaning to tie the score *in the next game*, the expression *next game* being a collocation, had to deal with a break point but eventually he did not allow Johnson to have *the privilege of serving* and realize *a stunning upset* which is another example of collocation. In the end, the Brit took advantage of his experience with *pivotal tiebreaks*, which is a synonymous expression for significant tiebreaks, and won the nerve-racking contest.

Besides the tennis jargon terms, expressions and phrases which make up a considerable part of the TM2 article, several idiomatic phrases can be found as well. For instance, *in the*

*nick of time* is an idiom used to express that Murray recovered at the last possible moment to be able to capture a victory in the match; in his direct speech the Brit made use of the idiom *loosen up* which suggests that he wished to play a match where he could relax for a moment and not fight to the last ball. Also the idiom *made short work of* appearing in the TT1 and TM1 articles can be observed in TM2. And the last idiomatic expression that I was able to identify in the article *went off the boil*, which is used in relation with Murray's backhand, suggests that it did not work as well as in the first set.

The text begins by declaring that after the Brit dominated in the first set he had to turn around the course of the match in order to record a victory. It also compares the quarter-final match with the one against the Italian Fabio Fognini because their course was similar. In his direct speech the British player briefly stated that he would have liked to play an easier match but at the same time was happy with the outcome. He added that since the Olympic Games take place once in four years and it is an opportunity to represent his country that he could not throw away and suggested that he will try to keep winning tennis matches. Furthermore, the article describes how the match developed and mentions that Johnson was able to win only one set against the best five tennis players in the world, one of them being Murray, but he won his second one against the British player in this contest. At the end of the article, the climax of the match is portrayed.

The metaphorical phrase *scraping into the Olympic semi-finals* implies that Murray just made it to the next round which is evoked by the phrasal verb *scrape into* which is used in relation with something that is hard to achieve but it is eventually accomplished. Several other metaphorical phrases can be found in the article. For instance, *just as he had pulled out of his nosedive* suggests that after the first set in which the Brit dominated Johnson, he had to face exactly the opposite situation and a downfall in his performance which is indicated by the word *nosedive*; the phrase *scrambled home in a tie-break* can be in other words explained as being able to win a match despite almost losing it; but in order to *hang on to the crown* which is a metaphor that is used in the text to describe in a more attractive way that he needed to play better in the semi-final match to get to the last one and retain his title from the London Olympics.

The usual personal and possessive pronouns can be identified in TM2. For example, the personal pronoun *he* refers to Murray; the possessive pronoun *his* is used in connection with the gold medal the Brit won in London; in the direct speech the Brit makes use of the personal pronoun *I* to refer to himself and the pronoun *you* which belongs to the same category to generally refer to himself as well, even though *you* is according to theory

utilized in order to label an addressee. The possessive pronoun *your* appears in relation to the noun country and Murray again by means of the pronoun in a general way suggests that he wanted to win a medal for Great Britain. Last but not least, the personal pronoun *it* replaces the noun match in order to avoid its utilization.

Even though I was not able to notice an example of ellipsis in the article, the conjunction *although*, which is used to contrast a statement preceding it and the continuative conjunction *now* which appears in the text as well, help to maintain time continuity. Murray is referred to in the text by several names such as *the Wimbledon champ*, where the second word is an abbreviation, or *the defending champion*, *the Scotland's finest*, which is in my opinion a creative way of labelling the best tennis player in his country; *the Duke of Dunblane* the expression which suggests that Murray is thought of highly in his hometown of Dunblane and he is also nicknamed similarly to TS2 as *Muzza*. The collocations *stunning upset*, *next game*, *previous matches* and *Olympic semi-finals* along with the personal, possessive pronouns, conjunctions, synonyms or near-synonyms and repetition of Murray's full name or just surname contribute to make the text cohesive.

TM2 article is in my opinion similar to TS1, from the point of view of utilization of tennis jargon and its terminology because it is not complicated and therefore it is comprehensible to the readers despite the fact that more idiomatic expressions, three in particular, can be identified in TM2. The text more or less makes use of expressions, terminology and phrases that are generally known to the readers of tabloids and suit their reading requirements, therefore the story is meaningful, attractive to read because it does not consist of extensive paragraphs but is interspersed with appropriate pictures, illustrating the GB's favorite tennis player.

### **8.3 The Telegraph: Andy Murray guaranteed to play for Olympic medal after mixed day in Rio (TT2)**

The headline of TT2 does not contain any idioms, tennis jargon expressions or collocations and that is in my opinion a surprising fact because in the remaining headlines of the analyzed articles at least one of the mentioned phenomena occurred. However, I think that the two expressions *guaranteed to play* and *mixed day* are not part of the commonly used language. The first expression is utilized in connection with *Andy Murray* and there the verb *is* should appear but it is intentionally omitted. And the second one, *mixed day* is from my point of view a metaphor because it suggests that the day was full of ups and downs for

the Brit and for that reason the word *mixed* was utilized. When I was reading the headline aloud I realized that two words, i.e. *play* and *day* rhyme with each other. I do not know, whether this effect was created on purpose or not but I believe it can be considered as an element that attracts the reader's attention.

From the point of view of reference, the usual personal pronouns such as *he* which is used to replace Murray's name; *I* and *you* which the Brit used in his direct speech and *it* which refers to Murray's serve, can be identified in the text. Also the two possessive pronouns that appear in the article could be found in the previous ones as well. For example, *their* which is utilized in connection with the quarter-final match between the two players, and the second possessive pronoun *his* which is related to the noun *tirade* that the American player produced because he was unhappy with one of the calls of the line referee. The text contains two examples of partial ellipsis which can be observed in the expressions *that one* which is used instead of repeating the noun phrase *the singles semi-finals*, and the second one is represented by the expression *will come to that* which substitutes the noun phrase *a bronze-medal play-off*, the purpose of the partial ellipsis again lying in the tendency to avoid repetition. The cohesion of TT2 article is also established by means of conjunctions such as *now*, which belongs to the group of conjunctions contributing to maintain the time continuity of a text and *then* which connects two statements without disrupting the time continuum. Moreover, the adversative conjunction *rather* appears in order to emphasize the contrast between two phenomena, i.e. the preference of the American to slice the ball instead of hitting it flat and another expression which is utilized in order to contrast two statements is the conjunction *unfortunately*.

Murray is besides his full name or just surname, referred to in the article as *reigning Olympic singles champion* but it is the only different denomination of the British player that can be found in the whole text. Several collocations which contribute to the lexical cohesiveness of the article can be observed such as *the singles event*, *the mixed doubles*, both of the mentioned expressions refer to different tennis disciplines because in the first one only two participants compete and it can be either two women or two men and in the second one man and woman from one country play against man and women representing a different country; *the singles semi-finals* and *unforced error* which stands for a mistake that a player is forced to make by his opponent, *opening set* and *single game* are typical collocations utilized in tennis and *shake hands* usually appears in texts focused on sports. Furthermore, the expressions *Olympic competition* and *missed the line* which in the

particular case means that Johnson believed that one of Murray's serve was out belong to the same group as the previously mentioned ones as well as the expression *the deciding set* which is in my opinion self-explanatory along with *Olympic tennis tournament* and *the pressure of the moment*. The Brit *went a break-down* which means that he was not able to hold on to his serve at a certain point of the match, but eventually won *the deciding tie-breaker* which refers to a situation when the players are tied in the third set after twelve played games and the match needs to be decided in so called *tie-breaker* where the first player to win either seven points or even more in case of a tie has to win two more than his opponent in order to capture a victory in the whole contest. All of the described phenomena i.e. reference, ellipsis, conjunctions, collocations and repetition of Murray's name make the text cohesive.

In the introduction of the story, the text refers to Murray's win as a one that cost him a lot of mental and physical energy and also mentions his farewell to the mixed doubles competition where he teamed up with Heather Watson. In addition, the article comments on Murray's opponent in the semi-finals and also his potential rival in the bronze-medal battle. The British player's feelings after the match are portrayed by means of his direct speech and the significant events such as the quick first set in which the American argued over Murray's ace with the umpire are described too. The story continues with improvement in Johnson's game which in combination with the blowing wind caused trouble to the Brit and eventually resulted in Johnson winning the set. Nevertheless, Murray was able to leave his best on the court in a desperate situation and eventually won the match in a tie-breaker in a convincing fashion. At the end of the article Watson, the British tennis player who teamed up in mixed doubles with Murray, expressed her feelings of disappointment on one hand and pride on the other even though they were eliminated from the tournament. I think that despite the fact that only brief extracts of direct speech of both members of the Great Britain national team were utilized, its purpose, i.e. to portray to the reader what was going in the minds of the player, was satisfied.

Multi-word expressions are represented in the text not only by means of the mentioned collocations but also by one idiomatic phrase *go a long way* which can be explained as be able to do, in the particular case of Johnson, without his backhand which he did not use if it was not necessary. Likewise, only few metaphorical phrases can be found in the article such as *defeating Steve Johnson* which already occurred in TS2's headline where the verb *defeating* is according to theory associated with war and thus in the example phrase is used metaphorically; *a draining day that saw him scrap through another three-setter* which

suggests that Murray was forced to play a three-set match in a day that was exhausting for him. However, the text describes it metaphorically by using the expressions *draining* which implies that it was exhausting, *that saw him* is related to *day* which indicates that it is metaphorical because a day cannot “see” and *scrap through* is a metaphorical expression too that suggests it was a hard work. Another metaphor which is connected with Murray *had driven through the third set* where the verb *drive through* hints that the Brit got passed it quickly and I believe the metaphor was used in order not to describe the event in an ordinary but a creative way. And the last example *his shoes might be made of lead* implies that Murray was probably nervous in the deciding set and therefore it reflected in his movement. The expression *made of lead*, by means of metaphor, suggests that he was not that quick as usual.

Tennis jargon expressions or terms or phrases frequently appear in TM2 as well. Besides the already mentioned collocations which belong to the category of tennis jargon expressions also other phenomena related to tennis jargon can be observed. For instance, *topsy-turvy victory* refers to the fact that at one moment it seemed that the British player will make short work of the American, however Johnson won the second set and Murray was on the brink of elimination in the third, where he eventually accomplished his mission in a tie-breaker; *have a bronze-medal play-off* suggests that if the Brit had lost the semi-final match he would have faced the loser from the second semi-final which was in the text referred to as the second *last-four match*. Furthermore, the phrase *reeled off 12 unanswered games* indicates that Murray until the second set against Johnson won 12 games in a row. In relation with the American, the tennis jargon term *umpire* which refers to the referee who is in charge of the match is used. *Hawk-eye came through on the side of the line judge* implies that Johnson used the *hawk-eye* which is a tool that both tennis players are allowed to make use of three times and it is an instant replay of a ball they are persuaded was either inside or outside of the court, depending on the situation. In the case of the American the *hawk-eye* confirmed that the line referee was right, meaning that Murray served *an ace*. Even though Johnson was not lucky that time he *broke at the beginning of the second set*, meaning that he won his opponent’s service game and that happened despite the fact that the American player *doesn’t have much of a backhand*, which suggests that backhand is not the strength of his game and eventually he *held on to his serve to level at one set all*. The last phrase mentioned implies that he was able to tie the score at one set apiece. During the last set Johnson was *coming up with a pot-pourri of spectacular winners and wild misses* which suggests that lighter and darker moments took



turns in his game because he started to take more chances. The word *pot-pourri* in this context refers to mixture. The expressions such as *Wimbledon, his days as reigning Olympic singles champion* and *quarter-final exit* already appeared and were explained, even though in different phrases, which appeared in the analyzed articles. TT2 also contains several phrases that do not belong to the category of tennis jargon but are not in my opinion usually used in the written language. I chose these three phrases: *dropped an audible F-bomb* which means that Johnson made use of a swearword in order to release his emotions; Murray was *caught unawares* in the second set, in other words he was caught off guard and was not able to *find his way back onto level terms* which suggests that the British player's performance did not match the American's which resulted in Johnson winning the second set.

I believe that despite the fact that broadsheet newspapers' articles are longer than the ones published in tabloids, TT2 does not contain many metaphorical or idiomatic phrases and therefore should be understandable to majority of people. Nevertheless, some of the tennis jargon expressions or terms require a deeper knowledge in the field of the sport. But from the point of view of coherence the text should make sense to the vast majority of the society. I think that the article does not make use of many unusual connectives and I was able to find only one transition word i.e. *unfortunately*. The individual sentences are connected to each other in a way that makes the text as a whole meaningful and therefore the coherence of the text is established.

#### **8.4 The Guardian: Andy Murray forced to dig deep by Steve Johnson to reach Rio semi-finals (TG2)**

Two sports jargon expressions can be observed in the headline of the article, i.e. *to dig deep* the meaning of which was explained in TM2 where it also occurred and the term *semi-finals* which appears frequently in articles related to sports. TG2 also contains two bullet point statements and in the first one in the phrase *wins 6-0, 4-6, 7-6 against American* the word *wins* is used metaphorically even though the phrase is usually not considered as an example of metaphor because it has been bound with the language of sport tightly and for a long period of time.

Several metaphorical phrases can also be found in the body of the article such as *beating Steve Johnson* which was analyzed in the headline of TS2 article where it could be observed; *precipice of doom* metaphorically refers to a point when a player or his performance is at the rock bottom. I think this metaphor is used because *doom* usually

resides deep down in an abyss and it is probably used to exaggerate how low Murray found himself in the second set of the match. However, Murray's game in the first set is described as *glorious shot-making* where the latter expression is of course metaphorical, not literal and its origin is similar to the word *wins* which is related to war as well. On the other side of the court, Johnson *scrambled a mere six points*, meaning that he was able to record only six points, the word *scrambled* being the metaphorical one suggesting that the American won only that few number of points. Furthermore, the text reminds of Murray's match against the American Andy Roddick in which the Brit *toyed with Johnson's compatriot* where the phrasal verb *toyed with* is an example of metaphor and it suggests that Murray had fun playing with Roddick in one of the rallies. Another metaphorical phrase *to crowd his thoughts* implies that the Brit recalled a particular memory and it made his mind busy for some time. The word *crowd* contributes to make the phrase metaphorical because when used as a verb it makes me associate with it a lot of something in the particular case of Murray, *thoughts*. And the last two metaphors that I was able to identify in the article are: *defending his title* where *title* and *defend* might be considered as metaphorical and at the end of the match Murray is described to have *charged the net*, but of course his intention was to get to the ball, so the verb *charged* can be classified as metaphorical as well. Besides metaphor, I could not find other figures of speech in the TG2 article. It is obvious that TG2 used the most metaphorical expressions because its journalists probably know that the readers will interpret it without problems and that they probably appreciate when some figures of speech are present in the text.

The expression *by a whisker* belongs to the category of idioms and it indicates that Murray advanced to the next round thanks to his narrow victory over Johnson. Since TG2 article used the same quotation of Murray's speech as TM2, also the same idiom *loosen up* appeared in both articles. The text contains a rhetorical question which consists of an idiomatic expression *go wrong* which in the provided context refers to Murray making a mistake. Moreover, Johnson is described to play better at the Olympics than usually during the tennis year because it is believed that the Olympic atmosphere can make the player perform better which happened in the case of the American and it is portrayed by means of the idiom *rose to the occasion*. The American player was able to force a tie-breaker in the match and when he did it he *let loose and impressive yell of relief and celebration* where the idiom *let loose* suggests that Johnson expressed his emotions aloud. Nevertheless, the final result of the match *came up trumps* for Murray, which in other words means that

despite the fact that he might have been considered as an underdog by the doubters at some point in the match, he eventually advanced to the semi-final battle.

The narrative of the story begins with emphasizing the Brit's resilience in mentally demanding moments of the tournament. The direct speech which was used in TM2 article comes after the brief introduction. The text also reminds of a similar start which the match against Johnson and the previous one against Fognini had. Moreover, it compares the first set of the quarter-final battle between Murray and Johnson, because it was so one-sided, to one rally in a match against another American player Andy Roddick which was not played at the Olympics but couple years before. The text afterwards turns the attention to Johnson, who is praised for working hard rather than playing well in the second set against Murray. The third set is described in more detail because it was the final one as well as the tie-breaker which is part of the last set, but obviously more space for description is rather devoted to Murray and his game than to Johnson because the article was published in the British press. The final paragraph describes the deciding moment of the match, i.e. Murray's smash which Johnson challenged but the Brit came out on top once again as both players exchanged a hug at the net. The brief direct speech which appeared in the article apparently comes from the same source as the one in TM2 because they are identical.

TG2 article contains a lot of tennis jargon expressions, phrases or terms, however some of them could be identified in the already analyzed articles such as *quarter-finals*, *the semi-finals*, *unforced error*, which is an example of collocation at the same time as well as the expression *the deciding set*, *broke again* and *broke back* also belong to the category of collocations; *they were level*, *to serve*, *the 11<sup>th</sup> game*, *pumped his fist* is another example of collocation; *the tie-break*, *aced*, *the baseline*, *hit wide* and *at the net*. Not all of the mentioned examples occurred in the same form as in TG2 but usually in a similar one, therefore I do not need to explain them again. Nevertheless, new expressions, terms or phrases also appeared in the text. For instance, *a double bagel* is a term used when a player does not win a single game in two sets and loses 0-6 and 0-6; the expression *one-sided exchange* is used to describe a rally in which the British player dominated; Johnson when losing in the first set doubted *legitimate calls* which is an expression that suggests that the referee, to the American's displeasure, correctly evaluated several balls as being inside the court which was the right decision but the American player still questioned the referee's verdicts even *after a challenge*, which shows the last ball graphically on the screen, he did not like the outcome which confirmed the referee was right. Eventually, Johnson *got on the scoreboard* which is a phrase used to describe that he won a game also thanks to his

*delicious drop shot* which is an expression used in tennis to refer to a ball that falls right behind the net. The text reminds the readers that Murray *lost five games in a row* and *went 0-3 down* meaning that he was losing 0-3 in the previous match against the Italian Fabio Fognini and still was able to defeat him in the end but the article also states that he was always able to deal with *lesser player* which in my opinion means players that were ranked lower in the ATP rankings than the Brit. TG2 describes Johnson as *a steady presence on Tour* which implies that he plays consistent tennis based on his results from the minor tournaments but is not considered as a threat to the top players. He also had to deal with the pressure while he was *servicing to stay in the tournament* which is a tennis jargon phrase that I think does not need further explanation. The American player handled the pressure well and after *a killer forehand* which Murray could not return back tied the score. Murray helped Johnson *who rallied to hold* later on in the match, meaning that he was able to stay alive in the match because the Brit *butchered a backhand volley at the net* which suggests that he was not able to finish off a relatively easy ball. However, Murray showed his class when he played *a running forehand up the line* which implies that the British player while running made an incredible play with his forehand which hit the line. Tennis jargon term *wrong-footing* is used in relation to the American and it means that he stepped over the baseline while serving which is against the rules but he also outplayed Murray *on the ad side* which is a tennis expression referring to the left side of the court and it is called like that because the advantage points are played there. In the tie-breaker the Brit played *a delightful backhand half-volley* in which the term *backhand half-volley* refers to hitting the ball by a backhand right after it hit the ground. Few moments later Murray used *a dreadful drop shot* which *put the American 2-5 down*, which is a tennis jargon phrase utilized to express that Johnson was three points behind the Brit, who had *two serves to clinch the win*. It suggests that Murray was two points away from the victory and for that the expression *clinch the win* can be observed, and also had two serves in hand. *A final smash* which is stroke used to end a rally, eventually ended the match.

Besides a few collocations the different expressions used to label Murray also contribute to the lexical cohesion of the text. The Brit is referred to for example as *defending champion*, *the world No2*, *the Scot* or even *The Prince of Perversity*. The last expression probably implies that the British player enjoys the nerve-racking situations and even smiles during them, which is unusual for majority of people. The temporal conjunction *then* appears in the text and serves as a connective that helps to maintain the logical time sequence, whereas the adversative conjunction *rather* is utilized in order to

contrast two facts. The same applies for another representative of the adversative category, the conjunction *yet* which is used to contrast two statements. The one example of partial ellipsis can be found in the expression *to do just that* which substitutes the clause *digging big holes and the climbing out of them*.

And the last element which along with conjunctions, collocations, the different expressions that are utilized to refer to Murray, his name and surname and partial ellipsis, which at the same time contribute to establishing the overall cohesiveness of the text, is reference which is besides other things represented by means of personal and possessive pronouns. *His* is used in connection with the noun *gift* and it belongs to the category of possessive pronouns. Of course, Murray is referred to in the text as *he* as well as the American player. Moreover, his direct speech contains the personal pronoun *I* by means of which he refers to himself; the Brit made use of the possessive pronoun *your* as he was retrospectively reflecting on his experience in the course of the tournament, despite the fact that he could have used the possessive pronoun *my* but he obviously wanted to generalize in his speech; and he applied the similar pattern of generalizing with the personal pronoun *you* where he also could have related the statement to himself by using *I*. Both of the quarter-final participants are referred to as *they*, which replaces their full names. The personal pronoun *it* occurs in the article as a substitution for description of the course of the match which is depicted by means of one whole sentence and *it* is utilized in order to avoid repetition of the sentence.

In my opinion, the quarter-final match was relevant to be published in the broadsheet newspaper because it focused on a topic that was recent and newsworthy at the particular moment which suggests that values of relevance and topicality were satisfied. The readers of newspapers most likely supposed that the match will be featured in the press, therefore the value of expectation was also satisfied. Since Murray is a celebrity in Great Britain, its people wanted to know whether he will be successful on but also off the court in Rio which contributes to the value of worth of the article. TG2 apparently made use of several idioms, metaphorical phrases and tennis jargon terms, expressions and phrases which makes it demanding to read. On the other hand, the journalists publishing the article most likely know its audience and for that reason are aware of the kind of language they can afford to use. I believe that the text is comprehensible and meaningful to the society, however it requires at least a little knowledge of the mentioned idiomatic, metaphorical phrases and tennis jargon as well. I found the text's coherence sufficient.

## 8.5 Conclusion

TS2 does not make use of direct speech whereas the rest of the articles including TM2, TT2 and TG2 contain it. The two broadsheet newspapers even utilize the same direct speech in its articles. The tabloids on one hand are based on using a lot of pictures, whereas the serious press on the other hand includes background information about the players, about Murray in particular.

The number of words from which the headlines consist is identical in case of TM2, TT2 and TG2, only TS2 consists of as almost twice as many words and this fact does not confirm the theoretical part statement that broadsheets use more words in headlines than the tabloids. Nevertheless, what does correspond with theory is the font of the tabloids' headlines which is obviously larger than the one which the broadsheets make use of. A feature which distinguishes TG2 from the rest of the analyzed texts is that it utilizes bullet point statements whereas TS2, TM2 and TT2 use sub-headlines instead. In the headlines and sub-headlines of the tabloids few metaphorical phrases, which are supposed to raise interest in the reader, can be identified, however I believe that people are rather attracted if the headlines aptly summarize the main point of the articles because the only metaphors that occurred in the headlines are the ones called dead metaphors. The broadsheet headlines and sub-headlines also utilized only the dead metaphors but TT2 contains of two words that rhyme, i.e. *play* and *day* and in TG2 the expression *digs deep* was in my opinion used to attract the attention of the readers. Similarly to the tabloid headlines even the broadsheet ones are formulated in a way that the key information is included in them.

TM2 and TG2 used the same expression to refer to Murray, i.e. *the defending champion*, TS2 and TG2 made use of the expression *World no2* to label the Brit and in both tabloids the nickname *Muzza* could be observed. Different kinds of reference to Murray occur rather in tabloids than in the serious press. TM2 and TG2 use the identical idiomatic expression *loosen up* which the Brit uttered in his direct speech. The collocation *shake hands* occurs in TT2 and TG2 and the dead metaphor *beating Steve Johnson* could be found in both TS2 and TG2, however it had become bound to the field of sport over time and for that reason nowadays it is not even considered by most people as an example of metaphor. In the broadsheet newspapers the same tennis jargon expression *quarter-finals* can be found. And the tennis jargon term *semi-finals* appears in all the analyzed articles. The personal pronouns *he*, *they*, *you* and *it* along with the possessive pronouns *his*, *their* and *your* are used in the articles in order to establish cohesion of the text as well as to

avoid repetition. The sports news values of relevance, topicality, expectation and worth were satisfied in all cases.

The tabloid newspapers differ in length of the text from the serious press and contain more pictures. Consequently, the tabloids' texts consist of less collocations and tennis jargon expressions or terms but for example TM2 includes more idioms and metaphors than TT2. But generally, tabloids contain less metaphorical expressions as well as idioms because they are supposed to adjust to the need of the readers who do not want to go through extensive paragraphs of text but are rather interested in the gossips surrounding the celebrities and in their pictures.

## 9 THE BACK-TO-BACK OLYMPIC CHAMPION

The final match of the Olympic tournament was staged at the Centre Court at the Olympic Tennis Stadium. Andy Murray found himself in a familiar situation as he was trying to retain his second consecutive gold medal against the resurgent Argentinian Juan Martin del Potro. Because the last match of the Olympic tennis tournament was being kept a close eye on, the journalists writing the articles afterwards described the event in depth. However, the tabloid newspapers also focused on providing its readers with plenty of visual material, i.e. the pictures of both of the opponents. The authors writing the story in the broadsheet newspapers concentrated on depicting the match in a way that would attract the attention of its audience, therefore they made use of multi-word expressions and a few figures of speech. All of the articles mentioned the incident of an Argentinian fan who had to be shown the way off the stadium because of his lack of discipline. And except for the story published in TM3, the articles describe the emotions of the players but especially Murray's. Surprisingly, the direct speech appears only in TT3.

### 9.1 The Sun: I'M NUMBER JUAN Rio Olympics 2016: Andy Murray

#### **wins tennis singles gold in four-set thriller against Juan Martin del Potro and his rowdy Argentinian support (TS3)**

The first expression that is supposed to grab the attention of the readers in the headline, i.e. *I'M NUMBER JUAN* is an example of word play in which the author of the article, Dan King, suggests that Andy Murray became once again "number one" in the Olympic tennis tournament as he defeated in the final match the Argentinian Juan Martin del Potro. King makes use of del Potro's name *Juan* in which the second syllable sounds identically as in the word *one*. The verb *wins* which appears in the headline is an example of metaphor of war. The expressions *tennis singles* and *set* are tennis jargon collocations which contribute to the overall cohesiveness of the headline. Two figures of speech, synecdoche depicted by the word *gold* where this part refers to the whole *gold medal*, and the metaphorical expression *thriller* is used in order to emphasize that the course of the match was dramatic similarly to thriller, can be observed as well. In the sub-headline the expressions *victory* and *champ* can be found. They are examples of metaphor of war and the word mentioned in the second place is at the same time an abbreviation. The tennis jargon term *SW19* is the postal code of South West of London, where Wimbledon is located. And the last expression which occurs in the sub-headline, i.e. *the crown* is an example of metaphor



because the winner of the Olympic tournament is metaphorically given the crown which represents a symbol that the player stands above the rest of the participants.

The first part of the article contains a lot of pictures with the author's comments capturing Andy Murray's emotions. The course of the match is described briefly, whereas the climax of the match is portrayed in more detail. The author of the story does not forget to mention the incident with the undisciplined fan of del Potro. He also points out that Murray became the first man to retain the Olympic title back-to-back. The text contains the idiomatic expression *slugging it out* which is used in order to emphasize that both players were fighting really hard but in the end only one of them could win.

Despite the fact that the article contains only one idiom, plenty of tennis jargon expressions appear in it. For instance: *a forehand, the gold medal match, the Wimbledon champion, an Olympic singles title, first game, set, breaks of serve, break point, match point, at the net* and *rally* are expressions which in my opinion would not cause problems with understanding to the readers of TS3. However, the expression *at deuce* referring to the situation when the score is 40-40 is not so easy to interpret if the readers do not at least occasionally watch tennis. The mentioned two or more-word expressions are also examples of collocations.

As far as cohesion is concerned, Andy Murray is referred to as *Wimbledon champ*, the second word being an abbreviation of *champion*, and also as *the last man standing*, which is a phrase used to label a player that ends up on the top. I believe that the author used a sophisticated way in order not to repeat the name Andy Murray all the time. One cohesive device which frequently appears in the article is the utilization of collocations. For instance, the combination of a phrasal verb with a noun can be perceived in *gives off a roar* which suggests that because the British player was happy after winning a significant point in the match, he celebrated it by a victorious shout. In addition, the author of the story makes use of the collocation *the final game* which occurs in the article in order to describe the last game of the whole contest. The multi-word expression *to retain an Olympic singles title* consists of a verb in infinitive, the indefinite article *an*, two adjectives *Olympic* and *singles* and the noun *title*. The gist of the previous sentence is that the whole expression is another example of collocation. Furthermore, the phrase *went a set ahead* also contributes to the overall cohesiveness of the text. The same applies for the combination of a verb and a noun *causing trouble*. Another expression *shown out of the venue* consists of a verb that belongs to the category of so called phrasal-prepositional verbs and it occurs in the text along with the word *venue*. In my opinion, it can be considered as an example of a

collocation as well. None of the causal, temporal or continuative conjunctions could be found in the text. The author of the text used partial ellipsis in his article which can be observed in the expression *did it* which refers to Andy Murray winning his second gold medal at the Olympics. The possessive pronoun *his*, which occurs in order to avoid repeating the word Murray's, and also the personal pronoun *he* is used in the sub-headline for the reason to not repeat the name of the British player once again. Moreover, the personal pronoun *it* which refers to Sunday in the article is yet another example of reference cohesion.

I think that the text is coherent because I was able to make sense of it and it seemed to me as meaningful when reading through it. Thus, the main target audience, the British people, who logically were most interested in Murray's progress throughout the tournament should have no difficulties when interpreting the text since I am a non-native speaker of English language and the text made sense to me. In my opinion, the reader did not have to be familiar with the topic discussed in the article and still find it coherent. Since it was the final match of the men singles tournament, it was undoubtedly relevant to feature the story in the newspaper and because it was published on 15<sup>th</sup> August, that means a day after the match was played, it satisfied the value of topicality as well. I believe that the majority of people living in the United Kingdom were expecting that their hero will be celebrated in the newspapers the day after the final match and for that reason they were interested in reading about the success of the British tennis, which meets the remaining two sports news values requirements, i.e. expectation and worth.

## **9.2 The Mirror: Andy Murray wins Olympic title after marathon victory over Juan Martin Del Potro (TM3)**

Three examples of metaphor can be noticed in the headline of TM2, such as the verb *wins* which is a metaphor of war in particular; *Olympic title*, which is a collocation consisting of an adjective modifying a noun and at the same time a metaphor of war; and *marathon victory*, which is a metaphor of war, where the expression *marathon* suggests that it took Murray a long way to record a victory. Moreover, the sub-headline contains the -ing form of the verb win, i.e. *winning* and the verb triumph, i.e. *triumphing*, both words being an example of metaphor of war. The tennis jargon term *Wimbledon*, which is one of the four major tennis tournaments, also appears in the sub-headline and last but not least I believe the phrase *withstood everything the Argentine threw at him* can be classified as an

idiomatic expression which implies that Murray held his ground even when facing adversity in the match.

I was able to find only two idiomatic phrases in the body of the article. The first one refers to Murray who *gripped his teeth*, meaning that he was standing tall in a difficult situation and made the best of it. And the second *ploughs a lone furrow* is related to the Brit too and the idiom suggests that Murray was capable of finding his one way that no one before him ever walked.

I noticed that the author of the story starts his narrative by stating that Murray won yet another gold medal for Great Britain which is the event that should in my opinion, come as the last one from the point of view of chronology. TM2 article contains plenty of moments captured on photos from the match. It mentions other successes of the British player, such as his Grand Slam triumphs as well the Davis Cup contest victory. The text includes background information about Murray's abandoning the Olympic Village temporarily and also briefly describes the key events that led to the outcome of each set and eventually to the Scot taking advantage of the tournament point.

Several metaphorical expressions can be observed in the article. For example: the expression *British glory* which refers to the fact that Murray was not the only one who contributed to the collection of Great Britain's gold medals that day. Another example of metaphor occurring in the article, i.e. *single-handedly*, points out that the British star player virtually won the Davis Cup trophy for his country by himself. In addition, *breezed through*, similarly to wind, implies that Murray did not have to work so hard in the third set in order to win it. One case of metonymy, i.e. *golden generation*, can be observed in the article and it refers to the athletes who won golden medals for Great Britain. I believe that if the names of the athletes were used instead of the expression, it would not be considered as an example of metonymy. Simile appears in the article as well, namely in the phrase *contained more break points than the San Andreas Fault* which is based on the fact that two continental plates meet at San Andreas and that it results in break points during the earthquakes that happen there. The mentioned figures of speech are used intentionally to attract the attention of the reader.

The collocation *gold medals*, is in my opinion self-explanatory and helps to make the text fluent along with, *top players*, which is used to refer to the several highly-ranked players who were missing at the Olympic tournament, and belongs to group of multi-word expression called collocations too. The most significant matches were played on *Centre Court* and Andy Murray *backed up*, in other words supported his Wimbledon title with

another Olympic gold medal. Both expressions which were just mentioned are examples of collocations which occur in the text. The listed collocations help to make the text lexically cohesive.

The article is overflowed with tennis jargon expressions and phrases. For instance, *medals table* is an expression used for a table where all of the countries that participate in the Olympics are compared with respect to obtained medals; or to win *back-to-back tennis golds* refers to earning gold medals in two consecutive tennis tournaments; or the four most prestigious major tournaments including Wimbledon, Roland Garros, US Open and Australian Open are also called *Grand Slams* and belong to the tennis jargon terminology as well. Whereas the *Grand Slams* are tournaments where each competitor plays for himself or herself, *Davis Cup* is a team competition. Moreover, *Olympic Village* is utilized to describe the place where the players were accommodated during their stay at Rio; *Major winner* refers to Murray winning the major tournaments. The Scot *clinched the US Open*, meaning that he triumphed at the Flushing Meadows which is where the US Open takes place and captured a victory in yet another major, namely *Wimbledon* in the same year. Murray's relatively easy path to his first gold medal at the London Olympics was labelled as a *straight-sets stroll*. Furthermore, the expression *blow a lead* is used frequently in sports jargon and it points out that the Scot lost a relatively safe lead at a certain point in the match. *Nailed a back hand winner* is a phrase utilized in tennis jargon and it refers to Murray hitting a back hand so hard that the opponent could not return it back. Expression such as *dropped serve*, in other words to lose a serve; *catcalled* suggests that the crowd was booing in disapproval; and *service fault* refers to the Brit's mistakes while serving. In addition, the words *set*, *the net*, *rally* and *an ace* are terms that even people not interested in tennis usually understand. However, the phrases *clung on to his serve*, which can be explained as hold on to the serve, and *seized on his match point* meaning that Murray capitalized on the match point which led to his victory in the whole tournament, need a more in-depth knowledge of the sport.

It is obvious that Murray's name is frequently mentioned in the text which contributes to the overall cohesiveness of the text. If his name was not used in the article repeatedly the story would not make sense to its readers. Nonetheless, the British tennis player is referred to also as *The British number one*, *wire-wool Scot*, the last mentioned comparing him with a household tool that is used to clean extremely dirty surfaces, *a Major winner* or *the Brit*. The possessive pronoun *his*, which appears in the first paragraph of the article, refers to Murray's place in the golden generation of Great Britain Olympic team in Rio. It is used

repeatedly in the text. Moreover, the personal pronoun *they* in this particular case replacing all of the British athletes' names can be observed in the third paragraph and by means of the personal pronoun *we* the author of the text probably tried to evoke an expression in the reader that he or she is also part of the story. Andy Murray is also compared with the greatest sportsmen from the islands of the United Kingdom, where the islands are referred as *our*, because they belong and are inhabited by citizens of the United Kingdom. The personal pronoun *he* functions as substitution for the name Andy Murray. The mentioned personal and possessive pronouns are examples of reference cohesion, which besides the other types of cohesion, allow the text to hold together as a whole. One example of ellipsis can be found in the article, *to do that*, which replaces the verb phrase *broken the will of the Argentinian beefcake*. Ellipsis helps to make the text cohesive as well.

From the point of view of coherence, a lot of tennis jargon expressions and phrases appear in the article and for that reason it might not be understandable to people who do not know the jargon. In my opinion, the text makes sense even if the person reading it is not familiar with the topic because tabloids use a simple way to describe the story. The sport news values of relevance and topicality were satisfied as well as the values of expectation and worth, which is not surprising, because it is a must in an article covering the final men's singles match of the Olympic tournament.

### **9.3 The Telegraph: Andy Murray beats Juan Martin Del Potro in Rio tennis final to become the first player to win back to back Olympic titles (TT3)**

In the headline of TT3 article the phrase *to win back to back Olympic titles* appears and it represents the most frequent type of metaphor that occurs in sports articles, i.e. metaphor of war. The expressions *to win* and *titles* were originally used in connection with war conflicts but over time they became bound to describing sports events. However, *back to back Olympic title* can be also classified as part of tennis jargon and a collocation at the same time. Another tennis jargon expression *tennis final* can be observed in the headline and it also belongs to the category of multi-word expressions called collocations. In my opinion, the author of the headline of the article did not use any unusual device to attract the attention of the reader probably because it was supposed that people wanted to read about the highlight of the tournament on their own, without being lured to do it.

The beginning of the text is devoted to emphasizing that tennis has a "rightful place" among other Olympic sports. The author of the article states the result of the match already

in the third paragraph which is similar to what could be observed in TM3 description of the contest. The direct speech where Andy Murray expresses how difficult it was for him to retain the Olympic title follows. Afterwards, the determination of both participants is described as well as the great atmosphere which the crowd created for the players. However, one Argentinian fan had to be shown the way out of the Centre Court because he was misbehaving. The rest of the article is focused on the ending moments of the match and the players' mutual embrace at the net. But especially Murray expressed his feelings about the honorable act of carrying the Union Jack at the opening ceremony and when being asked whether he is going to show the video of the match one day to his daughter answered that it depends on whether she will be interested in it or not. And last but not least, the Brit stated his opinion about being able to defend his Olympic title and the possibility of playing at the next Olympics which will take place in Tokyo. The author of the article also mentions that it was Murray's 18<sup>th</sup> consecutive win at the Olympic ground and contemplates on whether the Scot will be able to recover in time to play another match in 48 hours in Cincinnati. The British player in his final speech suggests that he will not enjoy the win that much because he has to get ready for his next match in no time. In contrast to TS3 and TM3 the broadsheet newspaper TT3 makes use of the direct speech probably to provide the readers with Murray's state of mind and feelings about the significant events in the tournament, during the match and after it.

The TT3 article contains several idiomatic phrases. For instance, the idiom *having made short work of* already appeared in the TT1 and TM1 texts, however in a different tense in each of the articles. Another idiomatic expression *on the hoof* which occurs in the story can be explained as doing an activity on the move. In relation to Murray, it means that he was able to deal with difficult positions Del Potro exposed him to in the course of the match. The British No. 1 player is referred to have *made history* which is an idiomatic expression that suggests that the Brit had become the first player to retain the Olympic title in two consecutive Olympic Games. And the last idiom which I was able to find in the text *on the bounce* can be simply explained as to win a certain number of games in a row which Murray accomplished in a convincing fashion. Personally, I would expect more of the idiomatic phrases to appear in the article because it was published in the broadsheet newspaper which is usually read by people who are familiar with their meaning. Not forgetting to mention the fact that idioms make the text more interesting from the linguistic point of view which may appeal to its readers too.

The figures of speech represented in the article are metaphor, simile and synecdoche. Metaphor can be observed in the phrase *retain the title*, where the noun *title* was a signifier of social status in the past and I believe the meaning carried over to the present. An example of metaphor of war appears in the phrase *contested another epic*, where the verb *contested* refers to two opponents fighting, but only one of them ends up on top in the end just like in war where always there is the winner and the defeated. Murray is described to have his *kitbag of shots working cleanly* at certain stages of the contest which seems to me as another illustration of metaphor of war where shots were usually fired during battles and in the phrase *could win two gold medals* the verb *win* is also an example of the metaphor of war, frequently appearing in articles concerning sports. The expression *earth-shaking forehand* which is used to characterize Del Potro's lethal weapon, implies that the Argentinian can hit the ball so hard by his forehand that the earth shakes which is obviously a linguistic metaphor. Whereas metaphor is based on implicit comparison, simile which can be observed in the phrase *his serve was as notable an absentee as Pele at the torch-lighting ceremony* is based on explicit comparison. In other words, Murray's serve did not function at a certain point in the match and the mentioned simile compares its absence with the football legend, Pele also not turning up at the opening ceremony. One example of synecdoche occurs in the phrase *claim two golds* where the part, i.e. *golds* serves as a substitution of the whole expression *gold medal* and the same applies for *Games* which replaces the whole collocation *Olympic Games*. The second example can be observed in Murray's direct speech where he uses the expression *first slam* in which the second word replaces the word combination *Grand Slam*. I believe Murray used synecdoche because the spoken language tends to be economic therefore the less words are used the better. It is obvious that the most significant figure of speech occurring in the text is metaphor, simile and synecdoche appear only marginally.

Since TT3 is an article concerning the area of sport it is not surprising that the sports jargon can be observed frequently in the text. Besides the usual expressions such as *set*, *serve*, *backhand*, *breaks of serve*, *the net*, *opening ceremony*, *groundstroke*, *Olympic final*, *grand slams* and *singles player* which appear in the majority of the analyzed articles, new ones can be found in it as well. The multi-word expressions are at the same time examples of collocations which appear throughout the text. For instance, *Olympic Tennis Stadium*, which refers to the place where the tennis matches were played during the whole tournament; the noun *dogfight* is in this context used to describe a match that is physically and mentally demanding; *The US Open final* and *first slam* appear in the text in order to

remind of Murray's first Grand Slam victory in Flushing Meadows, on the contrary Del Potro's consuming of *energy gel at a changeover* is mentioned where the word *changeover* refers to changing the side of the court when the odd number of games was played. Del Potro is also described in the text as *dinking the ball back with backspin off both wings*. First of all, the tennis term *dink* means to hit a ball softly or with a kick which suddenly causes it to drop down to the ground. Secondly, the term *backspin* is used in tennis when the player gives the ball a backward rotation and thirdly, the expression *off both wings* means that Del Potro was firing his shots from both flanks of the court. Moreover, the expression *chess-like slices* refers to Murray intentionally hitting the edge of the ball in order to give it a rotation which results in changing of the angle of the ball while in flight or after hitting the ground. The ability of the crowd to create a *derby-day atmosphere* is part of the sports jargon and it means that the fans cheered for the players as if they were both Brazilians however from different region of the country, the fans of which are sport rivals. Another sport jargon expression appearing in the article *netted backhand* can be simply explained as a backhand that goes into the net. Andy Murray in one of his direct speeches present in the text states that while he was not able to be *on the court* due to a back injury his *ranking dropped* which implies that he descended the ATP rankings because he was not playing and gaining points. The match in which the Brit and the Argentinian participated became at one point *a best-of-five final*. In other words, it was certain that the player who will win more sets in the overall number of five is going to become the gold medalist. And last but not least, after the final within 24 hours Murray was supposed to play a match in the *Masters event* in Cincinnati, the event belonging to the ATP's minor tournaments which serve as a preparation for the major events such as *Wimbledon, the US Open, Roland Garros and the Australian Open*. In my opinion, the text includes several tennis jargon expressions which are difficult to understand if the person reading the article is not familiar with them. Therefore I believe that usually readers who are experienced in the jargon read the TT3 stories.

TT3 article besides idiomatic expressions also contains another kind of multi-word expressions, i.e. collocations. For instance: *lost power, gold medals, hardest matches, amazing experience, tough times* or *the biggest event* can all be classified as a collocation because they consist of two words that commonly occur together. The mentioned collocations are, excluding the verb and noun combination as in *lost power*, examples of an adjective combined with a noun which is the most frequent kind of collocation. Besides repeating Murray's name throughout the text the author also calls him *British No 1* in one



of the bullet point statements. All of the mentioned phenomena, i.e. collocations, repeating but also using a near-synonym to refer to the Scot, together form the lexical cohesion of the article. Partial ellipsis can be observed in the text because the item *one* substitutes the nominal phrase *a scrappy match*. In his direct speech Murray made use of partial ellipsis twice in a short while by utilizing *to do that* to replace the verb phrase *getting to carry the flag* and then stating in the speech that he *did it* by means of which he substitutes the same verb phrase once again. Generally, ellipsis appears in order to avoid repetition in both written and spoken language. The personal pronoun *he* occurs in the text to refer to e.g. Andy Murray, the personal pronoun *it* appears in order not to repeat the word *match* twice in one sentence and the personal pronoun *we* used in the first paragraph of the article labels the audience which was watching the match. Furthermore, as in all the analyzed texts even this one is not an exception and the possessive pronoun *his* in this particular case e.g. in connection with Murray's passion can be noticed. The author of the article works with another personal pronoun *you* by means of which he draws the readers into the action of the story and since direct speech makes up a large part of the text Murray uses the personal pronoun *I* to refer to himself and does not forget to utilize the possessive pronoun *my* when mentioning the victory in his first *Grand Slam*.

I believe that people reading about Murray's win in the final perceived the text as meaningful despite the fact that the article contains several idiomatic phrases and tennis jargon expressions or terms that are not generally used in everyday language. The author of the story also utilized the transition word *meanwhile* in the text along with the usual connectives that appear in the majority of written articles. I think that the readers which were familiar with the discussed topic had an advantage with comprehension of the article because they probably knew the background information related to the story unlike the rest of the readers. The text is in my opinion coherent also thanks to the fact that all the sports news values, which were mentioned in the theoretical part, were satisfied, therefore the topic could be more easily understood especially by the British people.

#### **9.4 The Guardian: Andy Murray beats Juan Martín Del Potro to win second Olympic gold (TG3)**

According to the theoretical part, a headline is supposed to contain the main point of the article which in the case of TG3 is satisfied. The metaphorical expression *to win second Olympic gold* appears in the headline and it also agrees with the theoretical statement that headlines make use of metaphors and the verb *to win* is an example of metaphor of war in

particular. The collocation *Olympic gold*, which frequently appears in the analyzed articles, is part of sports jargon and contains in itself synecdoche too because the word *gold* is a part of *gold medal* which is the whole expression. Bullet point statements which can be found underneath the headline serve as an appendix to it and the second statement consists of a phrase *retains Olympics singles title he won*, where *Olympic singles title* represents tennis jargon and is a collocation at the same time and the verb in past tense, i.e. *won* illustrates the already mentioned metaphor of war.

To my surprise the text despite it was published in a broadsheet newspaper does not contain a whole lot of idiomatic phrases. However, at least several do appear in the TG3 article such as *come to grief* which simply means to fail at, in the particular case of Europeans finding gold in South America in the past; or the frequently used idiom *had no doubt*, meaning to be sure, used in connection with some of the top players not arriving to Rio while Murray and Del Potro wanted to go. The last idiomatic expression that I was able to find in the text *there was a spring in the big man's step* is used when describing Del Potro gaining the momentum after he succeeded in tying the score in the fourth set. I believe that the idioms which were used in the article probably allowed the reader to enjoy the text in which besides the usually used words, phrases which make the reading more interesting, also appeared.

The author of the article begins to narrate the story in a creative way, using an allusion to the failure of Europeans to find gold in America in the past. Nevertheless, Andy Murray is described to finally accomplish in what his predecessors failed to succeed. In TG3 the direct speech quotes only one brief statement of the Brit unlike the extensive paragraphs focused on a speech given by Murray, which could be identified in TT3. Simplified statistics of the match are mentioned in the text since it was the highlight of the entire tournament. The atmosphere in the stands was referred to as cheering for the Scot but Del Potro's fans did their best to support their hero as well. The key events which led to the outcome of each set are described in detail including background information from the previous matches of both players which were related to the course of the final one. Struggles of both players are referred to in the text too. On one end of the court Murray's service was not working and on the other Del Potro had to deal with the long rallies which are not part of his game. Despite one Argentinian fan caused that the Brit blew his opportunity to earn a match point, few moments later Del Potro's shot into the net ended the match.

Several figures of speech appear in the body of the article such as metaphor and synecdoche. In the first paragraph, the metaphorical expression *conquered his nerves*, which suggests that the player representing Great Britain was able to deal with his agitation in the end and where the word in past tense *conquered* is an example of metaphor of war, can be found. Another example of metaphor can be observed in the phrase *to strike the mother lode* in which the expression *mother lode* is used to refer to a place where gold is mined and therefore the phrase metaphorically suggests that the Scot was able to find a way to win a gold medal for his country. The semi-final battle between Del Potro and Nadal which is recalled in the text, is described as *three hours and eight minutes of hell*, the last word being the metaphorical one, implying that both players were at the end of their tether when the match came to an end. In the final event of the tennis tournament Murray did everything he could *to break the big man down* where the verb in infinitive *to break* gives the phrase a metaphorical meaning because the Brit was of course not trying to literally break the Argentinian, who is by the way referred to as *the big man* because of his body height, but to defeat him. Another metaphor is used in connection with Del Potro who was trying *to hunt down a drop shot*, meaning to get to Murray's drop shot and return it onto the other side of the court. The Argentinian is also described by means of the phrase *still firing back intermittently and with some venom* which suggests that his shots during the match were dangerous for the Scot and the phrase *his strong right arm was buzzing* characterizes the strongest aspect of Del Potro's game which is his forehand. An example of a different figure of speech, simile can be observed in the phrase *smashed it as if breaking a walnut to break again* which compares Del Potro's uncompromising smash at one point of the match with the activity of breaking a walnut and which earned the Argentinian a break point. The fan who was shown the way out of the stadium because he shouted during the play which is an intolerable behavior during tennis matches is described in the text by means of the simile *grinning like an idiot*, suggesting that the supporter of Del Potro was probably happy that he caused that Murray had missed his shot. However, the author of the text apparently did not share the fan's enthusiasm about his behavior.

The most significant feature repeatedly appearing throughout the article is once again tennis jargon similarly to the rest of the analyzed texts. I will focus on terms and expressions that could not be found in the TS3, TM3 and TT3 articles. For instance, the expression *unforced errors* is typical for tennis jargon and it stands for a fault that a player makes on his or her own without being forced to do it by his or her opponent. Moreover, Murray is described to have *chipped, lobbed* played *soft-ball* and *hard-ball*, *wide* and *deep*.

To *chip* means to give the ball a rotation from the backhand side which slows the ball down; *a lob* is used when the opposing player is close to the net which creates an opportunity to play a high ball; *a soft-ball* slows the pace of the rally whereas *hard-ball* picks the pace up and to play *wide* and *deep* suggests that the Murray used both lines to make Del Potro run and also hit the ball in a way that it landed close to the baseline which made it harder for the Argentinian to return. Two types of serve are mentioned in the article: to serve with *flat power*, meaning to hit the ball as hard as the Brit could and to serve with *subtle spin* which makes the ball less predictable in its flight. The expression *botched backhand* refers to a misplayed backhand, on the other hand the phrase *a sublime backhand down the line* implies that the backhand was played close to the line which makes it difficult to return. Another expression *scampered from deep* also belonging to the group of tennis jargon is the reference to Del Potro's run from the depth of the court to chase Murray's drop shot. The British player after winning an important point during the match shouted in celebration to his *player's box* which is a place where the coach and family members are seated. On the contrary, the Argentinian player, after he was able to keep his lead, *fist-pumped* to encourage himself. He is also described to *wear down* Murray which is phrasal verb used to express making the other player tired. In addition, the expression *best of three* usually occurs in texts about tennis to inform the readers that the first player to win two sets captures a victory in the contest. Del Potro in the third set *hit long*, meaning that his return ended up behind the baseline, and offered Murray a break point which the Scot took advantage of. Afterwards, Murray started to *press hard at the net* looking for *a quick kill*. In other words, he was trying to end the rallies quickly at the net. Eventually, he ended the set when he *rifled an unreachable forehand return off a tired second serve* which suggests that the Scot punished the Argentinian's slow second serve. Del Potro made his last effort to stay in the match towards the end of the fifth set when he *plugged the net*, not allowing Murray yet to win his second gold medal in a row in the singles competition.

Expressions such as *Olympic singles title*, *win the prize*, *breaks of service*, *game points*, *straight sets*, *unforced errors*, *backhand slice*, *double fault*, *first set* and *match point* are classified as collocations which contribute to make the text cohesive from the lexical point of view. Andy Murray is referred to as *Team GB flag-bearer* and *World No2* in order to avoid repetition. The article makes use of several conjunctions. For instance, the causal conjunction *so* which connects two sentences the one of which is the cause of the other. The adversative conjunction *however* is used to make a contrast to the previous statement

and the same applies for *yet* which is another representative of the mentioned type of conjunction. *Then* is an example of temporal conjunction which is used to maintain time continuity. Continuative conjunction *of course* appears to create continuity with the previous sentence. The personal pronoun *he* occurs in the bullet point statement and it refers to the main protagonist of the article Andy Murray. Another example representing reference cohesion in the text is the personal pronoun *his* used in relation with Murray's Olympic singles title. In the only brief direct speech present in the story the Scot uses the personal pronoun *I* to express himself and also utilizes the possessive pronoun *my* in connection with the noun country. In addition, the possessive pronoun *their* refers to Del Potro who logically was the man the Argentinian fans supported in the match and the personal pronoun *it* used to refer to non-human entity can be found to replace the noun *lob* which appears towards the end of the article. Last but not least, the personal pronoun *they* is utilized to substitute the names of both participants of the final battle of the singles tournament. An example of partial ellipsis *so did the loser*, which replaces the verb phrase *sat on his bench and sobbed*, occurs in the text and it contributes to its overall cohesiveness. Furthermore, the lexical item *one* serves as a substitution of the noun phrase *first set* and it is utilized in order to avoid repetition. Lastly, the elements of the ellipsis *did likewise*, *he did*, and *doing this* are used as a replacement of the verb phrase *got a match point – and netted*.

Admittedly, when I was reading through the text I had to look up certain tennis jargon expressions which were frequently used throughout the article. For that reason I believe, that the text is quite demanding from the point of view of knowledge of the field of tennis. On the other hand, I think that the fans of the sport had no problem with understanding the article. It is obvious that since the story was published in a broadsheet newspaper the text is more time-consuming for the reader unlike stories published in the tabloids where the message is communicated as simply as it can be. The author of the text makes use of connectives such as *however* and *likewise* which contribute to make the text coherent.

## 9.5 Conclusion

The first feature that clearly distinguishes a broadsheet newspaper article from a tabloid one is the size of the font used in the headline. It is evident that TS3 and TM3 use a larger font than TT3 and TG3. The purpose of the tabloids is to draw the reader's attention to what is considered by the tabloid journalist as newsworthy content. However, TG3's headline consists of the fewest amount of words of all the articles which does not

correspond with the statement made in the theoretical part which suggested that broadsheet newspaper headlines are supposed to contain more words in its headline than the tabloids. Moreover, TS3 headline consists of more words than TT3 headline which is another example that the theory does not always work in practice. What does correspond with the theoretical part is the fact that metaphors are used in headlines of TS3, TM3 but also in TT3 and TG3 in order to attract the attention of the readers. All the analyzed articles' headlines suggest to the reader the point of the story. In addition, the tabloid newspapers also include sub-headlines and the broadsheet newspapers contain bullet point statements underneath the headline. The headline of TS3 makes use of wordplay which can be observed in the phrase *I'M NUMBER JUAN*, which was obviously utilized for the purpose of grabbing the attention of the readers.

Similarities can be found in the field of tennis jargon expressions while reading the individual texts such as *set*, *the net* which appear in TS3, TM3, TT3 and TG3. Furthermore, the expressions *match point* and *break point* occur in all the articles besides TT3. In general, both the tabloid and broadsheet newspapers do not contain a lot of idiomatic phrases. I was able to find just three idioms in the tabloids altogether. TT3 and TG3 included more idioms but not that much in total. For instance, *having made short work of*, *on the hoof*, *come to grief* and *there was a spring in the big man's step*. With the exception of TT3 the rest of the articles do not contain direct speech. The reason for that might be that the authors did not want to copy what was already mentioned in a different newspaper. Synecdoche can be found in the TS3, TM3 and TT3 articles where gold medal is referred to only as *gold*. Different figure of speech, simile occurs in TM3 in the phrase *contained more break point than the San Andreas fault*; TT3 in the phrase *his serve was as notable an absentee as Pele at the torch-lighting ceremony*; and in TG3 in the phrase *smashed it as if cracking a walnut to break again*.

All of the examined articles by means of personal pronouns such as *he*, *it*, *they* and possessive pronouns such as *his*, *their* and *our* contribute to reference cohesion of the text. Collocations such as *the final game* (TS3), *top players* (TM3), *tough times* (TT3) and *breaks of service* (TG3) make the text cohesive from the lexical point of view. In my opinion, the tabloid newspapers are coherent to readers who are not interested in tennis that much but the broadsheet newspapers require a deeper knowledge in the sport.

## 10 SUMMARY OF THE ANALYSIS

Chapter seven which is concerned with Murray's first match at the Olympic Games consists of articles that contain direct speech. It is apparent that the direct speech comes from one source because several quotes are similar. The tabloid newspapers and the broadsheet newspaper TG1 devote a lot of space to quote the British player in order to establish an interaction with the readers. All of the articles feature Murray carrying the flag at the opening ceremony but the tabloids describe the match in a way that is linguistically significant and do not focus on depicting the course of the contest in detail which on the other hand the serious newspapers do. I was expecting that the tabloids would make use of more metaphors and idioms than the broadsheets but due to the fact that TT1 and TG1 texts were longer than TS1 and TM1, the number was either similar or even higher in favor of the broadsheet press. Despite the fact that tennis jargon expressions made up the majority of the texts, I think that the readers could understand them when context was taken into consideration because the journalists writing the articles used a reader-friendly language. Headlines of the analyzed texts also contained so called metaphor of war and TS1 made use of wordplay in order to make the headline more attractive. The tabloid articles included a lot of pictures and not extensive paragraphs of texts which is the most significant difference when contrasted with the broadsheets which contained only one picture and more space was devoted to description of the match as well as providing the readers with background information.

Chapter eight is focused on describing the key match which determined that Murray after defeating the American Steve Johnson in the quarter-finals still had a chance to retain his second Olympic gold medal. The headlines of both tabloid and broadsheet newspapers only contained so called dead metaphors and rather relied on attracting the attention of the reader by summarizing the main point of the story in a skillful way. The common feature of TM2, TT2 and TG2 is that the direct speech is included in them, whereas it does not appear in TS2. The broadsheet articles used the same source to draw the direct speech from. TS2 and TG2 used the same expression to refer to the British tennis player and the tabloid articles utilized the same nickname to refer to him as well. However, the tabloids also made use of reference that differs in each of them. The most frequent feature of both tabloid and broadsheet texts is of course tennis jargon. The articles mostly made use of different idiomatic phrases but only few of them were identical. The same applied for metaphorical expressions. Personal pronouns, possessive pronouns along with

conjunctions, ellipsis and collocations helped to make the texts cohesive. The sports news values, i.e. relevance, topicality, expectation and worth were satisfied in all the analyzed articles. I believe that majority of readers of the texts were familiar with the discussed topic and therefore it made sense to them. And even if they read the articles for the first time they were written in meaningful and not too complicated way.

The articles in chapter nine were focused on the Olympic singles final battle between Murray and the Argentinian Juan Martin Del Potro and do not consist of many idiomatic expressions. Only several examples could be observed in both the tabloids and broadsheets. TT3 text is the only one which contains direct speech quoting the British player. The remaining newspapers probably wanted to avoid repeating what was already mentioned in a different newspaper. The basic expressions related to tennis jargon occurred in both the tabloid and the broadsheet articles. Simile could be identified in TM3, TT3 and TG3 which is another figure of speech besides metaphor that appeared in all the analyzed texts. The personal pronouns, conjunctions and collocations contributed to make the articles cohesive. The most obvious distinction between tabloids and the broadsheets could be observed in their headlines where the font of TS3 and TM3 was larger than the one of TT3 and TG3. The article TS2 again makes use of wordplay in its headline. Metaphorical expressions, the purpose of which is to catch the attention of the reader were not excluded in neither of the headlines of the analyzed texts. In my opinion, the articles were coherent even though that the broadsheets utilized more sophisticated language than the tabloids.

Since the tabloid newspapers, besides other things, focused on making the articles visually attractive, they utilized a lot of pictures and a small amount of text. For that reason, less metaphors and idioms usually appeared there than in the broadsheets which on the other hand also had to adjust to the trend that people demand to find the text attractive while reading and that was realized by means of e.g. figures of speech that could be observed in tabloids too. The journalists wrote the articles in a way that most speakers of English should not have a problem with understanding them and I think the reason for that was that the Olympic Games are an international event which is followed by a large amount of people. I found all of the articles a little bit biased but it is reasonable because they were published in the British press, therefore more space was devoted to Murray than to his opponents.



## CONCLUSION

Because of the spread of other media such as the radio and television in the past or the Internet in these days the newspapers have to adjust to the target audience in order to sell. The majority of population does not have much time to read due to the fact that people are under pressure as they are supposed to absorb a lot of information. However, the significant event, which the Olympic Games certainly is, raises interest even in the parts of society that usually do not read the newspapers.

The language of newspapers, the structure of its articles, the history of the Olympic Games and British tennis in Rio were firstly described from the theoretical point of view. In addition, the thesis focused on the language of sport and its terminology as well as the sports news values. Idiomatic phrases, collocations along with figures of speech and lastly discourse analysis, and its components coherence and cohesion in particular, were defined. The second half of the bachelor's thesis analyzed six articles from the tabloid newspapers, i.e. The Sun and The Mirror, and six from the serious press, i.e. The Telegraph and The Guardian. The analysis was divided into three topics that covered the key matches of the Brit Andy Murray. The results of each topic were summarized in a conclusion which followed after the set of the four articles.

Despite the statement that was made in the theoretical part that tabloid newspapers should contain more linguistic devices to make the text pleasant to read, it was proved not to always be working in practice. Since the articles published in broadsheet newspapers were much longer than the ones published in tabloids, they usually contained more idioms and metaphorical expressions than the tabloid ones. Moreover, the tabloids contained less tennis jargon terms, which was also caused by the length of the text but on the other hand more pictures appeared in them, which made the articles visually attractive.

Similar features which could be identified in both types of the press were the basic tennis terminology, collocations and the direct speeches which obviously had come from the same source. All the analyzed articles made use of similar personal and possessive pronouns which contributed to the overall cohesiveness of the text and because the Olympic Games are an international event, the articles were in my opinion coherent to the society as well. The sports news values, which made the articles newsworthy, were satisfied too.

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## LIST OF ABBREVIATIONS

**ATP event** – Association of Tennis Professionals - one of the many tennis tournaments that men can compete in during their professional career

**ATP rankings** – Association of Tennis Professionals - ranking of male tennis players among the competition on the tour

**IOC** – International Olympic Committee - ensures the holding of the Summer but also Winter Olympic Games, each of them once in four years

**WHO** – World Health Organization - focuses on increasing the health levels in countries worldwide

**WTA circuit** – Women's Tennis Association - synonymous expression for the term tour, which is the place where professional women tennis players compete against each other

**WTA event** – Women's Tennis Association - one of the many tennis tournaments that women can compete in during their professional career

**WTA rankings** – Women's Tennis Association - ranking of female tennis player among the competition on the tour.



## **APPENDICES**

P I      Corpus of the analyzed articles (see the enclosed CD)