

MEDIA LANGUAGE OF MODERN FOOTBALL: DYNAMIC AND COMMUNICATIVE-INTENTIONAL DIMENSIONS

^aNATALIIA KOSTUSIAK, ^bNATALIIA SHULSKA, ^cTETYANA KOZLOVA, ^dOLEKSANDR KOSHAK, ^eOLEKSANDR PIDLUZHNYAK, ^fOKSANA HALYAN, ^gOLHA HAIDA, ^hYULIYA KRIUKOVA, ⁱIRYNA SHYROKOVA, ^jMARHARYTA SIEDAKOVA

^{a,b,f,h}Lesya Ukrainka Volyn National University, 13, Voli Ave., 43025, Lutsk, Ukraine

^{c,k,l}Zaporizhzhia National University, 66, Zukovsky Str., 69600, Zaporizhzhia, Ukraine

^mNational Aviation University, 1, Lyubomyr Huzar Ave., 03058, Kyiv, Ukraine

ⁿVinnitsia National Technical University, 95, Khmelnytske Shosse, 21021, Vinnitsia, Ukraine

^oTernopil Volodymyr Hnatiuk National Pedagogical University, 2, Maxyma Kryvonosa Str., 46027, Ternopil, Ukraine

email: ^akostusyak.nataliia@vnu.edu.ua,

^bchulska.natalia@vnu.edu.ua, ^cethstlab@yahoo.com,

^dkoshak_am@ukr.net, ^epidluzhnyakoleksandr@vntu.edu.ua,

^fHalian.Oksana@vnu.edu.ua, ^golha_haida@ukr.net,

^hkrjukowajuli@gmail.com,

ⁱshyrovovairinaivanovna@gmail.com,

^jmargaritasedakova@hotmail.com

Abstract: The article comprehensively characterizes the language of modern football, focusing on the lexical content, genre specificity, syntactic organization, communicative orientation and author's intention of the texts submitted on the website "Sport.UA" and the website of the football club "Shakhtar". It was found that the researched publications contain special vocabulary and terminology, including words borrowed from the English language. Most of them have undergone language adaptation, as evidenced by the graphic design in Cyrillic, mastering using the method of transcription, and in some cases also subordination to approved grammatical norms and the ability to be a creative base for derived units. It was found that the language palette of football discourse is expressed by words in which the semantic structure has expanded. They include secondary nominations of players and other metaphorical lexemes that give the story a touch of informal communication. The peculiarities of language units, which are characterized by inter-thematic diffuseness, are defined, and their purpose to figuratively and succinctly convey fragments of the game is emphasized. The functional potential of slangisms, phraseology, colloquial and swear words, which perform an important pragmatic-intentional role, create an atmosphere of relaxed communication and are directed to expressiveness and creative design of publications, is outlined. The expressions, presented in football content different in terms of status, structure, intonation, modality and expression, are analyzed, the components of which are characterized by an accompanying negatively marked or positively evaluative meaning. It was found that simple two-syllabic constructions function in the studied texts, in particular elliptical, complicated by clarifying, interjectional and inserted units, as well as monosyllabic nominative, definite-personal, indefinite-personal, impersonal constructions. The important communicative-intentional direction of complex conjunctive and non-conjunctive sentences is emphasized.

Keywords: football vocabulary; nomination; lexical meaning; borrowing; anglicism; slangism; phraseology; derivation; way of word formation.

1 Introduction

Ukrainian linguistics of today is distinguished not only by a wide thematic range of scientific studies, but also by consistent adherence to the principles of multifaceted interpretation of the modern language space. In this regard, priority is given to studies that, on the one hand, focus on units of different status and semantic and formal parameters, and on the other hand, characterize them in the plane of the text environment, communicative behavior, cognitive dimension, mental orientation, perception, intention, transposition processes, etc. We consider these vectors important for a comprehensive study of modern football discourse, certain aspects of which have been reflected in the works of Ukrainian scientists. Among the issues raised, there are the peculiarities of various sports nominations and terms, which, when used in non-special media publications about active military operations in Ukraine, underwent an expansion of the semantic structure and acquired new stylistic shades [4]. In the sphere of interests of linguists, football vocabulary occupies a prominent place, the formation, development and use of which in the official and unofficial communication of Ukrainians was considered by I. Protsyk [9]. Yu. Struhanets analyzed football nominations in terms of their

paradigmatic relations, semantics, formal structure, and stylistic potential [10]. V. Maksymchuk focused attention on the emergence and spread of innovations-derivatives *Messidependent* and *Messidependence*, presented in football Internet discourse in more than 20 European languages [8]. Actively researched media texts dedicated to football include a variety of genres. In particular, I. Babii emphasized the expressive features of lexical means and determined their role in the semantic and stylistic organization of television reports [1]. The article by P. Struhanets is close in terms of issues, in which the terminological units and other nominations that reflect modern speech trends are characterized. In the context of dynamics and positive and negative evaluation, the author considered words of foreign origin, neo-jargonisms, stable compounds of biblical origin, spatial elements, etc. [11]. TV reports of matches [7] and publications submitted on the website of the well-known club "Dynamo" [5] served as a corpus of actual material for outlining the lexical, stylistic, and syntactic peculiarities of football discourse, the description of which is supplemented by a communicative and pragmatic dimension. Media publications about football were chosen to study textual categories [12; 13]. The analyzed material testifies to a multifaceted study of the raised problem, but does not exhaust all issues. Football media as a part of the entire language system under the influence of external factors constantly undergoes changes, which leads to its consideration in the context of dynamics. In addition, modern football discourse needs thorough linguistic understanding and communicative-intentional interpretation. All this determines the relevance of the raised issue.

The purpose of the article is to find out the peculiarity of the lexical system of football with an emphasis on the expansion of its nominative scope, connotative and stylistic parameters, inter-thematic transposition processes; comprehensively characterize sentence constructions that structure football-themed texts, focus attention on their intention, modal plan, and intonation design.

2 Materials and Methods

A number of methods contributed to the achievement of the goal, in particular: the descriptive method, which made it possible to inventory the vocabulary of modern Ukrainian football and analyze it in the plane of dynamics, as well as to find out the structural features of sentence constructions that model the texts of the specified topic; component analysis aimed at determining the semantic features of specialized language units and the semantic structure of secondary nominations used in the studied sources; linguistic-stylistic analysis, which served as a basis for the study of Ukrainian football media language in the plane of emotionality, evaluability, normativity / anomaly; linguopragmatic analysis applied to determine communicative intentions and modal originality of sentence constructions structuring football discourse.

The corpus of factual material is compiled on the basis of the texts of two sites that have a significant number of subscribers – the sports site "Sport.UA" (<https://sport.ua>), which contains texts about the famous football club "Shakhtar" in Ukraine and abroad, and the website of the Shakhtar women's and men's teams (<https://shakhtar.com>). The source base is limited to publications from the beginning of 2024.

3 Results and Discussion

The language of modern football content has a number of differential features, which are coordinated with the genre specifics and subject matter of the text, the author's programmed intention and the form of presentation of the content of the message. The texts of the analyzed variety are characterized by the use of special vocabulary and terminology, in particular anglicisms, some of which are formed by relatively new nominations, for example: "Юнацька збірна України 20–26 березня братиме участь в *еліт-раунді* відбору Євро-

2024” (“The youth national team of Ukraine will take part in the elite round of the Euro 2024 selection on March 20-26”) (<https://shakhtar.com>, March 17, 2024); “Ворскла – Шахтар: **прев’ю** матчу” (“Vorskla – Shakhtar: match preview (header)”) (<https://shakhtar.com>, March 19, 2024); “У перерві Маріно Пушич зробив заміни: замість Педрінью та Назаріни на поле вийшли Кевін і Лассіна Траоре, які й стали творцями **камбеку**” (“At halftime, Marino Pušić made substitutions: instead of Pedrinho and Nazarina, Kevin and Lassina Traore entered the field, who became the creators of the comeback”) (<https://shakhtar.com>, March 8, 2024); “У березні на головну команду країни чекає **плей-оф** кваліфікаційного турніру Євро-2024” (“In March, the main team of the country will face the playoffs of the Euro 2024 qualifying tournament”) (<https://shakhtar.com>, March 17, 2024); “21 березня збірна України в Zenici в рамках півфіналу **плей-оф** відбору Євро-2024 зіграє з Боснією та Герцеговиною” (“On March 21, the Ukrainian national team will play Bosnia and Herzegovina in Zenica as part of the semi-finals of the Euro 2024 selection play-off”) (<https://shakhtar.com>, March 17, 2024). We would like to add that the selected words were partly influenced by the process of language adaptation, as evidenced by their graphic design in Cyrillic using the transcription technique. In addition, some older borrowings from foreign language underwent grammatical subordination to approved norms. For example, the lexeme *раунд* (round) is declined as a noun of the second declension of the hard group.

In the analyzed texts, there are compounds in which one of the components is formed from a lexeme transcribed from the English language, and the other is replaced by a specific counterpart. Such characteristics are inherent in the analytically designed *трансферне вікно* nomination, which corresponds to the English phrase *transfer window* and functions to indicate a certain period during which players can officially (with FIFA registration) move from one football club to another: “У зимове **трансферне вікно** до команди приєдналися Анастасія Кумеда та Марія Куць” (“Anastasia Kumeda and Maria Kuts joined the team during the winter transfer window”) (<https://shakhtar.com>, March 19, 2024). The adjective *трансферний* is formed from the noun *трансфер* with the help of the specific suffix *-н-*, which, in combination with the conformity of both words to the current grammatical norms, indicates a high degree of their linguistic adaptation. Morphological and word-formative mastering is revealed by the lexeme *фол* (*foul*), which is declined according to the model of nouns of the second declension of the hard group and participates in derivational processes, as evidenced by the verb *сфолити* (*to foul*): “Егіналду на лівому фланзі штрафного дриблінгом змусив **сфолити** Кюсса та заробив пенальті, а Георгій Судаков реалізував вирок, чітко розвівши м’яч та голкіпера по кутах, – 0:1” (“Eginalda on the left flank of the penalty box was forced to foul Kloss and earned a penalty, and Georgy Sudakov implemented the sentence, clearly after spreading the ball and the goalkeeper in the corners, – 0:1”) (<https://shakhtar.com>, February 22, 2024); “Корнійчук **сфолив** проти Коноплі” (“Korniychuk fouled Konoply”) (<https://sport.ua>, March 12, 2024). Lexemes of the analyzed variety are attested in descriptions of objects, processes, actions, etc. They serve as evidence of changes in the language, and complex units also contribute to the condensation of expressions. Emphasizing the prerequisites of language dynamics, E. A. Karpilovska rightly emphasizes that “the conceptualization of the world, the need for a special designation of a new concept or the clarification, deepening of a concept that is already known, verbalized, constitute the primary impetus for language changes, in particular, formal-semantic stratification and functional-stylistic differentiation of the language system and structure” [3, p. 11].

The linguistic palette of football discourse is expressed by lexemes that have undergone an expansion of the semantic structure of the word. This group includes secondary nominations for designation of players. Given the derivational potential, we distinguish words formed by lexical-semantic, morphological, in particular suffixal, and morphological-

syntactic methods. The lexeme *гірник* (*miner*) belongs to the first group, explained in the “Great Explanatory Dictionary of the Modern Ukrainian Language” as: “1. Mining industry worker. 2. A mining engineer or student of a mining educational institution” [2, p. 243]. In the studied texts, the players of the “Shakhtar” football team are called *miners*, which is motivated by the area where the club was once located. The name is still attached to the members of the team, although due to active military operations, they are now outside the borders of Donetsk region, specialized in the mining industry, for example: “12 гравців першої команди і 3 футболісти юнацького складу **«гірників»** викликані до збірних своїх країн” (“12 players of the first team and 3 football players of the youth team of the “miners” have been called to the national teams of their countries”) (<https://shakhtar.com>, March 17, 2024); “Ще двоє **«гірників»** потрапили до резервного списку – голкіпер Дмитро Різник та півзахисник Єгор Назарина” (“Two more “miners” made it to the reserve list - goalkeeper Dmytro Riznyk and midfielder Yehor Nazarina”) (<https://shakhtar.com>, March 17, 2024). The specified nomination served as the basis for the creation of the feminine form of *гірничка* (plural *гірнички*), the structure of which was complicated by the suffix *-к-*: “У період зимового міжсезоння **«гірнички»** провели спаринг із *«Житлобудом-1»* (0:1) та перемогли у товариському турнірі Відкритої першості Кюсса, присвяченому пам’яті Вікторії Чорновіл (7 перемог, різниця м’ячів: 33–2)” (“During the winter off-season, “*гірнички*” held a sparring match with “*Житлобуд-1*” (0:1) and won the friendly tournament of the Open Championship of Kyiv, dedicated to in memory of Victoria Chornovil (7 wins, goal difference: 33–2)”) (<https://shakhtar.com>, March 19, 2024). Derivatives of this type belong to the productive word-formative type, as linguists have repeatedly pointed out: “In modern mass communication, various suffixes are used in order to express the gender of female-nine personal nouns. The most productive of these suffixes is *k(a)*. The active creation of new lexical items with the help of this formant is quite natural in Ukrainian and does not violate tradition” [6, p. 8]. The presented theoretical propositions emphasize other feminine forms, in particular those that do not belong to the group of secondary names, but function in football-related texts: “Найкраща **бомбардирка** – Марія Вукалюк (10 голів у 11 матчах)” (“The best scorer – Maria Vukalyuk (10 goals in 11 matches)”) (<https://shakhtar.com>, March 19, 2024); “До кінцевих ітурнів полтавок під час розіграшів куткових приєднувалася **голкіперка**, проте *«Шахтар»* надійно оборонявся та завершив матч мінімальною перемогою” (“The goalkeeper joined the Poltava team’s final assaults during corner kicks, but Shakhtar defended reliably and ended the match with a narrow victory”) (<https://shakhtar.com>, March 19, 2024). The same derivational signs are inherent in lexemes for designation of persons by place of residence and location of the club, which are often used to nominate female athletes. For example, in the researched media space, the representatives of “Vorskla” (Poltava) were called *полтавки* (*Poltava women*), and the football players of the women’s club “Shakhtar” – *донеччанки* (*Donetsk women*): “Полтавки завершили перший етап Вищої ліги на другій сходинці, маючи в активі 28 очок (9 перемог, 1 нічия та 1 поразка)” (“Poltavka finished the first stage of the Higher League on the second step, having 28 points (9 wins, 1 draw and 1 defeat)”) (<https://shakhtar.com>, March 19, 2024); “Донеччанки продовжили атакувати й швидко подвоїли перевагу після розіграшу кутового...” (“The Donetsk women continued to attack and quickly doubled their lead after taking a corner...”) (<https://shakhtar.com>, March 9, 2024).

Being in certain contextual conditions, the hidden locative meaning is realized by the nouns *господари* / *господарки*, *гості* (*hosts / hostesses, guests*), which condensed and covertly point to the city where the game is taking place: “Господарки від перших хвилин домінували й перебували на частині поля *«Шахтаря»*” (“The hostesses dominated from the first minutes and were on the part of the Shakhtar field”) (<https://shakhtar.com>, March 19, 2024); “27 серпня 2023 року в першому колі УПЛ у Ковалівці *«Колос»* приймав *«Шахтар»*. Матч пройшов за ігрової переваги **гостей**” (“On August 27,

2023, Kolos hosted Shakhtar in the first round of the UPL in Kovalivka. The match took place with the game advantage of the guests”) (<https://shakhtar.com>, March 8, 2024). The system of nomenclature units is formed by compounds, which include a proper name – the name and surname of the coach. For example, the players of the Shakhtar men’s team are called *нідопічними Маріно Пушича* (*Marino Pushych’s wards*): “*Невдовзі нідопічні Маріно Пушича подвоїли перевагу*” (“*Marino Pushych’s wards soon doubled their lead*”) (<https://shakhtar.com>, March 12, 2024).

Taking into account the quantitative manifestations, we consider the derivatives formed by the morphological-syntactic method to be productive. In the body of actual material, the following signs are revealed by substantive adjectives to indicate the color scheme of the players' uniforms, for example: “*Підготовчий збір «синьо-жовтих» стартував 14 березня в іспанській Марбельї і триватиме 5 днів, після чого команда вирушить до Сараєва*” (“*The training camp of the “blue and yellow” started on March 14 in Marbella, Spain and will last for 5 days, after which the team will go to Sarajevo*”) (<https://shakhtar.com>, March 17, 2024); “*«Біло-сині» просували м’яч уперед, використовуючи дальні передачі, тоді як «оранжево-чорні» атакували позиційно з подальшим прострілом до воротарського з флангу*” (“*The Whites and Blues moved the ball forward using long passes, while the Orange and Blacks attacked positionally with a subsequent cross to the goalkeeper from the wing*”) (<https://shakhtar.com>, February 23, 2024).

As evidenced by the closed file of actual material, signs of loose communication are usually realized by short descriptions of the game and text versions of reports. An important role is played by the lexical content of such publications, in particular, the involvement of metaphorically used vocabulary, which has a different functional load. For example, the features of tactics, style, strategy, techniques used during the match are represented by the noun *малюнок* (*picture*): “*У другій половині малюнок гри майже не змінився...*” (“*In the second half, the picture of the game almost did not change...*”) (<https://shakhtar.com>, March 12, 2024); “*Малюнок гри не змінився, команди по черзі володіли м’ячем і перебували переважно в центральній частині поля*” (“*The pattern of the game did not change, the teams took turns in possession of the ball and were mainly in the central part of the field*”) (<https://shakhtar.com>, February 23, 2024). With an indication of vertical localization, the metaphorical lexeme *повітря* (*air*), denoting a head game, works: *Старухіна закинула до воротарського, де Кравчук виборола повітря та скинула на завершення Луцян – 2:0* “*Starukhina threw to the goalkeeper, where Kravchuk won the air and dropped Lutsan in the end – 2:0*” (<https://shakhtar.com>, March 9, 2024). The power of hitting the ball and its quick movement on the field is highlighted by the substantive *постріл* (*shot*): “*Бондаренко міг забити після наса Криського, але з його пострілом не без проблем впорався кіпер*” (“*Bondarenko could score after Kryskiv’s pass, but the goalkeeper coped with his shot without problems*”) (<https://shakhtar.com>, March 12, 2024); “*Гірнички дуже жваво розпочали зустріч, застосовуючи пресинг на половині поля суперника, що призвело до результативного пострілу Молодюк на 3-й хвилині – 1:0*” (“*Miners’ started the meeting very briskly, applying pressure in the opponent’s half of the field, which led to a productive shot by Molodiuk in the 3rd minute – 1:0*”) (<https://shakhtar.com>, March 9, 2024).

In addition to nouns, the phenomenon of metaphorization is connected with verbs: “*...на ударній позиції опинився Бундаш, який здалеку прошив голкіпера – 2:0*” (“*...Bundash was in the attacking position, who shot the goalkeeper from afar – 2:0*”) (<https://shakhtar.com>, March 12, 2024); “*Конопля відверто зрубав у центрі суперника, який його обіграв*” (“*Konoplya openly cut down the opponent who beat him in the center*”) (<https://sport.ua>, March 15, 2024); “*Проте вже на 13-й хвилині «оранжево-чорні» зрівняли рахунок: у швидкому випаді Віктор Цуканов чудовим пасом розрізав оборону львів’ян та вивів на ворота Траоре, і Лассіна ударом у дотик пробив кіпера – 1:1*” (“*However, already in the 13th minute, the*

“orange and black” equalized the score: in a quick attack, Viktor Tsukanov cut through the Lviv defense with a wonderful pass and led Traore to the goal, and Lassina hit the goalkeeper with a touch – 1:1”) (<https://shakhtar.com>, March 15, 2024); “*Пізніше ворота розстрілювала Викалюк, але двічі влучила в стійку*” (“*Later, Vukalyuk shot at the goal, but hit the post twice*”) (<https://shakhtar.com>, March 9, 2024); “*І все ж відкрили рахунок саме гості: на 64-й хвилині після кросу з правого флангу Обамян у дотик замкнув дальню стійку*” (“*And yet it was the guests who opened the score: in the 64th minute, after a cross from the right wing, Aubameyang closed the far post in a touch*”) (<https://shakhtar.com>, February 15, 2024); “*Судаков заходив до лівого флангу штрафного з ударом у дальній, але воротар витягнув*” (“*Sudakov went to the left flank of the free kick with a shot in the distance, but the goalkeeper pulled it out*”) (<https://sport.ua>, March 12, 2024); “*Гол!!! Зубков подав справа і Егіналду в дуже високому стрибку поклав головою у правий нижній кут!*” (“*Goal!!! Zubkov served from the right and Egoalda put his head in the lower right corner in a very high jump!*”) (<https://sport.ua>, March 15, 2024). The use of one verb in the meaning of another gives the story a touch of informal communication: “*Захисник врізався обличчям в Матвієнка, боляче обом*” (“*The defender hit Matvienko with his face, hurting both*”) (<https://sport.ua>, February 15, 2024); “*Криський в ноги підкотився Кораблін на лівому фланзі оборони*” (“*Korablin rolled into Kryskiv’s feet on the left flank of the defense*”) (<https://sport.ua>, March 12, 2024); “*Азарові на ближній прочитає передачу Гунічева з лівого флангу*” (“*Azarov read Gunichev’s pass from the left flank at close range*”) (<https://sport.ua>, March 12, 2024); “*Гунічев обіграв на правому фланзі атаки Матвієнка, після чого змістився до штрафного й пробив здалеку повз ближню стійку*” (“*Gunichev picked off Matvienko on the right flank of the attack, then moved to the penalty area and shot past the near post from a distance*”) (<https://sport.ua>, March 12, 2024).

Metaphors, expressed by nouns – the names of non-beings that perform actions, implement processes or are carriers of states characteristic of beings, are aimed at the accessibility and brevity of expression. The functioning of such speech units integrates information, creates the effect of relaxed communication: “*Від середини тайму гра децю заспокоїлася і перемістилася до центру поля*” (“*From the middle of the half, the game calmed down a bit and moved to the center of the field*”) (<https://shakhtar.com>, February 26, 2024); “*На 57-й хвилині м’яч удруге побував у воротах французів...*” (“*In the 57th minute, the ball hit the French goal for the second time...*”) (<https://shakhtar.com>, February 15, 2024).

Some of the language units that function in football content show signs of inter-thematic shifts. In particular, the texts dedicated to the matches with the participation of the Shakhtar club included tokens of the monetary and financial sphere: “*Особливо небезпечними були дії Викалюк, старання якої конвертувались у гол на 64-й хвилині*” (“*The actions of Vukalyuk were especially dangerous, whose effort was converted into a goal in the 64th minute*”) (<https://shakhtar.com>, March 3, 2024). The highlighted word allows to succinctly convey a fragment of the game. Inter-thematic diffuseness is implemented by nouns from the sphere of culture and art, which, together with other units, give the text a humorous flavor: “*Мумбанья вискочив на Різника і вирішив ввімкнути актора. Вийшло пошанно*” (“*Mumbanya jumped out at Ryznyk and decided to turn on the actor. It turned out honorably*”) (<https://sport.ua>, February 15, 2024). In addition, we track the movement of nominations from other sports. In particular, such a semantic transposition involves the noun *кнокдаут*, which figuratively interprets defeat: “*Ми нарешті могли виграти після п’яти матчів без перемог, але після цього нокауту ми знову відчуваємо розчарування*” (“*We could finally win after five matches without victories, but after this knockout we feel disappointment again*”) (<https://sport.ua>, February 16, 2024).

The texts are given an emotional and expressive color and looseness by colloquial verbs that express the intensity of the

football player's kick on the ball: "Удар Зубкова кіпер відбив перед собою, а Бондаренко з добивання **вгати** вище воріт" ("Zubkov's kick was deflected by the goalkeeper in front of him, and Bondarenko's finish hit it above the goal") (https://shakhtar.com, March 12, 2024); "Наприкінці тайму команди обмінялися моментами: Різник відбив небезпечний удар Ільїна, а Педрінью промчав флангом і **пальнув** у площину, проте знову на заваді став воротар" ("At the end of the half, the teams exchanged moments: Riznyk blocked a dangerous shot by Ilyin, and Pedrinho rushed down the flank and shot into the area, but the goalkeeper again stood in the way") (https://shakhtar.com, March 8, 2024). Some of the metaphorically used nominations, which arose on the basis of associations with certain actions, processes or their materialized manifestations, are aimed at creative verbal design of game moments on the field. For example, in order to avoid stereotyping and implement pragmatic-intentional strategies, the journalist used the stylistically marked combination of побачення з голкіпером (воротарем) (meeting the goalkeeper), which gives the text emotionality and a humorous tone: "Чудову можливість подвоїти перевагу мав Ющенко, який зіграв на перехопленні та вибігав на побачення з голкіпером, але Олександр вирішив віддати на партнера, внаслідок чого захисники останньої миті перехопили м'яч" ("Yushchenko had a wonderful opportunity to double the advantage, who played on the interception and ran out to meet the goalkeeper, but Oleksandr decided to pass to his partner, as a result of which the defenders intercepted the ball at the last moment") (https://shakhtar.com, March 7, 2024); "Егінальду трохи не вистачило швидкості, щоб вискочити на побачення з воротарем!" ("Eginald was a little short of speed to jump out to meet the keeper!") (https://sport.ua, March 15, 2024) – in this sentence, in addition to the analyzed linguistic units, the colloquial verb вискочити (to pop out) is used, which, although it violates the language standards of media texts, nevertheless creates an atmosphere of relaxed communication and gives the expression an intimate and familiar tone. The colorfulness of informing about the tactics of the game is facilitated by the combination of linguistic units, which, when used separately in other contexts, usually show stylistic neutrality: "«Гірники» не почали **сідати в захист** і продовжували контролювати події на полі, не даючи можливості «Діназу» створити реальну загрозу біля воріт" ("Players" did not start to sit down in defense and continued to control the events on the field, not giving the opportunity to "Dinaz" to create a real threat at the goal") (https://shakhtar.com, February 19, 2024); "Назарина **запустив удар** із штрафного з лівого флангу над воротами" ("Nazarina launched a free kick from the left flank over the goal") (https://sport.ua, March 12, 2024); "Зубков здалеку з правого флангу **запустив** закручений удар над воротами" ("Zubkov launched a twisted shot over the goal from afar from the right flank") (https://sport.ua, March 12, 2024); "Коноплі нема на полі, але правий фланг **продовжує просідати**" ("There is no Konoplya on the field, but the right wing continues to sag") (https://sport.ua, March 15, 2024). Some descriptive constructions correlating with a single word are directed to the speaking of the text. For example: "Шахтар **отримав від Ворскли по повній** (заголовок)" ("Shakhtar received from Vorskla in full (headline)") (https://sport.ua, March 20, 2024) – the compound *отримати по повній* ("receive in full") used in the title sentence corresponds to the emotionally neutral lexeme *програти* (to lose); "У четвер, 15 лютого, у Гамбурзі (Німеччина) в першому матчі 1/16 фіналу Ліги Європи донецький «Шахтар» **з'ясував стосунки** з французьким «Марселем»" ("On Thursday, February 15, in Hamburg (Germany) in the first match of the 1/16 finals of the Europa League, Shakhtar Donetsk clarified the relationship with the French Marseille") (https://sport.ua, March 15, 2024) – a connection with to establish relationships serves as a correlate of the verb *зіграти* (to play).

In the language of football, the noun *дев'ятка* (nine), formed from the numeral, indicates the frequency of the position located next to the crossbar of the upper corner of the goal. The meaning of the analyzed slangism is usually clarified by the dependent attributive units *права, ліва, дальня, ближня* (right, left, far,

near): "Судаков із пенальті пробив у **праву дев'ятку**" ("Sudakov hit the right nine with a penalty") (https://sport.ua, March 12, 2024); "Дмитро Криський розіграв штрафний пасом на Бондаренка й сам відкрився у карній зоні, а отримавши передачу у відповідь, пробив точно в **ліву дев'ятку – 2:1**" ("Dmytro Kryskiv played a free pass to Bondarenko and opened himself up in the penalty area, and after receiving a pass in return, he punched exactly into the left nine – 2:1") (https://shakhtar.com, March 3, 2024). Among the actively used slang nominations, there is *гірничник* (mustard), serving to denote a yellow card: "Угочукву заробив **гірничник** за фол проти Степаненка" ("Ugochukwu earned a "mustard" for a foul against Stepanenko") (https://tsn.ua, February 16, 2024); "Матвієнко отримав **гірничник**" ("Matvienko received a mustard") (https://sport.ua, February 22, 2024). In football discourse, there are slangisms that indicate dynamic features. They diversify the expression, give it looseness and an emotional and expressive color: "Конопля знову **грас** рукою, але тепер в чужому штрафному, **запоровив** перспективну атаку" ("Konoplya plays with his hand again, but now in someone else's penalty area, blocking a promising attack") (https://sport.ua, February 22, 2024). The same functions are performed by non-literary elements, the scope of which is not limited to football-related publications, for example: "Перемога молодіжки, переліт збірної до Польщі, **зашикар** легіонера Шахтаря" ("Victory of the youth team, flight of the national team to Poland, disgrace of the Shakhtar legionnaire") (https://sport.ua, March 22, 2024) – this is about the unworthy act of a football player, because that he got into a scandal and will be punished.

Sometimes, violating the standards of public communication, the author uses abusive words: "Поле **задимлене**, арбітр **призупинив** гру. **Ідіоти** вболівальники. Які **палять**, звісно" ("The field is smoky, the referee has stopped the game. Idiot fans. Those who smoke, of course") (https://sport.ua, February 15, 2024). Although stylistically reduced vocabulary belongs to the group of non-normative, it clearly conveys the emotional and expressive state of the speaker and his attitude to the actions of fans in the stands.

The "revival" of the names of non-beings, built on associative connections with human traits, can be traced in the title structure, which is structured by phraseology: "Перемога з **характером** (заголовок)" ("Victory with character (headline)") (https://shakhtar.com, March 12, 2024). Sometimes idioms occur in the texts of publications. They serve as a subjective and evaluative means of language expression and accurately convey information: "Кранку в зустрічі **поставила** Луцян, коли з далекої відстані потужним пострілом уразила ворота – 4:0" ("Lutsan put an end to the match when she hit the goal with a powerful shot from a long distance – 4:0") (https://shakhtar.com, March 3, 2024). Familarly marked and rather unexpected for the football communicative space is the phraseology *вносити ногами вперед* (to carry the feet forward), used with a meaning different from the fixed one. The text is not about someone's death, but about the superiority of the players of the Shakhtar club: "Шахтар поки що **вносить** суперників **уперед** ногами. Але без голів" ("Shakhtar is still taking the opponents forward with their feet. But without goals") (https://sport.ua, March 12, 2024).

In order to keep the attention of readers, journalists use statements of different status, structure, intonation, modality and expression. Their commonality is the dominance of constructions with verb predicates, which, implementing the author's intention, convey the dynamic unfolding of events on the football field: "Друга половина **розпочалася** з атак «Шахтаря»: Конопля чудово **відкрився** в штрафному й **пострілював** з гострого кута – захисники **вибили** за лицьову лінію, а після подачі від кутнера Юхим у боротьбі з оборонцем **пробив** головою із меж воротарського, проте м'яч дивом **не влучив** у площину. Марсельці **миттєво відповіли** подвійним моментом: потужний постріл Клосса з рикошетом від Азарова **пройшов** за сантиметри від стійки, а Мумбанья після кутногого **бив** головою по центру

ворит – Різник **упираєся**” (“The second half began with Shakhtar’s attacks: Konoplya opened up perfectly in the penalty area and shot from an acute angle – the defenders knocked out the front line, and after serving from the corner, Yukhym, in a fight with the defender, punched his head from the goal area, but the ball miraculously did not hit the plane. The Marseilles immediately responded with a double moment: Kloss’s powerful shot with a ricochet from Azarov went centimeters from the goal post, and Mumbagna headed the center of the goal after a corner – Riznyk saved”) (https://shakhtar.com, February 22, 2024). Compound predicates occur much less frequently in football content. Although they are inferior to verbal predicates in terms of quantitative indicators, they provide figurative and expressive information about the main points of the game. Such a functional potential is implemented by the adjective *ураганний* (*hurricane*), formed from the noun ураган (*hurricane*), which, having entered the sphere of the verb and a certain contextual environment, underwent reinterpretation and moved from the group of relative to the sphere of qualitative. The associative connection with a strong wind makes it possible to figuratively convey the high tempo of the game and the fierce struggle of both teams: “Старт другої половини матчу **вийшов не менш ураганим**” (“The start of the second half of the match seemed no less stormy”) (https://shakhtar.com, March 3, 2024).

Focusing on the syntactic organization of the investigated texts on the football theme makes it possible to analyze the secondary members of the sentence in view of the originality of their means of expression, the implementation of the author’s intention, emotional coloring, and evaluative characteristics. In the media language of football, we come across attributive units explained by adjectives, which not only clarify the semantics of the reference word, but also have an accompanying positive evaluative meaning: “У попередній зустрічі **«оранжево-чорні» здобули яскраву та важливу перемогу над одним із конкурентів у чемпіонській боротьбі «Кривбасом» (5:2)**” (“In the previous meeting, the “orange-black” won a bright and important victory over one of the competitors in the championship fight, “Kryvbas” (5:2)”) (https://shakhtar.com, March 8, 2024). To express the evaluative characteristics of the players, journalists use attributive units of the complimentary variety, which evoke positive emotions in the reader: “А вже в компенсований час команди створили по це одній голювій можливості: **всюдишущий** Егіналду головою замикав подачу на праву стійку...” (“And already in the compensated time, the teams each created another scoring opportunity: the omnipresent Eginaldy headed the pass to the right post...”) (https://shakhtar.com, February 22, 2024); “**Зірковий** нізахисник Шахтаря зізнався, що готовий перейти в Жирону” (“Shakhtar’s star midfielder admitted that he is ready to move to Girona”) (https://sport.ua, March 19, 2024). Each of the selected adjective forms indicates the skill of the players and at the same time expresses a respectful attitude towards them. It is worth clarifying that the attributive units used reveal different shades of meaning. The highest degree of evaluation is embodied by the lexeme *зірковий* (*star*), which condenses information about the possession of exceptional sports skills of a football player, his achievement of significant results and, naturally, fame, recognition not only in the football environment, but in the world in general. Close in terms of semantics is the adjective *досвідчений* (*experienced*), which concentrates information about the athlete’s participation in a significant number of matches, perfect possession of the ball, indicating his success in his career. With the help of an attributive unit *всюдишущий* (*the ubiquitous*), a journalist emphasized the high technical training of the football player, his ability to quickly react to the tactics and strategy of the game.

Analyzing violations during the game, the media use negatively marked adjective forms: “Егіналду на фланзі полетів у **грубий** підкат проти Клосса, пощастило бразильцю, що тільки зірчичник” (“Eginaldy on the wing flew into a rough tackle against Kloss, the Brazilian was lucky that only mustard”) (https://sport.ua, February 22, 2024); “Нападник Шахтаря назвав Колос дуже **«брудним»** у захисті (заголовок)” (“The Shakhtar forward called Kolos very “dirty” in defense

(headline)”) (https://sport.ua, February 9, 2024). Attributive units are also involved in the modeling of descriptive constructions indicating the difficulties of one of the teams: “**Важкі часи** для «Шахтаря»” (“Hard times for Shakhtar”) (https://sport.ua, February 22, 2024).

In the studied texts, the role of an evaluative and at the same time pragmatic tool is often performed by adverbial units: “Артем Бондаренко **красиво** поклав м’яч у дальній кут – 3:1” (“Artem Bondarenko beautifully put the ball into the far corner – 3:1”) (https://shakhtar.com, March 3, 2024); “**Ефективно** піймав Різник подачу Дмитрука з правого флангу на дальню стійку однією рукою” (“Riznyk effectively caught Dmytrouk’s pass from the right flank to the far post with one hand”) (https://sport.ua, March 12, 2024). Circumstances expressed by adverbs can give the text a negative evaluative tone: “Кондогбія **безхитрісно** пробив зі штрафного в стінку” (“Kondogbia effortlessly punched into the wall from a free kick”) (https://sport.ua, February 22, 2024); “Зубков опинився перед захисником десь на відстані п’яти метрів від воріт, віддав направо під удар Бондаренку, але той **незграбно** ткнув його вперед, вийшов тільки кутовий” (“Zubkov found himself in front of the defender at a distance of five meters from the goal, gave Bondarenko a shot to the right, but he clumsily poked him forward, only a corner came out”) (https://sport.ua, February 15, 2024). In some constructions, we trace the stringing of adverbial units, which serve as a means of gradation, aimed at expressing the expression. In addition, they reflect the emotional state of the journalist: “Егіналду вивів Сікана на удар з гострого кута зліва, форвард пробив **безхитрісно, незграбно і неточно**” (“Eginaldy led Sikan to a shot from an acute corner on the left, the forward punched it without guile, clumsily and inaccurately”) (https://sport.ua, February 22, 2024).

The function of speech is performed by the secondary members of the sentence, expressed by prepositional-excellent forms of nouns, unusual for the context in which they are: “Розіграш кутового призвів до подачі в карну зону, де першим **на м’ячі** опинився Башмарін...” (“The corner kick led to a pass into the penalty area, where Bashmarin was the first to hit the ball...”) (https://shakhtar.com, February 19, 2024). The literary equivalent of the highlighted compound is *біля м’яча* (*near the ball*).

The specificity of the processed texts is determined by their small volume and the different structure of media titles: on the website of the Shakhtar football club, title complexes are usually represented by one simple sentence, and on the website “Sport.UA” – by one complex or several simple constructions. A group of simple syntactic units is formed by narrative bisyllabic constructions that differ in intonation, the scope of which is publications and their titles, for example: “Гра **відновилася!**” (“The game has resumed!”) (https://sport.ua, February 15, 2024); “Травець Шахтаря зніс суддю, змусивши його зробити **перекид на газоні** (заголовок)” (“Shakhtar’s player demolished the referee, forcing him to roll over on the lawn (headline)”) (https://sport.ua, March 16, 2024); As evidenced by the presented illustrative material, the modeling of the predicative center involves nouns in the nominative case and predicates expressed by verbs of various tenses, but with a predominance of the past. In order to focus attention on a certain action of the player, the reporter sometimes violates the established model of constructing simple two-syllable sentences, moving the predicate to the position before the subject. Such a positional change contributes to the strengthening of the communicative significance of the predicate: “Ефективно **піймав Різник** подачу Дмитрука з правого флангу на дальню стійку однією рукою” (“Riznyk effectively caught Dmytrouk’s pass from the right flank to the far post with one hand”) (https://sport.ua, March 12, 2024); “**Забив** коліно Кевін під час підкату на чужій половині” (“Kevin scored a knee during a tackle in the other half”).

One of the main features of football discourse is brevity and economical use of linguistic means, which is provided by

various sentence constructions, including elliptical ones. They function independently or as part of a complex sentence, for example: “Якись проблеми в Сікана” (“Some problems in Sikan” (https://sport.ua, March 12, 2024); “У головного рефері проблеми із зв’язком” (“The main referee has communication problems”) (https://sport.ua, March 12, 2024); “Бондаренко знову на газоні, тепер Кондогбія наступив йому на ногу на фланзі” (“Bondarenko is back on the lawn, now Kondogbia stepped on his foot on the flank”) (https://sport.ua, February 22, 2024).

In football content, a group of actively used ones is formed by monosyllabic constructions, which enable the media person to present information succinctly and operating with a small amount of linguistic resources. Monosyllabic nouns include nominative syntactic units, which in text broadcasts of matches often have a distinct emotional and expressive color and convey the tension of the situation. Instead, within the headings, they are mostly non-vocal. Let us compare: “Пенальті!” (“Penalty!” (https://sport.ua, February 22, 2024); “Момент!” (“Moment!” (https://sport.ua, March 12, 2024); “Фантастика!” (“Fantasy!”) (https://sport.ua, March 8, 2024) and “Товариський матч (заголовок)” (“Friendly match (headline)” (https://shakhtar.com, March 15, 2024); “Тренування «Шахтаря» (заголовок)” (“Shakhtar” training (headline)” (https://shakhtar.com, March 14, 2024). The commonality of the analyzed monosyllabic structures lies in their purpose to convey condensed information about what is happening during the game, or to concisely inform about certain facts of life. Nominal constructions of football discourse are distinguished by the marking of a dynamically objectified event and focus attention on certain details.

Monosyllabic sentences with the main component correlative to the predicate show a significant communicative and pragmatic effect. In addition to the texts presented on the sites, a number of media titles have been built according to this model. Among the syntactic units, in which the predicate plays an organizational role, three types of constructions are presented: 1) definite-personal with the main member of the sentence, expressed by a verb in the first person plural: “Налаштовуємося на боротьбу за призові місця (заголовок)” (“We are getting ready to fight for prize places (headline)” (https://shakhtar.com, March 17, 2024); 2) indefinite-personal with a predicate in the form of the third person plural: “Судакову надають медичну допомогу” (“Sudakov is provided with medical assistance”) (https://sport.ua, March 8, 2024); 3) impersonal with the meaning of effective action: “Заблоковано два послідовних простріли від Шахтаря з лівого флангу” (“Two consecutive shots from Shakhtar from the left flank were blocked”) (https://sport.ua, March 12, 2024); state, in particular, with a modal shade of desire: “«Шахтарю» відверто щастить” (“Shakhtar’ is frankly lucky”) (https://sport.ua, February 15, 2024).

In the communicative football space there are sentences with clarifying components, which often have an accompanying temporal meaning: The return match will be held next Thursday, February 22, in Marseille at the Velodrome stadium (https://sport.ua, February 16, 2024).

The sphere of complex sentences is supplemented by sentence constructions complicated by interjections and inserted constructions. Interjections express: 1) the commentator’s assumption: “Після передачі Судакова м’яч долетів до Зубкова, який, здавалось, виведе гірників уперед, але Фесюн ногою відбив!” (“After Sudakov’s pass, the ball flew to Zubkov, who seemed to lead the miners forward, but Fesyun kicked it away!”) (https://sport.ua, March 8, 2024); “Іноді ти не отримуєш результату, на який, можливо, заслуговуєш” (“Sometimes you don’t get the result you deserve”) (https://sport.ua, February 16, 2024); 2) confidence: “Безумовно, поле було не ідеальним, але таким воно було і для суперника” (“Of course, the field was not ideal, but it was so for the opponent as well”) (https://sport.ua, February 16, 2024); 3) logical organization of the statement: “Суддя,

загалом, усе зробив правильно” (“the judge, in general, did everything correctly”) (https://sport.ua, March 3, 2024); 4) various emotional and evaluative shades, in particular, sympathy, disappointment, etc.: “Він (Тарас Степаненко. – Авт.) дуже добре тренувався в перші 10 днів, а потім, на жаль, травмувався” (“He (Taras Stepanenko. – Author) trained very well in the first 10 days, and then, unfortunately, got injured (https://sport.ua, February 16, 2024). More capacious in terms of content, modal plan, and intonation expression are inserted sentences, among which narrative and interrogative constructions are attested. What they have in common is the use of parentheses. Inserted syntactic units of the narrative variety usually supplement the content of the basic statement. For example: “Шанс знову вийти вперед партнери створили для Сікана (Судаков розігнав атаку, а Егіналду класно прострілив до штрафного), проте форвард спрямував м’яч у сітку із зовнішньої сторони” (“the partners created a chance for Sikan to take the lead again (Sudakov dispersed the attack, and Eginalda made a great shot to the free-kick), but the forward directed the ball into the net from the outside” (https://shakhtar.com, February 22, 2024). A complex sentence framed in parentheses has clarifying semantics and contains information about new facts. It concretizes the phrase Шанс знову вийти вперед партнери створили для Сікана (the partners created a chance for Sikan to take the lead again). Some inserted sentences, representing the speaker’s reasoning, perform an important communicative-intentional role. For example, a simple interrogative construction is highlighted in the sentence “Після подачі справа (Конопля де?) Енріке ногою підправляв в рамку, вийшло трохи мимо!” (“After serving from the right (Where’s the Konoplya?) Enrique tried to touch the frame with his foot, it went a little wide!” (https://sport.ua, February 15, 2024) creates the effect of the commentator’s direct communication with the readers (for broadcasting the match – with the TV viewers), expresses the speech and at the same time serves as a means of influencing the interlocutors, activating their attention.

In the media language of modern football, we find complex sentences, among which there are attested conjunctive and non-conjunctive constructions, as well as constructions with various types of connection. It is noteworthy that complex syntactic units function not only in texts, but also in article titles. In the media names of football content, complex subjunctive constructions with subjunctive parts of different meanings are attested, most often: 1) signifiers: “Названо 5 англійських клубів, які контактували з Шахтарем щодо Судакова (заголовок)” (“5 English clubs that contacted Shakhtar regarding Sudakov are named (headline)” (https://sport.ua, March 20, 2024); 2) investigative: “Гравці Шахтаря пояснили, чому не поїхали в олімпійську збірну України (заголовок)” (“Shakhtar players explained why they did not go to the Olympic team of Ukraine (headline)” (https://sport.ua, March 20, 2024). Fragmentation is revealed by complex sentences with subordinating conditions and reasons, cf.: “Судаков: «Якщо Шахтар не стане чемпіоном, то не відпустить на Олімпіаду» (заголовок)” (“Sudakov: “If Shakhtar does not become a champion, it will not be allowed to go to the Olympics” (headline)” (https://sport.ua, March 19, 2024) and “Георгій Судаков: «Я здивований, бо більше очікував від Мудрика в Челсі» (заголовок)” (“Georgy Sudakov: “I surprised, because I expected more from Mudryk in Chelsea” (headline)” (https://sport.ua, March 18, 2024). The analyzed heading structures are often presented in quotes from the interviewees. Other types of compound sentences are presented singly. In the texts of publications, in addition to stylistically neutral constructions, journalists use complex syntactic units with a distinct evaluative color, for example: “Обаменяг самотньо стояв на лівому фланзі, м’яч був справа, але пішла подача і габонський форвард з кількох метрів розстріляв Різника ударом в ближній нижній кут. Що робив і де був Конопля, незрозуміло” (“Aubameyang stood alone on the left flank, the ball was on the right, but the pass went and the Gabonese forward shot Riznyk from a few meters with a shot into the near bottom corner. It is not clear what Konoplya was doing and where he was”) (https://sport.ua, February 15, 2024). The selected structure, contrasting with the

previous structure, not only conveys the assessment of the football player's game, but also verbalizes the commentator's negative attitude to what was said.

In the compiled index, a small group is formed by heading complex sentences, but a much larger number of them is presented in articles. In media titles, complex syntactic units of this variety often contain two predicative parts connected by opposite relations: *"Шахтар виграє нічию, але конкуренти відриваються (заголовок)"* ("Shakhtar won a draw, but competitors break away (headline)") (https://sport.ua, February 16, 2024). Functioning in articles, complex constructions show the same features, although sometimes they are structured in three parts: *"Це складна виїзна гра проти серйозного суперника, але ми готові"* ("This is a difficult away game against a serious opponent, but we are ready") (https://sport.ua, February 16, 2024).

In football content, especially in headline complexes, complex sentences without conjunctions are limited: *"Воротарем Шахтаря цікавляться клуби АПЛ, Фесюн – заміна для нього (заголовок)"* ("EPL clubs are interested in Shakhtar's goalkeeper, Fesyun is a replacement for him (headline)") (https://sport.ua, March 18, 2024). Sometimes their parts contrast semantically. For example: *"Бойова нічия: Марсель уже не той, Шахтар ще не той (заголовок)"* ("Fighting draw: Marseille is no longer the same, Shakhtar is not the same (headline)") (https://sport.ua, February 16, 2024). In this sentence construction, we trace the comparison of the information presented in the second and third parts, which together clarify the content of the first.

Focusing on the modal expression of football discourse statements, we note that interrogative constructions occur among them. When structuring headings, they often function alongside narrative syntactic units and reveal a special communicative-intentional direction. Interrogative designs serve as a kind of means of interest to the consumer of information, motivate him to familiarize himself with the content of the article. Such statements are: 1) general questions, which in oral communication predict an affirmative or negative answer, and in football content this role is played by the text of the entire publication, for example: *"Шахтар не домовився з Тоттенхемом про компенсацію за Соломона. Буде суд? (заголовок)"* ("Shakhtar did not agree with Tottenham on compensation for Solomon. Will there be a trial? (headline)") (https://sport.ua, March 19, 2024); *"У Жироні буде ще один українець? Вигреш Шахтаря може перейти до каталонців (заголовок)"* ("Will there be another Ukrainian in Girona? The Shakhtar winger can move to the Catalans (headline)") (https://sport.ua, March 6, 2024); 2) partially interrogative, within which words such as *який, хто, де* (which, who, where), etc. are attested: *"Прогнозований посів у єврокубках. Які шанси Шахтаря потрапити до ЛЧ (Ліги чемпіонів. – Авт)? (заголовок)"* ("Predicted seeding in European cups. What are Shakhtar's chances of getting to the Champions League? (headline)") (https://sport.ua, March 20, 2024); 3) alternative questions, which in view of quantitative indicators form a peripheral group: *"Шахтар чи Динамо? Сабо назвав свого фаворита сезону УПЛ (заголовок)"* ("Shakhtar or Dynamo? Sabo named his favorite of the UPL season (headline)") (https://sport.ua, February 23, 2024). The presented illustrative material proves that interrogative syntactic units can appear before and after narrative structures in media titles.

Sometimes question words, although they are included in sentences, do not have a questioning intent. By saving linguistic means, the author thus condenses the most important information and at the same time preserves the informational intrigue of the text: *"Де дивитися онлайн матч УПЛ Оболонь – Шахтар (заголовок)"* ("Where to watch the online match UPL Obolon – Shakhtar (headline)").

In texts on football topics, especially in reports, we find exclamatory constructions characterized by increased expression, coordinated with the emotional state of the commentator: *"Судаков стрибнув наліво!"* ("Sudakov rolled under the right post from the point, the goalkeeper jumped to the left!") (https://sport.ua, February 22, 2024); *"Фесюн рятує Колос після удару Зубкова з центру штрафного!"* ("Fesyun saves Kolos after Zubkov's shot from the center of the penalty area!") (https://sport.ua, March 8, 2024). Sometimes intonationally contrasting syntactic units function side by side: the first of them serves as a means of expressing hopes for the team's success in the game, and the second represents actions that did not end in achieving the desired result: *"Момент! Удар із правого флангу штрафного від Траоре пролетів повз дальню стійку"* ("Moment! A shot from the right wing of the free kick by Traore flew past the far post") (https://sport.ua, March 12, 2024); *"Момент! Прострїл Ременяка з правого флангу від ноги Бондаренка полетїв у ближній, але Різник витягнув"* ("Moment! Remenyak's cross from the right flank from Bondarenko's leg flew into the near post, but Riznyk pulled it out") (https://sport.ua, March 12, 2024).

"Момент! Удар із правого флангу штрафного від Траоре пролетїв повз дальню стійку" ("Moment! A shot from the right wing of the free kick by Traore flew past the far post") (https://sport.ua, March 12, 2024); *"Момент! Прострїл Ременяка з правого флангу від ноги Бондаренка полетїв у ближній, але Різник витягнув"* ("Moment! Remenyak's cross from the right flank from Bondarenko's leg flew into the near post, but Riznyk pulled it out") (https://sport.ua, March 12, 2024).

4 Conclusion

Thus, the originality of the language of modern football is determined by many factors, including lexical content, genre specificity, syntactic organization, communicative orientation and author's intention. The publications submitted on the website "Sport.UA" and the website of the football club "Shakhtar" contain special vocabulary and terminology, including words borrowed from the English language. Most of them have undergone language adaptation, as evidenced by the graphic design in Cyrillic, mastering using the method of transcription, and in some cases also subordination to approved grammatical norms and the ability to be a creative base for derived units. The linguistic palette of football discourse is expressed by words in which the semantic structure has expanded. These include secondary nominations of players and other metaphorical lexemes that give the story a touch of informal communication. One of the features of the language of football is the inclusion of linguistic units in the text, which are characterized by inter-thematic diffuseness. Such lexemes make it possible to figuratively and succinctly convey fragments of the game. Slangisms, idioms, colloquial and abusive words, which perform an important pragmatic-intentional role and create an atmosphere of relaxed communication, are aimed at expressiveness and creative design of publications. Football content is represented by statements of different status, structure, intonation, modality, and expression, the components of which have accompanying negative or positive values. In the studied texts, simple two-syllabic constructions function, in particular, elliptical, complicated by clarifying, inserted units, as well as single-syllabic nominative, definite-personal, indefinite-personal, impersonal constructions. An important communicative-intentional direction is characteristic of complex conjunctive and non-conjunctive sentences. Within the conjunctions, complex subjunctive signifiers, explanatory, less often conditional and causative constructions are attested. Syntactic units with two predicative parts, connected by opposite relations, dominate among the complex units.

The perspective of the research is the description of other sports-related media texts.

Literature:

1. Babii, I. (2024). Expressive and stylistic features of sport discourse (based on football television reports). *Bulletin of Science and Education. (Philology Series, Pedagogy Series, Sociology Series, Culture and Art Series, History and Archeology Series):* 2(20), 43–57. [https://doi.org/10.52058/2786-6165-2024-2\(20\)-43-57](https://doi.org/10.52058/2786-6165-2024-2(20)-43-57).
2. Busel, V. T. (Ed.). (2005). *A large explanatory dictionary of the modern Ukrainian language*. Irpin: Perun.
3. Karpilovska, E. A., Kislyuk, L. P., & Klymenko, N. F. (2024). The system and structure of the Ukrainian language in the functional and stylistic dimension. Kyiv: Institute of the Ukrainian Language of the National Academy of Sciences of

Ukraine. https://iul-nasu.org.ua/.../MONOGRAFIYA_strukturalisty.pdf.

4. Kostusiak, N. (2023). Interthematic diffusion of sports vocabulary in media texts during the Russian-Ukrainian War. *Scholarly notes of V. I. Vernadsky Tavri National University. Series: Philology. Journalism*, 34(73), no. 3, pp. 30–36. http://www.philol.vernadskyjournals.in.ua/journals/2023/3_2023/6.pdf.

5. Kostusiak, N., Mezhov, O., & Iovkchimchuk, N. (2024). Syntactic organization of modern football discourse. *Bulletin of Science and Education. (Philology Series, Pedagogy Series, Sociology Series, Culture and Art Series, History and Archeology Series)*, 2(20), 166–179. [https://doi.org/10.52058/2786-6165-2024-2\(20\)-167-179](https://doi.org/10.52058/2786-6165-2024-2(20)-167-179).

6. Kostusiak, N., Navalna, M., & Mezhov, O. (2020). The functional-cognitive category of femininity in modern Ukrainian. *Cognitive Studies. Études Cognitives*, 20, 1–12. Article 2310. <https://doi.org/10.11649/cs.2310>.

7. Kostusiak, N., & Poliak, I. (2024). Lingual features of modern football television reporting. *Bulletin of Science and Education. (Philology Series, Pedagogy Series, Sociology Series, Culture and Art Series, History and Archeology Series)*, 1(19), 286–296. [https://doi.org/10.52058/2786-6165-2024-1\(19\)-286-296](https://doi.org/10.52058/2786-6165-2024-1(19)-286-296).

8. Maksymchuk, V. (2023). Messidependent vs. Messidependence. A history of two neologisms in football internet discourse. *Slavia Orientalis, LXXII*(4), 923–936. DOI: 10.24425/slo.2023.148594.

9. Protsyk, I. (2020). Football vocabulary in formal and informal discourses. Doctor's thesis. Kyiv: National University "Kyiv-Mohyla Academy"; Lesya Ukrainka Volyn National University.

10. Strukhanets, Yu. (2018). *Football in the measurement of the word*. Beau Bassin: LAMBERT Academic Publishing.

11. Struhanets, P. (2023). Typology of lexical nominations in football TV reporting. *Transcarpathian Philological Studies*, 29(2), 74–78. <https://doi.org/10.32782/tps2663-4880/2023.29.2.14>.

12. Yeshchenko, T. (2024). Football television reporting through the prism of text categories. *Research Bulletin. Series: Philological Sciences*, 207, 88–92.

13. Yeshchenko, T. (2024). Language expression of the "Assessment" category in Ukrainian texts about football. *Bulletin of Science and Education. (Philology Series, Pedagogy Series, Sociology Series, Culture and Art Series, History and Archeology Series)*, 2(20), 122–138. [https://doi.org/10.52058/2786-6165-2024-2\(20\)-112-138](https://doi.org/10.52058/2786-6165-2024-2(20)-112-138).

Primary Paper Section: A

Secondary Paper Section: AI, AJ