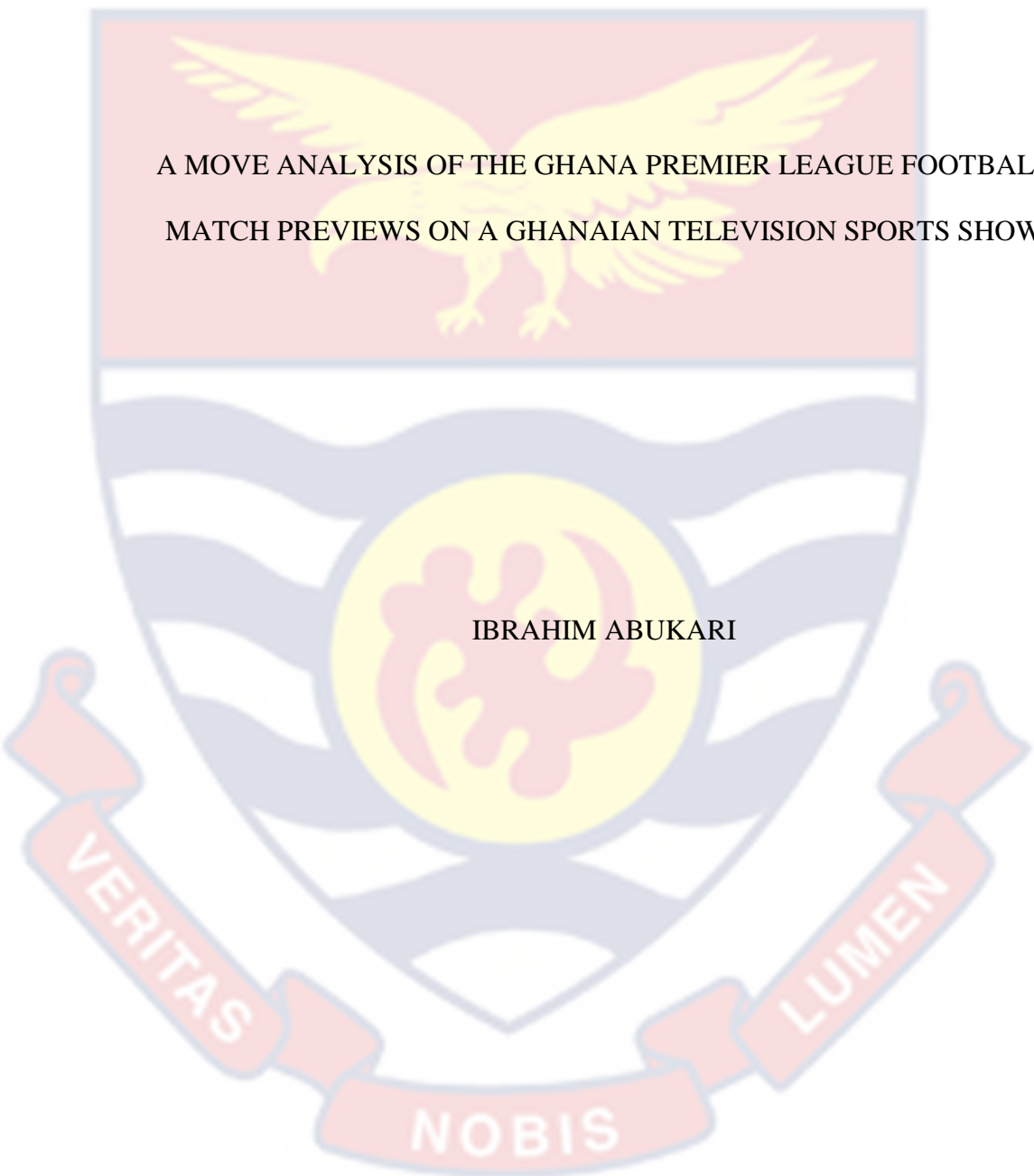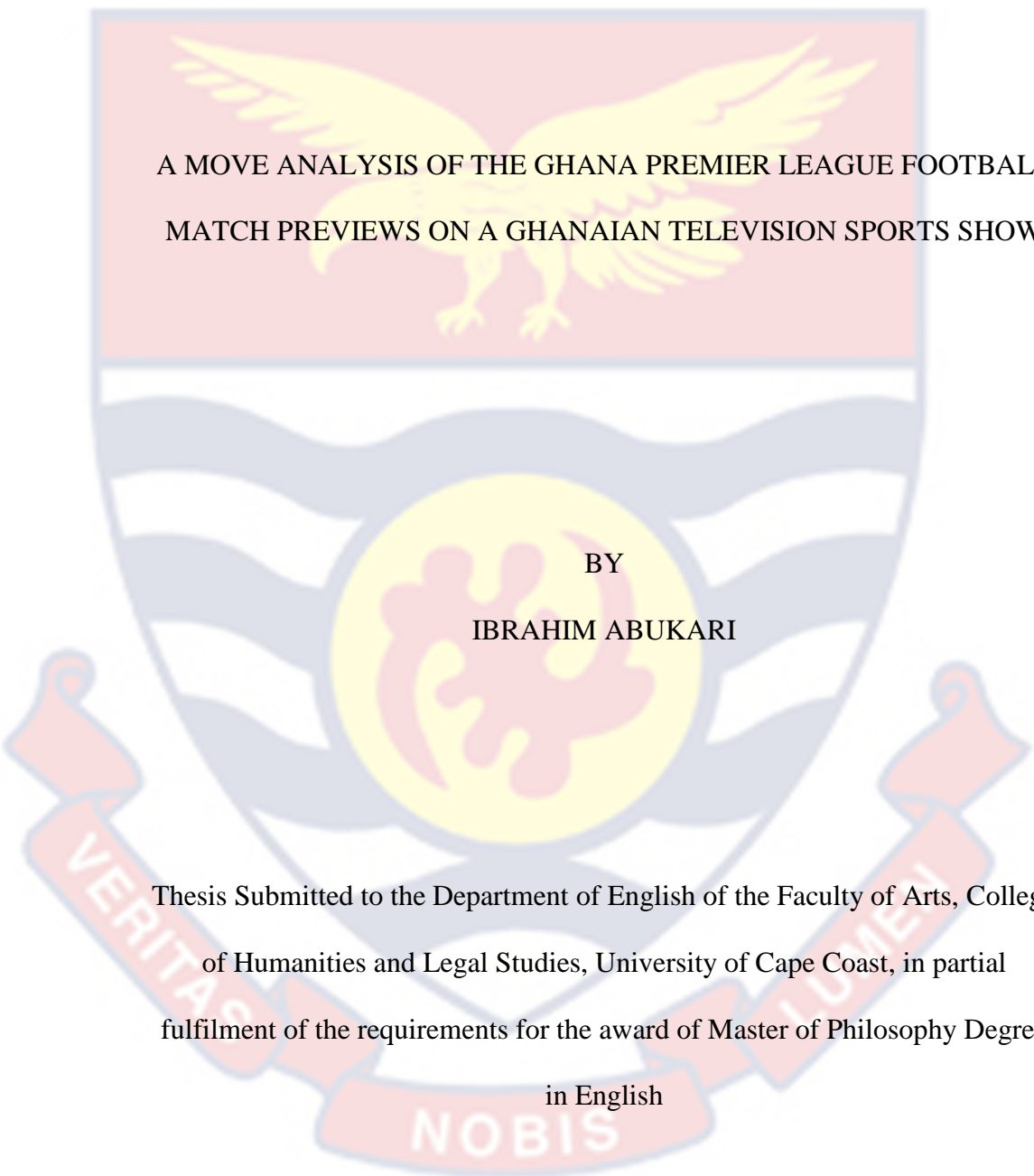UNIVERSITY OF CAPE COAST

A MOVE ANALYSIS OF THE GHANA PREMIER LEAGUE FOOTBALL

MATCH PREVIEWS ON A GHANAIAN TELEVISION SPORTS SHOW

IBRAHIM ABUKARI

2023

UNIVERSITY OF CAPE COAST

A MOVE ANALYSIS OF THE GHANA PREMIER LEAGUE FOOTBALL

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BY

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Thesis Submitted to the Department of English of the Faculty of Arts, College

of Humanities and Legal Studies, University of Cape Coast, in partial

fulfilment of the requirements for the award of Master of Philosophy Degree

in English

AUGUST 2023

DECLARATION

Candidate's Declaration

I hereby declare that the preparation and presentation of this thesis were supervised by the guidelines on supervision of the thesis laid down by the University of Cape Coast.

Candidate's Signature: ....   Date: ....

Name: ………………………………………………………………….

Supervisor's Declaration

I hereby declare that the preparation and presentation of this thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

Supervisor's Signature: ....   Date: ....

Name: …………………………………………………………………

ABSTRACT

The investigation of online genres has significantly expanded over time. This has led researchers to examine a range of internet genres, including pre-match previews of football games, live text commentary, sports news presentation programmes, news websites, minute-by-minute match reports online, weblogs, and post-game interviews. This study investigated the schematic structure (i.e., the different moves, the frequency of moves, the sequence of moves, and the textual space of each identified move) and the key lexico-grammatical resources deployed in match previews. The study used six match previews, using data from the Max TVGH Facebook page and Bhatia's (2017) move analysis framework. The analysis revealed that the producers of the football match preview used a six-move structure, including introducing the match preview, discussing the content, assessing the squad, predicting the score-line, advertising and involving viewers. On textual space, it must be emphasised that Move 2 (discussing the content) occupied the most significant space. There was no linear form in the moves' sequential arrangement as some moves are repeated in all episodes. Regarding lexico-grammatical resources, the study revealed that referring elements, hypotactic verbs, and descriptive adjectives dominate the moves in the Ghana Premier League football match previews. This study has implications for further research and practice in academic and sports discourses. For instance, a comparative genre analysis of football match previews on radio and television can be done with particular attention paid to using names in various genres since it is a unique culture

ACKNOWLEDGEMENTS

Many have contributed in numerous ways to make this study a success. First, I want to express my deepest gratitude to Professor J. B. A. Afful, my supervisor, for his inspiration, motivation, constructive criticism, and encouragement throughout this research project. Additionally, I sincerely thank Dr. Lena Awoonor-Aziaku and Dr. Isaac Mwinlaaru for their unflinching support and words of inspiration.

I want to thank the entire Department of English for helping shape my thesis. I, especially like to thank Prof. Lawrence Kwadwo Owusu-Ansah, Prof. Kwabena Sarfo Sarfo-Kantankah, Prof. Dora Francisca Edu-Buandoh, Dr. Richmond Sadick Ngula, and Dr. Rogers Asempasah.

I also like to thank Mr. Alex Ohemeng and Mr. Emmanuel M. Bonsu for their valuable contributions in proofreading and providing suggestions to shape this thesis. I appreciate Dr. Saibu Mutaru for his support that saw me through this research work.

I would like to extend my profound gratitude to my family, especially, my lovely wife Feruza Seidu and my two sons, Abdul-Khayyi (Wuni-Ntira) Ibrahim and Fadeel (Jilma) Ibrahim for their unflinching support.

Finally, I wish to extend my appreciation to my colleagues and friends in the Department of English, particularly Mr. Richard, Mr. Karim, Madam Joan, Madam Vida, and Mr. Edward.
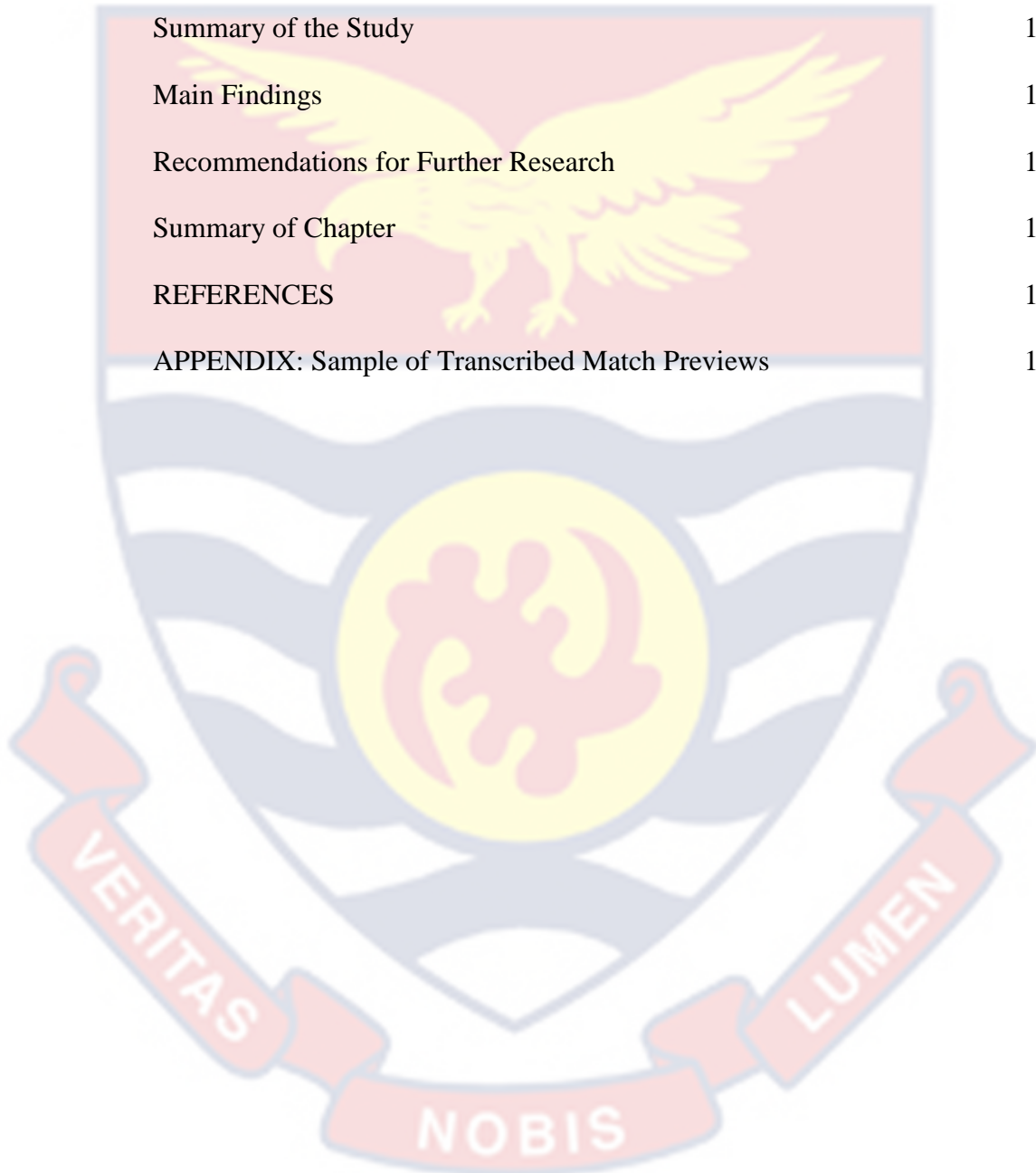
DEDICATION

To my family

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CHAPTER ONE

INTRODUCTION

Introduction

This chapter presents the general background of the study; it is the foundation on which the entire study is grounded. First, it highlights concepts such as sports discourse, football preview, and naming in football preview and justifies football match previews as a genre. The problem statement, research questions, significance of study, investigation scope, thesis structure, and chapter summary are also included.

Background to the Study

The exploration of internet genres has grown dramatically over time. This has prompted researchers to look into various internet genres, including match previews of football games, live text commentary, sports news presentation programmes, news websites, minute-by-minute match reports online, computer-mediated communication, weblogs, and post-game interviews. Nartey (2018) claims that the linguistic aspect of internet genres like live-text commentary, weblogs, online news/websites, and social media has been extensively researched.

Sports have become a part of everyday life and have a significant impact on fans' lives all around the world. Sports are governed by established rules that manage the conduct of participants. Over the years, a consensus has not been reached on a specific definition of "sports". Hence, scholars in this field have offered varied definitions. In this study, I proffer that 'sports' refers to all physical activities that individuals and/or teams engage in, to compete against one another, win trophies, build physical fitness, develop their mental well-

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being, interact socially, and/or socially or entertain the audiences. According to Beck and Bosshart (2003: 4), sports are "a playful self-development, self-actualisation, and competitive exploitation of physical and mental skills".

Football is regarded as the sport that receives the most significant attention globally among all other sports. According to Giulianotti & Robertson (2012), the most well-known sport in the world is football or soccer. Football constitutes a significant activity in the daily lives of people. Jasim (2003) relates that a week without football matches for fans makes them bored because it is considered a source of fun and has become an enormous entertainment industry globally. Thus, it is the most passionate, commercialised and widely discussed sporting activity globally on radio, television, online and print media.

Aside from its entertaining function, football also serves as a source of employment for players, technical staff, referees, fans and the clubs involved. Football stakeholders earn vast sums of money and/or add-ons. It also presents betting opportunities for football fans and betting companies such as Bet Way, Bet King, Sporty Bet, etc., which are established as legal business entities. As a result, the significant role of football in the 21st century cannot be underestimated.

Due to the growing interest in football, the roles of football pundits or discussants have become imperative. Football pundits present football match previews (analysis before the match begins), half-time analysis (first–half) and post-match interview analysis (after the match has ended). According to Carling et al. (2005), football match analysis is objective documentation and scrutinising events during football match competitions. Football match analysis primarily uses a coach's expertise in the performance of teams and/or individual

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players (Franks & McGarry, 1996), consequently improving future planning effectiveness (Hughes & Franks, 2004). In addition, it allows coaches to analyse opposing teams' performance and tactical strategies to overcome their strengths and eliminate their weaknesses (Carling et al., 2009).

As a form of sports media discourse, reviews feature various language elements that contribute to their rhetorical goals and stylistic character. Lexical choices are a central aspect, as reviews utilise extensive specialised vocabulary related to football concepts, analytics, tactics, judgments of performance, and descriptive imagery (Nartey, 2018). The terminology reflects the technical nature of modern football coverage. Regarding textual features, reviews adopt an informal conversational tone but follow conventional moves such as summarising the match, analyzing pivotal moments, assessing performances, reacting to results, and looking ahead. Intertextuality with past matches and storylines is common (Hughes & Franks, 2004).

Football is meant to entertain, unite, and amuse fans, and football experts need to prepare fans' minds for any eventuality. So, a soccer match has three possible outcomes: win, lose, or draw. Therefore, before, during, and after the football game, football specialists need to be proactive and watchful to ensure that they interpret the developing events linguistically and properly without skipping a single detail. It is a different genre because members within the football discourse community deploy specific linguistic resources peculiar to the discourse community. Nartey (2018) argues that sports discourse, in general, can be considered one of the widespread discourses enacted on computer-mediated platforms. Internet genres, including football tweets, online football commentary, and pre-and post-match analysis, are familiarly relevant

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to computer-mediated football discourse. Such genres have attracted scholarly attention lately, leading to various studies in this field. He continued that the interest in researching online genres results from the increasing power of technology in today's environment, as it has become essential to human existence.

Football match previews are an essential study area for scholars within the online discourse community. On this premise, scholars and researchers have developed an interest in exploring the language used in football match previews. The football match preview establishes itself within a particular discourse community. It informs, educates and entertains the audience within the football discourse community. Apart from serving as a source of fun, entertainment and employment, football is also an essential tool for resolving conflicts, fostering unity and peace among clubs and nations, promoting bilateral relationships and being a symbol of national identity, to mention but a few. Georgalou (2009) confirmed this view when examining football match commentary on the construction of national identity. He argued that sportswriters might intentionally use language to build national identity and promote fan unity.

Statement of the Problem

The genre-based approach to text analysis has been used in numerous research on football discourse, particularly sports discourse. Nartey (2018), for instance, looked at how computer-mediated discourse related to football. In addition, Amoakohene (2015) investigated the opening segments of the sports news coverage on particular Ghanaian TV networks. Other studies, such as Richard (2008), Georgalou (2009) and Sarmento et al. (2014), examined scoring goals for nation, football, through critical discourse analysis. Despite the

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numerous studies that have applied the genre-based theory to text analysis in various discourse domains, it should be emphasised that the analysis of football match previews in the Ghanaian context has received relatively less attention. Afful (2005; 2007) observes that applying the ESP approach to genre analysis has primarily been restricted to the academic context, leaving the non-academic context. Amoakohene (2015) posited that sports commentaries had been the focus of several researchers (Bergh, 2011; Chovanec, 2009), with football match previews being under-researched. To fill this gap, the current study adopts the Genre Theory to examine the schematic structure and lexico-grammatical resources of football match previews, using the Ghana Premier League as a case study.

Research Objectives

Derived from the statement of the problem, the following research objectives are formulated:

1. to examine the move structure of the English language football match previews on the selected Ghanaian Television Sports Shows;

2. to explore the linguistic resources that typify the moves of the English language football match previews on the selected Ghanaian Television Sports Shows.

Research Questions

The following research questions guide the current investigation:

1. What is the move structure of the English Language football match previews on the selected Ghanaian Television Sports Shows?

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2. What linguistic resources typify the moves of the English language football match previews on the selected Ghanaian Television Sports Shows?

Significance of the Study

The football fraternity depends largely on sports pundits for sports updates, and for that matter, the role played by sports journalists is very significant to sports fans globally. The primary audiences who will benefit from these findings are academics, researchers, and students interested in genre analysis, sports media discourses, and lexical or syntactic conventions.

For scholars, this research expands our empirical knowledge of an understudied genre and its place within football media. Budding academics in linguistics, mass communication, and related fields can further build on this analysis in future work. They can apply the theoretical framework and methodology used here to entirely different research on sports genre. Thus, all research should aim to build our collective understanding.

For students, understanding the composition of match previews gives guidance for developing sports writing expertise. The description of rhetorical moves and key linguistic strategies offers an instructional model for novice writers entering this field. Again, the study will provide a model to convey how sports experts present previews of football matches in the media space. Awareness of the conventions of football match previews will guide novice sports professionals as to what the football discourse community expects of them. Therefore, it will supplement the literature and also equip inexperienced experts to position themselves well in the discourse community without difficulty.

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Scope of the Study

This section presents the scope of the study and the justification for the delimitation to manage the current study's scope.

First, this study uses six football game previews from Max TVGH. This is mainly because Max TVGH is a free-to-air channel that offers its viewers easy access. The channel also communicates in English, which helped to prevent translation errors that would have impacted the validity of the data and, in turn, their analysis.

Furthermore, upcoming football game previews served as the basis for the data for the current study. Most of the six preview analyses lasted between thirty and one hour and ten minutes. Again, the research is limited to the match preview on the Max TVGH as a close look at the Ghana Premier League football match preview reveals that the main presentation is the most important. Given the difficulties encountered in transcription, limiting the data to six transcribed audio-visual recordings was appropriate. This allowed me to describe the schematic structure and lexico-grammatical resources of the soccer match preview more clearly and in more detail.

The half-time and post-match analyses were not included because their addition would have increased the time required for the analysis and, thus, the number of pages required for an M. Phil thesis would have been exceeded.

Overview of the Thesis

There are five chapters in this study. Chapter one presents the general background of the study. Moreover, the study's problem, research questions, delimitation, and significance are presented. The second chapter covers the review of the literature. The first section of this chapter covers the study's

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theoretical framework. The second chapter will also be devoted to match previews. This chapter will cover some pertinent previous studies. Chapter three describes the study's methodology, with particular attention paid to the research design, sample, data source, data collection method, data analysis procedure and limitations. The study's findings are presented and discussed in the fourth chapter. The fifth and last chapter concludes with a summary, recommendations, and suggestions for further research.

Summary of Chapter

The introduction to this study was covered in Chapter one. First, a brief background on genre and genre analysis was given. Additionally, it highlighted sports discourse as a concept for the current study, justifying football preview as a genre. The chapter then highlights the study's statement of problem and research questions. The importance of the study and the scope of the study were then presented. Finally, the study's overview was presented in this chapter's final section.

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CHAPTER TWO

LITERATURE REVIEW

Introduction

An overview of the study was provided in the first chapter. In this chapter, I provide the theoretical framework for the study, present key concepts, and evaluate related literature on the topic at hand. The final section provides a summary of the chapter.

Theoretical Framework

Approaches to Genre Theory

It was previously held that three leading schools (English for Specific Purposes, New Rhetoric School, and Sydney School) of genre theory exist (Afful, 2005; Amoakohene, 2015; Amoakohene & Amoakohene, 2021; Bonsu, 2021). However, in a recently edited publication by Lin, Mwinlaaru, and Tay (2020), three new perspectives have been added to the existing perspectives of Genre Theory: Critical Genre Analysis, Corpus-based Genre Analysis, and Cognitive Genre Analysis.

Researchers that study the New Rhetoric genre contend that it develops due to repetitive social action in recurrent circumstances, which results in regularities in form and content (Bazerman, 1988, 1997; Devitt, 2004; Miller, 1984). New Rhetoric Genre studies rooted in North America, which typically focus on non-literary texts, go further than this. Some definitions of the genre have concentrated on textual regularities, notably in literary works such as comedies, tragedies, and novels. Theorists of the New Rhetoric genre place emphasis on "connecting these linguistic and substantive similarities to regularities in human realms of activity" without abandoning older notions of

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genres as "types" or "kinds" of discourse that share similarities in content and structure (Freedman & Medway, 1994, p.1). In other words, this conception of the genre has been applied to associate regularities in discourse kinds with a broader social and cultural understanding of the language in use.

Certain presumptions are unique to the New Rhetoric School. New rhetoric first understands genre as "a conventional category of discourse-based in large scale typification of rhetorical action" (Miller, 1984, p. 37), i.e., as a type of social action. As a result, a genre can be viewed as a social action regularly performed by a single social actor or a group of actors to achieve a particular rhetorical goal. Second, the genre can be understood through rules as a meaningful activity. This suggests that there are rules that control genre to some extent. Third, it is possible to separate the genre from 'form'. According to Miller, form is a more general term than genre, and a genre is a form at a specific level that combines lower-level forms with distinctive elements. Fourth, genres act as recurring language usage patterns and contribute to the formation of a culture. That suggests that genres are not just components of a culture but also influence it in specific ways. Fifth, "A genre is a rhetorical device for reconciling personal goals and societal demands" (Miller, 1984, p.37).

Systemic Functional Genre Studies is frequently called "the Sydney School" of genre studies (Hyon, 1996). The Sydney School's interpretation of the genre is based on the work of Systemic Functional Linguists such as Halliday (1994), Halliday and Matthiessen (2004), Halliday and Hasan (1976, 1985), and Martin (1984, 1992). Systemic Functional Linguistics views language more as a tool for meaning creation than as a collection of rules. The

analysis of "micro-genres," or smaller text types like "recounts," "narratives," "reports," "descriptions," "arguments," "procedures," and "explanations," that make more complex texts or "macro-genres," like news articles, research reports, and classroom genres, is the main contribution of Systemic Functional Linguists to genre studies (Christie, 2002). Systemic Functional Linguists, particularly those specialising in educational linguistics (e.g., Derewianka, 1990; Gerot & Wignell, 1994; Knapp & Watkins, 2005), describe these entire genres in terms of social functions, generic (schematic) structures, and specific key lexico-grammatical features. These explanations look at the options accessible to language users to accomplish their specific goals.

The ESP approach to genre analysis has primarily been restricted to academic context (Afful, 2005, 2007, 2017). The genre literature has made extensive use of it. According to Hyland (2002), the ESP methodology is between the New Rhetoric and SFL. The study of the discourse structure and linguistic characteristics of scientific research publications by Swales (1981, 1990) is where the ESP genre analysis got its start. ESP research has a heritage of assisting ESP education by outlining the language and discourse characteristics of particular genres. Following the analysis, curriculum development and ESP teaching materials are created using the knowledge gained. The communicative intent is given a significant role when looking at discourse structures from the ESP perspective, which typically describes them in terms of moves. "Genre as a social activity," as proposed by Miller. This viewpoint defines a genre in terms of the action it is employed to carry out rather than "the substance or the form of discourse" (Miller, 1984, p.151). In Swales' (1990) book *Genre Analysis,* which offers a thorough exposition of the origins,

concepts, and directions of ESP genre study, a genre is described as "a class of communicative events, the members of which share some set of communicative purposes".

Further, "these aims are recognised by the professional members of the parent discourse community and, hence, provide the reason for the genre" (Swales, 1990, p. 58). In the last 40 years, ESP genre analysis has produced several research. It has been widely used to bridge textual and discourse analysis's fundamental issues and ESP demands, such as providing a foundation for developing lesson plans, designing curricula, and analysing needs. At first, educational issues were involved. Swales (1990) delineated six distinguishing features to characterise a discourse community as a collection of people. These six qualities are as follows: a set of common public goals; established intercommunication channels; information and feedback through a participatory mechanism; one or more genres to achieve community goals; use of specific lexis; and members made up of both trainees and experts with an appropriate level of relevant expertise. Bhatia (1993), however, argued in favour of fusing linguistic insights with socio-cognitive and cultural issues, continuing the tradition of Swales' genre analysis.

To put it briefly, the Corpus-based and Cognitive Genre Approaches are breakthroughs in studying genres. According to their frequency and concordance, the genres are categorised using quantitative methods by the corpus-based approach (Bonsu et al., 2023). The production and study of genres using mental schemata are taken into account by the cognitive approach. Traditional genre theories are extensively used in the academic setting, leaving

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a massive deficit in the professional context. This delimitation demands the adoption of Genre Theory as the framework to ground this study.

Sports Discourse

Sports discourse is a form of communication around sports-related activities or events. The use of language in sports discourse is channelled through three primary media of communication: written, spoken, and computer-mediated (Amoakohene, 2015). For obvious reasons, the choice of media was limited to TV and radio (e.g., Makarova 2008; Balzer-Siber 2015), which often involved spoken comments or written reports. An excellent example of such discourse is a written online sports commentary combining spoken and written language elements. Presently, computer-mediated communication is gaining attention in the literature. As such, there has been an increase in the consumption of sports news and activities. Thus, the continuous increase and popularity of sports in most societies in the world have reflected in the maximum attention that the media in various countries have given to sports-related discourse. This has led to various scholars' interest in investigating the language of such discourse.

Sports have been viewed as "safe" content because they do not question political views and instead uphold social norms (Boyle, 2006). Nartey (2018) asserts that one of the dominant discourses on computer-mediated platforms is the discourse around sports. Sports discourses are interactions and conversations centred on sports-related topics. That is to say, in contrast to other sorts of speech, sports discourse primarily concentrates on information regarding sports. Recently, there have been three primary channels via which sports news and sports news broadcasts are distributed for human consumption

(written, spoken, and computer-mediated). Sport has evolved into one of the most important social organisations in 21st-century human society, often called "war without a shot" (Chipanga, 2004). Most people are becoming more interested in sports, and the media constantly covers diverse sports-related news. Raney and Bryant's research shows that the national media emphasises sport-related discourse and news globally, which explains why sport is becoming increasingly popular in most countries worldwide (2006). They contend that conventional and news media have increasingly covered major international sporting events during the past century. Therefore, it is unsurprising that many academics, especially in applied linguistics, place a high value on analysing diverse sports discourses. Examples of sports include horse racing, auto racing, hockey, basketball, swimming and skydiving. The different forms of sports discourse include commentary, match previews, post-match panels, sports news presentations, and sports eulogies (OKeefe, 2006). Football is part of sports discourse; it should be highlighted.

Football games feature post-game and halftime conversations. On games that are aired on television or radio, the half-time period gives broadcasters a chance to recap the first half of the game, play highlights of other games that are currently playing, air ads, offer game analysis, or show game-related events (such as an aforementioned half-time performance). There are debates about the teams' performances and potential game outcomes during halftime. Some participants in the discussion also discuss the performance of other games. At halftime, three main issues are often discussed: first, what players stood out in the first half; second, players that merit attention in the second half; and third, what the second half holds in store.

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Performance analysis typically rules post-game talks. Through the research of sporting performance and the gathering of unbiased data and feedback, performance analysis aims to create a better understanding of sports that can inform decision-making, improve performance, and inform the coaching process. The post-match message is intended for a specific audience. Given this backdrop in football, the current study focuses on match previews.

Internet Genres

The internet has become an indispensable platform for sports enthusiasts, providing a rich and diverse landscape for match previews and related content. From text-based articles to video content, podcasts, and even interactive simulations, the internet offers a variety of ways to engage with match previews, catering to different preferences and interests (Hutchins & Rowe, 2012).

Video match previews remain popular, offering concise and easily accessible information on upcoming games. Platforms like YouTube and Facebook have enabled content creators to produce and share high-quality videos visually analysing and discussing upcoming matches (Jenkins, 2006). These videos often incorporate visual aids like match footage, graphics, and animation to provide a comprehensive and engaging preview. These previews, often published on sports news websites, blogs, and social media platforms, typically provide analysis, key statistics, team news, and expert opinions to help fans better understand the game (Billings & Hardin, 2014). Sports journalists and independent writers can also provide unique predictions, allowing for a more engaging and informative experience (Real & Kunz, 2020).

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Football Preview

Football is a sport that the media have long adored since it is played everywhere and appears to have drawn more fans than any other sport (Lundin, 2013). Football receives far more coverage than other sports in print and broadcast media. Football is both a stage for and a mirror for displaying power relations within a society, with media coverage of the sport in many African nations attracting a sizable and diverse readership, maybe more than political problems (Mehler, 2008). Football has been one of the success stories globally for the past years. Compared to other genres, with a seemingly rigid structure, the football preview differs in its absence of prescribed conventions.

I must emphasise that a football match preview is not a co-terminus with an introduction. Previews cover background and build-up to the match, including team news, injuries, form, predictions, etc. Introductions focus narrowly on starting line-ups, conditions, and recent results. Previews are published/broadcast before a match to generate interest. Introductions occur right before or at the very start of the match broadcast. Football previews allow for creative discussions and incorporate collaboration. It provides space for the analysis of sports. Among other functions, the football preview aims to inform, entertain and persuade. Football previews cut across cultures and nations. Football has been devised as a tool for social cohesion. In football previews, the discussants are opportune to provide information or analysis of an upcoming football event. The constraint on the rhetorical space in football match previews is the time allocated. Participants have ample time to present their views. This may highlight football teams' history, achievements, preparedness, and strategies.

Football match previews are essential in language studies. As a popular genre with a devoted readership, previews showcase language and content that engages target audiences. Previews feature specialised vocabulary, intertextuality with past matches, creative metaphors, and hype-affluent stylistic and lexical analysis areas. The preview genre has conventional moves and language patterns that can be examined using discourse analysis frameworks like genre analysis. Previews construct narratives about upcoming contests, offering a chance to explore how language shapes shared meanings and stories about sporting events.

From the perspective of Juknevičienė and Viluckas (2019), linguistic analyses of football language were limited to media, specifically TV and radio, which captured spoken comments and written reports. Increasingly, however, football previews in computer-mediated communication are gaining attention. An excellent example of such communication is a written online sports commentary combining spoken and written language elements. The cross-cultural characteristics of real-time online football commentary are the subject of several recent research (Pérez-Sabater et al., 2008; Werner, 2016), while others use it as a source for the analysis of certain language occurrences (Jucker, 2010; Bergh, 2011). On the contrary, this study analyses the language in football previews to reveal the linguistic resources characterising football match preview communication.

Naming in Football Preview

Given the exciting place naming practices occupy in the game of football in the subsequent paragraphs, I espouse naming in football preview.

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Naming is a universal process that people use to identify what surrounds them to communicate worldwide. This is not an exception in the world of football. In Redmonds (2007) words, names are "special words we use to identify a person, an animal, a place or a thing, and they all have a meaning. In many cases, that meaning will lie concealed in the name's history, but in others, it will be transparent (p. IX). In other words, a name refers to different elements of human experience, that is, to an individual or a collective entity, which it designates or denotes (Agyekum, 2006). Some scholars (like Rey, 1995) believe that names are only considered arbitrary labels that refer to certain signified entries; therefore, there are no intrinsic qualities between the signifier and the signified. However, Agyekum (2006) argues that Akan names, for instance, are not arbitrary, but they are based on "socio-cultural and ethno-pragmatic contexts" (p.208). This means that some names mark the beliefs, customs, religion, philosophies and thoughts of the people who bear them.

As stated already, naming is crucial in the world of football. All players, coaches, or teams have unique names for identification purposes in football. When it comes to names of teams, for instance, Chilingaryan and Zvereva (2016) have noted that teams have several nicknames which contain hidden meanings, bear the charge of energy, demonstrate the support of fans and give the team pride and confidence. As part of an investigation of lexico-grammatical resources that typify football match previews, the present study will focus on the various names used to refer to football teams, players and coaches.

Previous Studies

In line with Swales (1990) and Bhatia's ESP tradition, several kinds of research have concentrated on the schematic structure, the sequential patterning

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of communication intents within genres into moves and steps (1993). Few studies have been conducted in the field, restricting the focus to sports debate. Amoakohene and Amoakohene (2021), Nartey (2018), Amoakohene (2015), Lewandowski (2012), and Mehler are significant studies that have been conducted and that are relevant to the current study (2008). The genre analysis of football discourse has been the main focus of this research, especially in Ghana and other places.

The concluding segments of Ghanaian televised sports news broadcasts were studied by Amoakohene (2021). In order to analyse television stations' televised sports news, the researchers used Swales' (1990) and Bhatia's (1993) theories of genre analysis. The researchers claim that televised sports news featured six-move sequences that are not patterned, making it a distinct genre in and of itself. This shows no established conventions for organising the moves in the concluding sections of sports news presentations. Different communicative goals impacted the discourse's selection and use of language components.

In contrast to Move 4 (disseminating information about upcoming events), which took up most space in the sports news, Move 5 (well wishes) from their study took up the least space. The focus on sports discourse, the usage of genre theory, and the conclusions presented make this study significant to the current study. However, the current study considers the linguistic resources used to construct football match previews amongst discussants.

Nartey (2018) contributed to the literature, similar to Amoakohene's (2021) investigation of sports discourse. Reviewing Nartey's study will show how closely it relates to the current investigation. Using match previews, Nartey

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examined computer-mediated discourse using football. The study aimed to locate the game preview's schematic structure and embedded strategies. He only employed Swales' (1990, 2004) genre-based theory for the study. Nartey used the data to disclose a six-move framework for the match previews, contradicting Amoakohene and Amoakohene's study. The Moves included introducing the fixture (move 1), team line-ups and team formations (moves 2 and 3), assessing squad strength (move 4), discussing the contest (move 5) and naming the preview author (move 6). Nartey gave the lexico-grammatical characteristics of the resource-constrained previews per the study's goal. This strikes me as typical of the social environment of the game preview. In order to determine the importance of each communicative goal, he analysed the textual space. The various ramifications mainly affected inexperienced preview authors.

Amoakohene (2015) conducted a genre analysis of the opening segments of sports news broadcasts on particular Ghanaian TV networks. The study aimed to demonstrate the connected lexico-grammatic features and examine the schematic structure of the introductory sports news sections. He adopted Swales (1990) and Bhatia's framework (1993). The study identified a six-part structure for the introductory portions, consistent with Nartey's (2018) work. He reaffirmed that the discussion of sports belongs to a distinct genre. The requirement for a structured sports presentation is what he suggests.

Along with the research already described, some academics have also looked into how sports commentators utilise language for purposes other than narrating events during play. For instance, Georglou (2009) looked at sports writers' discursive strategies to create a national identity among the Greek

national team's fans at Euro 2004. This characterised a shared communication between viewers and the fans of the football teams.

Linguistic research into football language has experienced considerable growth in the last decade, with quite a few studies published on football discourse in different languages. Cross-linguistic and cross-cultural studies in this field represent the most extensive research strand (e.g., Anchimbe, 2008; Jung, 2008; Lewandowski, 2013). As for English, it is rightly noted by Bergh & Ohlander (2012a) that linguistic research into the language of the so-called "people's game", or one of the most popular sports in the world invented by the English, remains surprisingly limited, especially in comparison to other fields of English for specific purposes. The present study considers how lexico-grammatical resources are used in discussing football match previews among the discussants.

Georglou (2009) thinks that by mainly using the personal index "we," Greek sports commentators foster a sense of unity and national identity because "we" is viewed as a word that is used to signify the same (de Cillia et al., 1999). Georglou (2009) drew attention to the fact that, during the 2004 European Cup, sports broadcasters regularly used the pronoun "we" to appeal to and bind the Greek people together. The sports broadcaster uses the personal index "we" while talking about the Greek national team, Greece as a whole, and fans in general, according to a closed analysis of the poll data.

Additionally, Waliaula (2012) examined Kenya's radio football reviews to determine whether they serve as a platform for merely explaining happenings related to specific sporting events or for carrying out additional sociocultural and political roles. Waliaula (2012) found that the narratives of the discourse

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not only invoke sociocultural context but are constructed and performed in a way that closely relates them to aspects of oral traditional performances. Fabian (1997) used the intertextual method of text analysis, and Schechner (2006) and Waliaula (2012) used the concept of recovery behaviour to make some highly intriguing discoveries.

Chovanec (2009) investigated live text commentary to expose the remnants of spoken interaction in the online genre. The research found that the spoken elements used in the live text commentary gave participants in the communicative event a sense of immediacy and community. In a radio football commentary in Nigeria, Medubi (n.d.) investigated the semantics of Nigerians. When constructing their unique forms of English, non-native English speakers generally follow the word-formation process. In other words, they are built on first-language components subsequently translated into the second language. Medubi (n.d.) claims that they can occasionally be offensive, if not simply stupid. Nigerian English, one of the non-native English dialects, particularly the Nigerian language used in sports, can be considered to be influenced by the regional dialects and social aspects of the Nigerian context.

Some studies use CGA to look into power relations. For example, Pérez-Sabater et al. (2007) concluded from their analysis of football commentary in English, French, and Spanish during the 2006 FIFA World Cup that the vocal traits that identify radio and television commentary are carried over into the online form. In connection to the formation of national identity, Georgalou (2009) examined football commentary and argued that sports writers might purposefully employ language to foster community and solidarity among their

audience. A critical component of live text commentary studied is the verbal exchange that occurs during it, as seen in Chovanec's study.

Through a registrar variant, Fergusson (1983) examined sports language. First, the register is "located" by making successive approximations to a description of its contexts, after which certain syntactic features are noted: simplification (deletion of copula and sentence-initial nominals), inversions, heavy modifiers, result expressions (for + noun, to + verb), and routines (such as giving the "count"). The potential communicative roles of some of these are described, but register markers are what they all serve as. The study of comparative, historical, and acquisitional register variation is particularly fruitful in sports announcer talk (SAT). Especially those that are focused on linguistic distinctiveness. Otlogetswe (2009) notes that genre studies in Setswana are uncommon. However, other languages have attempted to conduct such investigations. This article presents a genre analysis of the sporting field in Setswana.

The suggested approach is favoured since it is objective and gauges actual language usage by speakers of that language. It produces a typical and predictable vocabulary of sports genres using frequency and keyword analysis. The paper demonstrates how these texts can be used for several purposes, including lexicography, genre research, and other data retrieval applications in sports genres. Maruma (2004) used Grabe and Kaplan's (1996) theoretical framework for text formation to analyse Sepedi sports articles from Bona Magazine. This contains linguistic components that can be used to help language learners develop their analytical skills. They claim that students are adept at analysing the discourse structure of written texts. Several textual

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language methodologies are used to analyse written genres regarding sports-related topics. Learners will understand how language is employed in text analysis using these tactics in language learning and teaching situations.

These techniques were examined through the sports texts in Bona Magazine to show how to analyse texts. This study shows the significance of generic parameters for accurate text analysis. These elements include the context of the text, cultural elements, and the intended communicative function. The definition of "text," which considers all of its qualities, text language structure and text analysis level, is examined to understand text's general characteristics better.

Wilton (2016) pointed out that post-match football (soccer) interviews (PMI) are distinctly characteristic of sports interviews and an established part of the complete telecast of football matches. They share some of these characteristics with related interview types, such as expert interviews with team coaches or other football experts, interviews with former players who may also serve as co-commentators, and certain press conference interviews. Usually, on German TV, post-match football interviews take place after the game, and on the pitch, the player is still in his shirt, sweating profusely and often exercising. In contrast to this impression of spontaneous immediacy, PMI's distinctly ritualized form is characterized by rigid question-and-answer structures and formulaic language. PMI has often been publicly criticized for its lack of news quality, informational content, and the ability of participants to be interviewees. Such criticism is voiced on social media networks, in internet forums, or by journalists commenting on their colleagues' skills. Wilson (2016) notes that there is a clear criticism direction: players are criticised for being linguistically

unimaginative or even inept, while interviewers are criticised for being excessively uncritical.

The topic of Bergh's (2011) investigation is using war-related jargon in real-time football commentary. The master metaphor "Football is War" is valid, as evidenced by a sample of written minute-by-minute match reports from Euro 2008, as there is a significant conceptual transfer between the two domains. It is asserted that these symbolic comparisons work with escalating jargon to create a war-like situation where commentators inject pace and nerve into their match coverage. This tactic is intended to simplify the action on the field into a more tangible conflict, such as physical violence, to speak to customers on a more fundamental and emotional level. In order to address issues with language use, identity representation, and impression management in this professional environment, File's (2018) research uses a discourse analytic lens to media interviews with professional football managers. Her study focuses on the words and actions of a football manager (David Moyes) while in charge of Manchester United, a club that has achieved tremendous success on a global scale. Some fans have argued that the manager's identity influenced Moyes' decision to lead Manchester United. The paper makes an effort to pinpoint the linguistic traits driving this evaluation. The results demonstrate that two of Moyes' predecessors tended to speak more assertively in post-match interviews with the media. This suggests that managers at clubs, particularly those with high expectations for success, may need to be strategically positioned for language choices to help them develop solid and dominant languages.

The use of generic structure potential (GSPs) in football games was examined by Olagunju (2015). The study suggests probable textual structural

features based on obligatory and optional components common in selected 2010 World Cup football match reports in Nigerian newspapers. In his study, Sporting Life, Soccer Star, and Complete Sports were three specifically chosen sports-focused Nigerian newspapers. Each chosen newspaper had 128 oversized items, while sports publications contributed 384 game tales. The research demonstrates that ten macrostructural features can characterise the generic structural potential of texts. Six of them are optional, and four are obligatory. The Title, Preamble, Online Thesis, and Online Thesis Expatiation were noted as obligatory elements. The optional elements were Voice Insertion, Offline Thesis Expatiation, Evaluation, Prediction, and Winding Up. His research revealed that there is a specific type of football reporting.

Dabir-Moghadam and Raeesi (2019) attempt to critically analyse Iranian sports media texts by focusing on specific themes. They used a corpus of sample texts reflecting the official and semi-official positions of two Iranian football players playing against an Israeli team and analysed it using Fairclough's 3D models. The findings show how speakers use linguistic devices to highlight desired perspectives, establish power relationships, and control the minds and thoughts of readers. The findings also suggest that sports media can reinforce mainstream ideologies already legitimized and endorsed by athletes. Perez-Sabater et al. (2008) examine written online sports commentary. The written online sports commentary gives consumers access to written CMC based on firmly established oral genres, such as sports commentary on radio and television. The samples examined come from two internet football (soccer) commentary streams in English, French, and Spanish. Their research looks at the oral characteristics, genre mixing and transference from spoken radio and

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television commentaries to this emerging genre in online football commentary in the three languages. This is in response to Ferguson. Designing websites was given significant consideration. The study finds that the online newspaper's design significantly impacts the structure and content of football commentary.

Relationship between Previous Studies and the Present Study

Critically, in terms of genre studies on sports, three primary studies (Amoakohene, 2015; Amoakohene & Amoakohene, 2021; Nartey, 2018) are closely related to the present research. All three studies adopt genre analysis theories by Swales (1990) and Bhatia (1993) as their analytical frameworks, demonstrating these theories' relevance in examining the structure and features of sports discourse. The present research also dwells on the Critical Genre Approach to analyse the football match previews. The findings of Amoakohene and Amoakohene (2021) highlight the flexibility and adaptability of sports news presentations, which may also apply to the introduction of football previews. The significance of this study to the research on football previews lies in its focus on sports discourse and the application of genre theory, which may provide valuable insights into the discussion of football match preview discourse.

Second, Amoakohene's (2015) genre analysis of the introduction sections of sports news presentations on selected Ghanaian television stations shares similarities with the present research because his recommendations for a more structured presentation of sports news may also apply to the match previews. More importantly and heavily related to this work is Nartey (2018). Nartey's (2018) study on football match previews in computer-mediated discourse bears a more direct link to the research on match previews. Nartey's

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findings revealed a six-move structure for the match previews, demonstrating the existence of an identifiable structure in this genre. Contrastingly, while he adopts Swales' ESP approach (1990, 2004), I adopt Bhatia's (2017) CGA approach to the football match preview genre. This is because of the criticality and interdiscursiveness associated with the genre under investigation. Nartey establishes valuable precedents, findings, and insights that the present research can extend, test, challenge, or build upon using its own approach and objectives. This helps position the present study in relation to key prior work on the topic. Also, the focus of the lexico-grammatical resources in the present research differs from that of Nartey (2018). Nonetheless, the findings inform the structure and features of football match preview discourse, contributing to a deeper understanding of this genre and its role in shaping the broader landscape of sports media.

Summary of Chapter

The literature review of this study is significant as the work is pivoted on other empirical evidence. In this regard, this chapter reviewed the genre theory which grounds the study. The study presented concepts related to the topic, such as football preview, naming in football preview, sports discourse, computer-mediated communication, and genre studies relevant to the study reviewed. The next chapter presents the methodology adopted in the study.

CHAPTER THREE

METHODOLOGY

Introduction

This chapter thoroughly explains the methodology used in the study to describe the nature of the data and what techniques and steps were used to gather and process the data to reach the study's conclusions. The research design, setting, sample strategy, sampling size, sources of data, methods for gathering and analysing data, validity and reliability, and chapter summary are all covered in this chapter.

Research Design

Given that it is more descriptive and interpretive, the study used a qualitative research design (qualitative content analysis). However, some quantitative methods, such as percentages and frequency counts, were used to supplement the analysis. Bogdan and Biklen (2007: 274) view qualitative research design as "an approach to social science research that stresses collecting descriptive data in natural settings, uses inductive thinking, and prioritises understanding the respondents' point of view." Similarly, Glesne (2011: 283) agrees that qualitative study "focuses on qualities such as words or observations that are difficult to quantify and lend themselves to interpretation or deconstruction". Muijs (2004) affirmed this when he posited that quantitative research is based on numerical data, analysed statistically, whereas qualitative research uses non-numerical data.

Qualitative research is an umbrella term that encompasses a wide range of methods, such as interviews, case studies, ethnographic research, discourse analysis, and content analysis. The specific qualitative methodology employed

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is qualitative content analysis, which, according to Krippendorff (2004), allows researchers to draw reliable conclusions from texts (or other significant data) in light of the usage context in which they were produced. The qualitative study design provides for an in-depth investigation, description, and interpretation of verbal behaviour.

The qualitative design is appropriate for this study since it focuses on studying and describing language use in a specific context (hereafter, match previews). Thus, it analyses football match previews in the Ghana Premier League (GPL) to explore the schematic structure and key lexico-grammatical resources employed among football pundits or discussants in the genre of football match previews. Also, the study is descriptive and interpretive, as it deals with human behaviour and non-numerical data.

Research Setting

This study was situated within the media, specifically the Ghanaian broadcasting media. The television stations initially earmarked for this study were Multimedia (Joy TV), TV3 Network Limited (TV3), Ghana Television (GTV), and Max Television (Max TV). Unfortunately, during the data collection, I discovered that apart from Star Times, which owned the right to telecast the GPL, no other media house had acquired the right to telecast the GPL matches; hence, no match previews were held on those TV stations. As a result of this, the data was collected solely from Max TV. Max TV is a subsidiary television channel of the StarTimes company and the only one of two television channels with the right to telecast the GPL matches. The data were, therefore, downloaded from Max TVGH. The match previews comprised GPL matches played between 1st December 2020 and 1st April 2021. After that, I

carefully listened to the audio-visual footage three times and then transcribed the footage into a Microsoft worksheet which served as a working document for my analysis.

Data Source and Justifications

To choose the television station (Max TV) for this study, I adopted the non-probability sampling process, more precisely, the purposive sampling method. Max TV is situated in Dansoman, specifically Darkuman Junction, in the capital city of Ghana-Acca. The basis for selecting Max TV emanated from three reasons: the media's right to telecast the GPL, English being used as the language of communication during the football match previews, and accessibility of data.

Furthermore, the study required a television channel that used English to communicate during match preview discussions. For ease of transcription, the researcher chose football match previews done in English as the data set to avoid issues associated with translation, considering the limited period to complete this work. Thus, the study analysed six transcribed audio-visual footage of the football match previews accessed between 1st December 2020 and 1st April 2021.

A large corpus would have been representative and more revealing. However, I resorted to manageable data of 6 match previews for the analysis because a small, in-depth sample allows for close, detailed textual analysis - the quality and richness of the analysis is more important than quantity when exploring discourse features. Also, the study focused on identifying common structural patterns - a few representative examples may be sufficient to recognize core moves and stages. Further, studies can be conducted using large

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corpora to complement this work. Although the data set for the study is small, it is still relevant to analyse the schematic structure of the football match previews in Ghana.

Football in computer-mediated communication. Match previews constitute the population for my study. My samples for this study comprise six match previews. I used the purposive sampling approach in identifying and selecting the match previews. The purposive sampling technique allows the researcher to gather specific data that helps answer the research questions. This study used six football match previews of the 2020/2021 football season as the data set for the analysis.

Match previews from the television station used for this study are presented in Table 1 below.

Table 1: Television Station where Data was drawn and Analysed in the Study

Name of Station	Data	Duration of Preview Discussion
Max TV	6	70 (each)

Table 1 above shows that the data used for this study was collected from the Max television station and the number of texts used for the analysis.

Data Gathering Methods

I requested an introductory letter from the Department of English at the University of Cape Coast to collect data for this project, which was subsequently granted. After that, I reached out to TV3 and GTV Sports Plus. However, I could not obtain the data because, according to them, they had no right to telecast the GPL. I continued my search for the data at Multimedia (Joy News), where I met a renowned sports journalist in Ghana. Similarly, at Joy News, there seemed to be no headway for me. Mr. Gary Al Smith consequently informed me that they

only had football match commentary data available. I politely declined since I did not need the data for football match commentary.

Before I left the premises of Multimedia (Joy News), Mr. Gary Al-Smith advised me to contact StarTimes because they had the right to telecast the GPL. I went to the Public Relations Officer of Star Times, but I was informed that they did not have the post-match discussion data. Instead, they had only the match previews of the GPL. Therefore, I decided to collect the data for the match previews. The Public Relations Officer then directed me to make an official request to the Marketing Department of Star Times for documentation. Again, I was asked about the reason for the data, which I consequently explained. An official request was made, and subsequently, they assisted me on downloading the previews. Since there was only one match preview when I visited the Facebook page, it took me over two months to obtain the data I needed for this study. I downloaded the preview and subsequently visited the link several times to download other match previews uploaded weekly. Following the data download, three experts from the Department of English at the University of Cape Coast and one from the Ghana Institute of Journalism received copies of the transcripts and the audio-visual material to review for validity and inter-coder reliability in identifying the moves. Specific issues were raised after going through the transcripts and the downloaded audio-visual footage. I crosschecked all the issues raised and effected corrections where appropriate. While transcribing the audio-visual footage of the football match previews, I established that there were some pauses, repetitions, and rephrasing, but my focus was not on these prosodic features because the omission of these features would not affect my analysis. In effect, I did not need these features to

explore the schematic structure and the key lexico-grammatical resources that typify the football match previews of the (GPL) and all the moves identified in the text were coded.

Analytical Framework and Methods of Analysis

This section presented a detailed analysis plan, methodology, tools and procedures for conducting this study. Specifically, the study draws on Bhatia's (2017) studies to analyse the schematic structure and the key lexico-grammatical resources that typify the moves of match previews on selected Ghanaian Television Sports shows.

For the objectives of the present study, Bhatia's (2017) move analysis approach and discourse approach were employed. Complementarily, "communicative purpose" is a principal tool for identifying moves. Furthermore, the English for Specific Purposes (ESP) text analysis approach developed by Bhatia (2017) was used to examine the essential lexico-grammatical resources and schematic structure incorporated into the previews of football games.

This study also draws on Santos (1996: 485), who offered a clear definition of a move agreed upon by most scholars as "a genre stage which has a particular, minor communicative purpose to fulfil, which in turn serves the major communicative purpose of the genre". The ability to interpret genres as reflective of "language use in a conventionalised communicative setting to give expression to a communicative set of goals of a disciplinary or social institution" was made possible by the "move," which was defined as the embodiment of communicative purpose (Swales, 2004: 228-229). Another important concept is the "step". Steps are smaller textual elements within a move that provide support

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for the communicative function of that move (Swales, 1990). Swales (1990) introduced this concept of moves and steps in genre analysis to capture the rhetorical patterns across texts in a specific discourse community.

Before the analysis, the Max TV audio-visual tape was transcribed, classified, and matched with the different moves found in the data. The moves that make up the GPL match previews can be divided into four categories: sub-moves, ambiguous moves, core moves, and required or obligatory moves. Additionally, the research analyses the significant lexico-grammatical resources that characterise match previews and considers each move's textual space. The study identified the schematic structure of match previews.

In relation to research question one, the analysis was conducted using three primary approaches. First, I aimed to uncover the schematic structure within the dataset. Second, I examined the textual allocation for each action within the dataset. Lastly, I delved into the pattern of actions that characterise the Ghana Premier League football match previews on Ghanaian television sports shows. Additionally, the research analyses the significant lexico-grammatical resources that characterise match previews and considers each move's textual space. The study identified the schematic structure of match previews.

During the analysis, I realised that the functional semantic approach that indicates the segmentation of a given text by deploying linguistic cues proved helpful in identifying the moves. With the use of the functional semantic approach, the spreadsheets that served as a document for the study were closely evaluated, and each move found in the data set was coded as follows: Move 1 (Introducing the Preview), Move 2 (Discussing the Content), Move 3

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(Assessing the Squad), Move 4 (Predicting Score Line), Move 5 (Advertising), and Move 6 (Involving Viewers). This methodology was chosen since it clearly defined the limits of the moves seen in the data set. This is because it is pointed out in the data set where one move finishes and another begins.

The study also draws on Huttner's (2010) guidelines for deciding on the status of individual moves which characterise the match previews of the Ghana Premier League. Huttner (2010) contends that the rhetorical moves of a given text are categorised into four. A text's rhetorical moves are classified as obligatory when they appear 90% to 100% of the time or more. According to Huttner (2010), using rhetorical moves is a sign of a text's genre, and its absence is frequently viewed as unsuitable or otherwise "flawed." Once more, he identified key rhetorical strategies as those that occur between 50% and 90% of the time and are viewed as representative 'core' of the genre and included in a suitable and acceptable genre exemplar. He adds that rhetorical moves between 30% and 49% of the time are considered 'ambiguous', and only additional discussion with subject-matter specialists can determine whether or not they are. In genre analysis, an ambiguous move refers to a section or element in a text that does not have a clear purpose or function according to the expected conventional moves of that particular genre. Finally, he indicates that rhetorical moves that occur between 1% and 29% of the time in a text are considered 'optional'. Hence, its application in determining the status of moves in a given text (match previews) was appropriate. The data also accounted for the key lexico-grammatical resources embedded in the Ghana Premier League match previews on Max Television Station.

Table 2 below highlights the various moves, rhetorical labels, and the communicative purpose for each move identified in the Ghana Premier League match preview.

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Table 2: Moves Identified in the Max TV Station Match Previews

Moves	Rhetorical Labels	Communicative Purpose
Move 1:	Introducing the Preview	This move initiates the discussion
Move 2:	Discussing the Content	It presents to the viewers matches to be discussed
Move 3:	Assessing the Squad	It avails to viewers the situation of the teams
Move 4:	Predicting the Score-line	It pre-informs viewers about the team that is likely to win
Move 5:	Advertising	It advertises the products and services of the sponsors
Move 6:	Involving Viewers	It allows viewers to contribute to the programme

Table 2 above illustrates the moves identified in the Ghanaian Premier League match previews, the rhetorical labels, and the communicative purposes of each move identified in the data set. Table 2 presents the status of moves per Huttner's classification.

Table 3: Huttner's (2010) Guidelines for Deciding on the Status of Individual Moves

No.	Grade	Status
1.	90% - 100%	Obligatory
2.	50% - 89%	Core
3.	30% - 49%	Ambiguous
4.	1% - 29%	Optional

As illustrated in table 3 above, Huttner (2010) argues that moves may be categorised into four based on their percentage, which determines the status of the move: obligatory, core, ambiguous, and optional.

Labelling of Data

The individual match previews were each assigned the codes MP for match previews. Each match preview was described and numbered from 1 to 6 for easy identification. For example, the designation for the first match preview in the Max television station is given the code MP1. The data for the study were described using descriptive statistics. The researcher employed a manual way of interpreting and presenting the data in tables using frequencies and percentages.

Validity and Reliability

A subjective judgment is required when identifying communicative units. It is essential to ensure the correctness of the classification scheme in order to ensure the objectivity of data analysis. Using inter-rater validation methods is a useful remedy for the accuracy issue in text analysis. Crookes

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(1986) argues that the accuracy of textual analysis, such as the identification of moves, can be tested by first defining the elements pragmatically so that independent evaluators can identify them and then confirming them with a sufficiently high degree of agreement with their decision. Crookes adds that if the analytical model accurately captures the provided text, it should be able to obtain a high level of consistency.

I, therefore, hired three (3) experts: two (3) from the University of Cape Coast's Department of English and one (1) from the Ghana Institute of Journalism. They helped me code the different rhetorical units (moves and steps) in the data and identify the different portions of the data. The choice of professionals was considered based on the experts' interests and availability. To ensure that participants understand the context of the study and the reasons behind it, they first received an orientation. I also explained to them the primary goal of the study. The inter-rater reliability rate was 89% for identifying the moves in the real data. The reliability of the moves is high because the data was taken from one source, and the techniques used in exploring the data were suitable. Disagreements among the four raters were resolved using percentage agreement since four were involved in the rating. A disagreement that emanated from one rater was considered unlikely to have a significant effect on the outcome.

Challenges Encountered

Some of the difficulties I had while collecting my data set are addressed in this study section. First, I found it challenging when an influential member of the Department of English proposed changing my focus from the UEFA Champions League Matches to the Ghana Premier League Matches (GPL). The

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reason for not choosing the Ghana Premier League initially was due to difficulty accessing data online. However, I considered the proposal and focused on the match previews of the GPL even though I faced severe challenges in gathering data for the GPL match previews.

Second, during my initial visit to Max Television (Max TV), I could not meet the Public Relations Officer because he had gone on leave. I then called him, and he informed me to return after Easter. I pleaded with him that it would affect the schedule for the study. Upon a request on the purpose of the data collection and the study objectives, he told me to make an official request via email to the Head of the Marketing Department at StarTimes to document it for ethical and legal reasons.

Third, the highly specialised and elaborate language used in football match previews presents transcription challenges for ensuring the precise rendering of the original discourse rather than paraphrasing or sanitising the vocabulary. I employed the services of a professional transcriber to assist in checking the transcribed data.

Again, when I was finally given access to the data on Max TV's official Facebook page, I got only one match preview, which I downloaded and transcribed. Subsequently, I was told to visit their official Facebook page every weekend to access other uploaded match previews. I requested ten match preview episodes, which took about two months to access. The fifteen match previews had an average length of 30 to 70 minutes. Therefore, I limited the data set to six episodes, constituting this study's data set. I selected six episodes as a representative sample from the full 15, covering a diverse range of matchups and discussion topics.

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Summary of Chapter

Chapter three continued the discussion of the research methodology adopted in this study. Specifically, the chapter presented the research design, research setting, and data source and justications. Also, the procedures adopted in gathering the data for this study were given. The analysis procedure was also described.

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CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

Introduction

The method used in the study was described in the preceding chapter three. Chapter three accounted for the research design, data source and data gathering procedure, analytical framework and analysis procedure, and the challenges encountered during the data collection process. The analysis and discussion of the data are presented based on the two research questions.

Schematic Structure of Football Match Previews on the Selected Ghanaian Television Station

In this study, I employ Bhatia's (1993) genre analysis perspective to identify the various moves in the data (herein, football match previews). Schematic structure refers to the conventional arrangement of structural elements or "moves" that comprise a genre. A six-move structure was found to have characterised the Ghana premier league football match previews data set. The moves/steps, rhetorical labels and status of moves found in the data are displayed in Table 5 below.

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Table 5: Move Structure of the Ghana Premier League Match Previews

MOVES/STEPS	RHETORICAL LABELS	STATUS
Move 1	INTRODUCING THE PREVIEW	OBLIGATORY
Step 1	Salutation	
Step 2	Welcoming Notice	
Step 3	Announcing the Quest of the Programme	
Step 4	Recapping	
Step 5	League Standing	
Step 6	Fixtures	
Move 2	DISCUSSING THE CONTENT	OBLIGATORY
Step 1	Predicted Team Line-ups	
Step 2	Predicted Team Formations	
Step 3	Team Form Guide	
Step 4	Individual Form	
Step 5	Presentation of Factual Details	
Move 3	ASSESSING THE SQUAD	CORE
Step 1	Injuries	
Step 2	Suspensions	
Move 4	PREDICTING THE SCORE-LINE	OBLIGATORY
Move 5	ADVERTISING	OBLIGATORY
Step 1	Promoting the Programme's Sponsors	
Step 2	Assurance	
Move 6	INVOLVING VIEWERS	AMBIGUOUS
Step 1	Invitation to Viewers to Join the Programme	
Step 2	Appreciating Viewers	

Table 5 above portrays the moves and steps, rhetorical labels, and the status of

moves identified in the Ghanaian premier league football match previews. Move

1 (Introducing the preview), Move 2 (Discussing the Content), and move 5

(Advertising) were regarded as required or obligatory moves because they were

found in all of the data. The following moves, Assessing the Squad (Move 3)

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and Predicting Score Line (Move 4), were noted to be core moves, considering their less frequent occurrences in the data, whilst Move 6 (Involving viewers) serves as an ambiguous move regarding its prevalence in only two of the data. Huttner (2010) argues that expert members can only determine the status of Move 6 within the discourse community as to whether it is ambiguous or optional. Extract 1 below exemplifies portions in the data set where move 1 was found.

Extract 1

i. *Hello, good afternoon, welcome to our continue coverage of the ongoing coverage of the only league that matters. The Ghana Premier League, the GPL right here live on Star Times channel 247 and Max TV. Yes, we do continue with an exciting round of matches and as we've seen so far, there is no weekend where it's been dulled at all but then, we meet the two guests that have joined us for the countdown to kick-off this afternoon. I'm happy to welcome back again Francis Agbayibor A.K.A Blackgate. Very scary name but he is a chap. He is my learned. I told you and then of course, we're delighted to have for the first-time journalist in the studio for the GPL our own Esther Abankwah as well, very lovely lady and she is going to be here to give us her insight as to how the two teams actually for. We have two matches today, 3 pm kick-off and then later Kumasi Asante Kotoko has a grand battle with Aduana. That would be on Star Times channel 247. But as we always do, we recap and catch up with the very latest in the GPL. Why don't we take a look at some*

of the matches that have been played indeed so far? We're talking about week ten already. We're in week ten and Legon Cities of course making the headlines so far this weekend with that absolute stunning five-two victory over Ash Gold on Friday. It was a Friday night hoary show for Ash Gold but the Pharos Legon Cities were concerned, it was a perfect start to what they're calling a comeback. Let's see about that. Hearts Drew goalless in Brekum, tough game, the Phobians could have won it right at the end but it wasn't easy for them in that game. They get a point but they would be disappointed for not getting three. And of course, their city rivals Great Olympics also picked up a point at home. They will feel that they dropped two valuable points. But against Karela who were quite a tough knot to crack, I guess that score line might be justice. Dreams vs Liberty is today. WAFA, they travel to Cape Coast who would be a little bit down after they lost to Kotoko but hoping to bounce back and of course, big games today. Elmina Sharks welcomes Bechem United; Medeama also welcomes Inter Allies who are desperately seeking to get a win. Our featured match coming up at three O'clock is Eleven Wonders vs King Faisal. Alhaji Gurusa is not in a good mood and this is a must win game for him but against Wonders is a tall order. Kotoko vs Aduana Stars is at 6 pm. That is at Accra Sports Stadium, very interesting fixtures to look forward to **[MP 3].**

As seen from Extract 1 above, the previewer introduces the preview by recapping matches that have been played and those yet to be played (fixtures). The communicative purpose is to educate viewers on the results of the matches already played and the upcoming contest. This move has a frequency of 100% because it occurred in all the data sets.

Move 1: Introducing the Preview

Table 4 shows that Move 1 (introducing the preview) is required because it was used in each of the six previews. It happened six (6) times in terms of the frequency of occurrence, representing (100%) in the 6 different texts analysed. As an obligatory move, Move 1 is characterised by six steps. These steps include Salutation, Welcoming, Announcing the programme's quest, Recapping League standings and Fixtures.

Step 1: Salutation

The first sub-move that begins Move 1 in the data was labelled 'Salutations'. This sub-move is employed to initiate the conversation or encounter between the host and viewers before the commencement of the programme. The host recognises and acknowledges the presence of viewers watching the programme, expressing the pleasure of meeting them.

Bach and Harnish (1979, pp. 51-52) postulate that salutations express 'pleasure at seeing (or meeting)' someone. Salutations are generally recognised as tools for mediation between members of a speech community and how they communicate (Amoakohene, 2015). The communicative purpose of this first move, as can be judged from the name, is to respect the programme's cherished viewers and set a friendly tone between the host and discussants before the preview starts. The communication between the host and viewers is negotiated

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via salutations because they are used to begin or initiate conversations, especially in Africa, where a person who does not greet his or her elders or a fellow is considered not to be adequately nurtured and regarded as impolite (Ntuli, 2012). This mainly demonstrates the brittleness of relationships when codes of conduct are not adequately adhered to.

Often, any viewer who does not comply with the salutation code of conduct is sometimes hung up from the line. To affirm Swales' (1990) claim on the genre theory, it must be asserted that the salutation sub-move found in the three previews analysed has a prototypical schematic structure and the various communicative functions (moves and steps) of a genre exhibit typical conventionalised verbalisation patterns (realisations) which, like the schematic structure, are recognised as such by the discourse community. As it occurred in five out of six match previews analysed, the textual space given to this salutation sub-move indicates it forms an integral part of the preview and, perhaps, may even be partially considered indispensable to the genre. This confirms Bhatia's (1993) assertion that a genre as a composed and conventionalised discourse particular to a community.

A genre refers to the use of language in a conventionalised communicative setting to express a particular set of communicative goals of a disciplinary or social institution. It also gives rise to stable structural forms by restricting the use of lexico-grammatical and discursive resources (Bhatia, 2004). Akindele (1997) now corroborates Swales' (1990) assertion that salutations are widely recognised as crucial for negotiating and controlling social identity and social ties amongst participants. Duranti (1997) asserts that salutations are a component of the communicative skills required for

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membership in a speech community, supporting Akindele's (1997) earlier viewpoint.

Moreover, salutations are of great interest to analysts of social interaction, who see them as establishing the conditions for social encounters. Despite the numerous works on salutations, Amoakohene (2015) argues that there is surprisingly no generalisable definition of salutations in the context of any speech community. Again, Duranti (1997) stresses that although some scholars have paid more attention to salutations in the social sciences, there is absolutely no generalisable definition of salutations in connection with any speech community and, therefore, no systematic way for deciding what qualifies as 'salutations' in a particular speech community.

Nevertheless, scholars have found it easy to identify in different languages and explain what salutations do for or to people (Duranti, 1997). Searle (1969) and Youssouf et al. (1976) earlier argue that this could be because salutations are verbal formulas with almost no propositional meaning or referential significance. However, Searle (1969) sees salutations as 'a form of recognition' that are typically anticipated to happen at the start of a social interaction, even though they may not always be the first words said between people.

Similarly, Searle and Vanderveken (1985, p. 215) posit that 'salutation' is a 'courteous indication of recognition, with the presupposition that the speaker has just encountered the hearer'. In light of this, salutations play significant roles between or among speech community members. They perform the function of a social goal (Leech, 1983). Chamo (2015) affirms that salutations are integral to the interactional discourse and serve as a prelude to

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establishing social relationships. In many cultural contexts, particularly in the Ghanaian context, salutations have been deemed a sense of respect and recognition of speech community members.

The traveller(s) greet(s) the non-traveller (s) who are seated, and that fulfils the social goal, as argued by Leech (1983). Halliday (1979) classifies salutations into 'time-free' and 'time-bound'. The understanding between the time-free salutations is that speech community members use them irrespective of the time of the day. This means that it is a general salutation; hence, it does not indicate the particular time it is used, as in, 'how are you doing?' 'Glad to see you (again)!' However, the time-bound salutations are used with specificity as the member(s) within the speech community specify the time of the day the salutations are used. Dzameshie (2002) refers to that as 'time-of-day salutations' since salutations are used based on the three main demarcations of the day. For example, morning: good morning, afternoon: good afternoon, and evening: good evening.

Here, the match preview's host welcomes spectators by stating the time of day the programme starts. Salutations play an essential role in the Ghanaian context, and for that matter, step 1 (salutations) occurred in 3 (50%) times out of 6 data sets. As exemplified in the data collected and because the programme starts in the afternoon, the host employs the grammatical construction 'hello' and the time-of-day salutations. This is exemplified in some portions of the data set where 'time-of-day' salutations can be analysed from episodes two, three, and four. The evidence from the data that highlights the 'time-of-day' salutations is illustrated in an extract below:

Extract 2

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      i.   *Hello, good afternoon* **[MP 2].**

     ii.   *Hello, good afternoon* **[MP 3].**

   iii.   *Hello, good afternoon* **[MP 4].**

Extract 2 above shows instances where step 1 (salutations) was realised as they opened the preview and its communicative purpose. As can be seen from the salutation examples, the host welcomes the show's audience by mentioning the time of day and briefly describing the programme. It is evident that the programme is held in the afternoon; hence, the host employs the salutation 'hello, good afternoon' to specify the exact time of the day. This has the communicative purpose of informing the viewers about a specific peculiar programme to be run, and they should gauge the importance and relevance of the programme as well. The word 'hello' is solely used in this sense as a form of salutation, even if it has no particular meaning to negotiate an interaction between the host, the previewers and viewers before the start of the programme. The cultural advantage is that 'hello' plays a crucial role in drawing someone's attention to the pronouncer, particularly in Ghanaian culture. In the Ghanaian cultural context, salutations are considered a form of respect and recognition of people (Sekyi-Baidoo & Koranteng, 2008). The key lexico-grammatical resources employed in the realisation of Move 1 and its steps introduce the viewers to the match preview programme, 'the Ghanaian Premier League, which matters'.

Step 2: Welcoming Notice

The second sub-rhetorical move (step) realised in Move 1 is labelled 'Welcoming Notice'. Step 2 is employed by the host to welcome the guests as well as viewers prior to the commencement of the programme and to draw

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viewers' attention or seek the viewers' attention for the forthcoming match preview programme. Step 2 was found in five (5) instances of the data set, representing 83.3% of occurrence.   The key lexico-grammatical resources employed in the realisation of Step 2 are illustrated in Extract 3:

Extract 3

i.   *Welcome* to our continued coverage of the only

ii.   league that matters **[MP 3]**

iii.   *Welcome* to the Wembley of Ghana football, the Accra Sports Stadium which should also be a mouth-watery encounter **[MP 1].**

iv.   *Welcome* to our continued coverage of the only league that matters **[MP 2].**

v.   *Welcome* to our on-going coverage of the Ghana Premier League **[MP 2].**

It is evident from Extract 3 above that Step 2 is an interaction marker between the host and viewers, whom the host regards as essential programme agents. The lexicon 'welcoming' belongs to the speech act deployed purposely to accommodate and reassure viewers for the continuation of the preview programme. The verbal act of welcoming serves the primary communicative function of accepting and settling the audience before the start of the preview. 'Welcoming' can be categorised as a directive (Austin, 1962) if the presenters show that they are sincerely doing the act of welcoming. As a result, the previewers are truly happy to have the listener with them. In other words, the previewer describes the current scenario (during the match preview programme) as one in which the act of welcoming is sincere and significant (Olishi, 2006).

Examples from Extract 3 demonstrate how the speech act of welcoming is articulated in the performative verb 'welcoming,' which is frequently preceded by a prepositional phrase, as in 'to our ongoing coverage of the Ghana Premier League' and 'to the Wembley of Ghana football'.

Step 3: Announcing the Quest of the Programme

The third step within Move 1 that manifests in the data is announcing the programme's quest. In this step, the programme host highlights the programme's identity and distinctiveness to viewers. The communicative purpose of Step 3 is to popularise the match preview programmes of the television station. It also enhances the interaction between the discussants and prompts the viewers to follow the discussions keenly. Step 3 serves as a means through which the panel plan their thoughts and actions. This sub-move occurs in almost all the data sets, with a percentage of 83.33.

As can also be deduced from the instances of Extract (3) illustrated above, the host employs key lexico-grammatical resources to announce the programme to the viewers. In this way, it can be said that Step (3) has the communicative purpose of identifying the ongoing programme while informing or reminding its viewers. This is exemplified in Extract 4 below:

Extract 4

   i.   *Our coverage of the Ghana Premier League continues* [**MP 5**]**.**

   ii.   Extract *Our ongoing coverage of the only league that matters, the GPL, the Ghana Premier League* [**MP 2**]**.**

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iii.   *Our continued coverage of the ongoing coverage of the only league that matters. The Ghana Premier League, the GPL* **[MP 3].**

iv.   *Our ongoing coverage of the Ghana Premier League, the only league that matters* **[MP 4].**

v.   *The Wembley of Ghana football, the Accra sports stadium* **[MP 1].**

The above extract confirms the programme's quest as the sub-move used in move 1's realisation. This step dominates the data display when the hosts emphasise the match previews during the introduction parts.

Step 4: Recapping

The next sub-move identified in Move 1 was tagged Recapping. In this step, the hosts reintroduce the previous matches played and link up the teams' performances in those matches to the upcoming match. The communicative purpose of this step is to situate the discussion of the match at hand in a proper perspective. This step is illustrated in Extract 5 below;

Extract 5

i.   *But as we always do, we recap and catch up with the very latest in the GPL. Why don't we take a look at some of the matches that have been played indeed so far? We're talking about week ten already. We're in week ten and Legon Cities of course making the headlines so far this weekend with that absolute stunning five-two victory over Ash Gold on Friday. It was a Friday night hoary show for Ash Gold but as the Pharos Legon Cities were concerned, it was a perfect start to what they're*

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calling a comeback. Let's see about that. Hearts drew goalless in Brekum, tough game, the Phobians could have won it right at the end but it wasn't easy for them in that game. They get a point but they would be disappointed for not getting three. And of course, their city rivals Great Olympics also picked up a point at home. They will feel that they dropped two valuable points. But against Karela who were quite a tough knot to crack, I guess that score line might be justice **[MP 3].**

ii.   *It's another entertaining weekend. We started on Friday; had some matches yesterday and we will continue today, big matches to look forward to. We'd be going to Dawu to find out who will be winners at the end of ninety-minutes. Of course, the home side Dreams FC entertains Karela FC in that game. We've done a few matches already and of course, Great Olympics vs Asante Kotoko ended goalless on Friday. King Faisal and Ashanti Gold also ended goalless. I don't know whether that's a good result for Faisal or a bad one against the form of Ashanti Gold. Elmina Sharks, they defeated WAFA not even the die minute right at the depth in injury time. They got that winner, exciting game that was* **[MP 4].**

Extract 5 demonstrates some instances from the data set where 'Recapping' (Step 4) characterises Move 1. It can be deduced that the host announces the results of the matches that have been played so far. The host indicates the names of the teams in the contest, presenting the outcome to the viewers and the

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repercussions for the lost team. This step is realised in all six data sets and has a 100% occurrence.

Step 5: League Standing

Another sub-move realised in Move 1 was 'League Standing'. The match preview hosts present the matches' results that determine the teams' positions on the league log. This step has the communicative purpose of informing viewers about the positions of the teams on the league table. Extract 6 below shows instances where this step occurred in the data set;

Extract 6

i. *Hearts of Oak have an opportunity to overtake Karela that is if Karela do not win. Or at least, get, no they will not overtake them, will they? They will just about get behind them. Medeama, the Dreams, Aduana Stars, Oscar, it is about to the top six really look quite competitive and I think each of them believe they can take the title* **[MP 1].**

ii. *Right, let's take a look at what that means as far as the standings are concerned and quite clearly you can see that this is a defining weekend in the GPL. No doubt about it. Medeama on thirty-six, Kotoko on thirty-five, Hearts of Oak and Olympics on thirty-four followed by Karela on thirty-three points so let's just say the top ten is that close. Two wins for Aduana who are in ninth position subject to the results on top of them could see them going on top of the GPL. That is how close it is from first position to ninth position is very tight. Ash Gold, the biggest gainers, they are creeping*

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up the ladder slowly after their troubles towards the end of last season. And look at Bechem United not withstanding all those defeats, all those goals considered, remarkably, they are still in eighth position. Dreams perhaps have lost a momentum with the top but on thirty-one. Who says they can't catch up with a couple of wins? That is the GPL league table Week 21. Let's look at the bottom and have things done. Inter Allies losing to King Faisal means that they are deeper trouble. Does it mean it's over for Allies? It will take some miracles. Now look at King Faisal, look at Eleven Wonders, and look at Legon Cities. It's just a game; it's just a win between them. Any of these three, let's even look at Liberty Professionals, any of these four clubs, a win or a defeat could see them swapping places and it's not safe for Elmina Sharks

[MP 6].

From Extract 6 above, the host of the match preview programme presents the results of the matches that have been played, and those teams that won their games are seen swapping places on the league log. This step occurred in 2 data sets representing 33.3% of the data set.

Step 6: Fixtures

The sixth step realised in Move 1 is 'Fixtures'. It identifies the actual matches that are yet to be played. The host of the match preview announces forthcoming matches before the discussions begin. The announcement of the fixtures has the communicative purpose of informing viewers about teams that are coming to log horns with each other. Nartey (2018) asserts that the

previewer usually constructs the name of the two teams involved in the contest with a hyphenated phrase. Instances from the data are illustrated in Extract 7 below:

Extract 7

i.   *Let's take a look at the fixtures coming up for this weekend. Week 19 of the Ghana Premier League. Some tantalizing and mouth-watering fixtures for us to look forward to. Good afternoon, our fixtures for today, which would kick-off at the top of the hour is*

Ebusua Dwarfs vs Eleven Wonders

Ash Gold vs Accra Hearts of Oak

Liberty Professionals vs Elmina Sharks

Inter Allies vs Karela United

Eduana Stars vs King Faisal **[MP 2].**

ii.   *A gloss of matches coming up today; Ebusua Dwarfs travel to Berekum, Eduana Stars would be entertained by Bechem United, Eleven Wonders welcome Liberty professionals, and very shortly, we'd be going to Dawu where Dreams also host Krela United. Medeama verses Legon Cities promises to be a very fascinating encounter in Tarkwa and Hearts of Oak at six O'clock kick-off against Inter Allies* **[MP 4].**

In Extract 7, the previewer projects the teams in the contest, as exemplified above. The evidence above shows that the previewer presents the fixtures before the discussions begin. This step occurred in all the data sets, representing 100% of occurrence in the data set.

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Move 2: Discussing the Content

Move 2 briefly presents some pre-match analysis of the upcoming contest. The data revealed that analysis of content discussion is another move that characterised the match preview of the Ghana Premier League. This action has the communicative goal of alerting the audience about team analysis. Nartey (2018) confirms that the communicative purpose of assessing the contest at hand is to give a comprehensive investigation of the upcoming contest, which is aimed at arousing viewers' interest in the contest at hand.

Nartey further argues that this move serves as an alternative technique for establishing the contest in proper perspective because the analysis presents some clear evidence regarding the contest's outcome. The pre-match discussions ignite viewers' interest regarding the upcoming contest. The teams' performance is assessed based on previous matches and compared to current performance. These performances are narrowed down to the upcoming contest.

In order to arouse viewers' interest in the preview discussions, this move serves as a pre-match (in-depth) examination of the game. Furthermore, the discussions reveal some hints about the contest's outcome meant to situate it in its proper perspective. The extract below illustrates instances from the data where this move is found:

Extract 8

i. *Right, let's come back to home to the match at hand. I'm sure the GPL headquarters would get more information on these transfers and those players who are going free here and there. But it's a great game in Dow. Dreams FC, they entertained Karela. Karela suddenly seems to have lost their*

way. They look quite impregnable at home. They look very good on the road; they were on top playing good football. Goal king you know was looking like something obvious for Diawisie Taylor but they've lost their way and other teams are beginning to peck at them. Dreams would fancy their chances today, Coach, looking at their last few games. Of course, yeah when you watch Dreams FC, they lost to Medeam. They drew with Inter Allies. They lost to Accra Great Olympics at home, they trash Ashanti Gold by four goals to one and then lost to Berekum Chelsea. Out of the five games, they just won only one, drew one and then lost three. I think it's very bad of Dreams FC. Well, in as much as the teams have also come up in the second round of the league, Dreams FC is dropping because until Olympics beat them at home, they were on seven matches on a run without defeat and it was perfect... **[MP4].**

ii.   *Hearts of Oak have an opportunity to overtake Karela that is if Karela do not win. Or at least, get, no they will not overtake them, will they? They will just about get behind them. Medeama, the Dreams, Aduana Stars, Oscar, it is about to the top six really look quite competitive and I think each of them believe they can take the title* **[MP 1].**

iii. *Right, let's take a look at what that means as far as the standings are concerned and quite clearly you can see that this is a defining weekend in the GPL. No doubt about it.*

Medeama on thirty-six, Kotoko on thirty-five, Hearts of Oak and Olympics on thirty-four followed by Karela on thirty-three points so let's just say the top ten is that close. Two wins for Aduana who are in ninth position subject to the results on top of them could see them going on top of the GPL. That is how close it is from first position to ninth position is very tight. Ash Gold, the biggest gainers, they are creeping up the ladder slowly after their troubles towards the end of last season. And look at Bechem United not withstanding all those defeats, all those goals considered, remarkably, they are still in eighth position. Dreams perhaps have lost a momentum with the top but on thirty-one. Who says they can't catch up with a couple of wins? That is the GPL league table Week 21. Let's look at the bottom and have things done. Inter Allies losing to King Faisal means that they are deeper trouble. Does it mean it's over for Allies? It will take some miracles. Now look at King Faisal, look at Eleven Wonders, and look at Legon Cities. It's just a game; it's just a win between them. Any of these three, let's even look at Liberty Professionals, any of these four clubs, a win or a defeat could see them swapping places and it's not safe for Elmina Sharks

[MP 6].

Extract 8 above indicates the actual manifestation of the move 'Content Discussion' in the data set. This move examines the competing teams and, for that matter, the discussants recap the previous matches played and the results of

those matches and narrows the contest at hand to situate the discussion in the proper perspective. This move occurs in all the six data sets gathered from Max Television Station.

Step 1: Predicted Team Line-Ups

The first step is 'Predicted Team Line-Ups', which informs the audience of possible players for each competing team. This step is what Nartey (2018) called 'team line-ups'. This is usually done by naming the players the previewer considers the best set to represent each team.

Nartey further adds that the players are arranged according to a particular system and that the arrangement of the probable line-ups gives the predicted formations of the two teams. This has the communicative purpose of providing basic information to viewers or readers about the tactical and technical strategies the teams will likely employ. The following examples from the data set illustrate how Step 1, 'Predicted Team Line-Ups', is shown in the match preview presentation on Max television station.

DREAMS FC
KARELA UNITED FC

Figure 1 Teams Line-Ups
(Source: Max TV.com.gh)

Figure 2 Teams Line-Ups

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As seen in Figures 1 and 2 above, the previewer presents the possible line-ups of the players for both teams. In this manner, viewers are informed about possible players regarded as the best first eleven for each competing team. The previewer generally employs this step by identifying players who have distinguished themselves on the field of play and are rated the best first eleven to compete for their respective teams. This step occurred in all the data sets with 100% of occurrences.

Step 2: Predicted Team Formations

The next step used to showcase the predicted positions of the players that the coach deploys on the pitch is "Predicted Team Formations". This step occurred in all the realisations of Move 2, with a percentage of 100%. This step's communicative purpose is to inform viewers about the probable system of play and the tactical scheme that the coaches will likely display through the players they deploy on the field of play during match days. Here, the previewer presumes the best first eleven players of each competing team and how the individual players are likely to be positioned on the field of play.

For instance, when we consider the 'predicted team line-ups' for Dreams FC and Karela United FC above, the previewer presumes the formation or tactical system of play that the two contesting teams will probably deploy on the field of play. It is clear from the Dreams' FC line-up that the previewer anticipated the formation or tactical principles the team is likely to use in this particular game. The array of players displayed above for Dreams FC tells viewers that the team will likely use four defenders, four centre-backs, and two centre-forwards (4-3-3). On the other hand, the line-ups of the Karela United

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FC clearly show a system of play known as four defenders, one supporting defender, three central defenders, and two centre-forwards (3-4-3).

The formation of tactics shown here presents the system of deployment of players. This showcases the likely or predicted technical strategies adopted by the two teams. The players are positioned at various spots on the football pitch based on a particular play system. The two-steps 'Predicted Team Line-ups' and 'Predicted Team Formations' occurred concurrently in the data set. Figures 3 and 4 below display the predicted team formations between Dreams FC and Karela United FC.

DREAMS FC
KARELA UNITED FC

Figure 3: Team Formations

Figure 4: Team Formations

Source: Max TV.com.gh)

As illustrated in Figures 3 and 4, the predicted formations indicate the permutations or tactical schemes the two teams that are to log horns with each other are likely to deploy players into the field of play.

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Step 3: Form Guide

This sub-move 'Team Form' realised under Move 2 (Discussing the Content) is as essential as any other sub-move in the match preview. Nartey (2018) identified this as a move and labelled it as 'team form'. This step presents to the audience the level of performance of the entire squad at the moment, and it occurs in all the previews serving as the data for the study with (100%) occurrence in the data set. The communicative purpose of this sub-move is to give viewers an update concerning "the team's current state" or the playing body. This step is used to give viewers relevant information about players who are unavailable due to ill-health or lack of match fitness. From the data, the following is an instance to prove to the audience the level of performance of the entire squad and the team.

Extract 9

i. *Yeah, you know Chelsea themselves have not been a very solid side in the last five, six games. They've won some good games but those games were at home against Dreams FC where they won by a goal to nil and you know beat Eleven Wonders by another two nil. And so, before that game, they had drawn against Elmina Sharks and we all thought that if they have to win some games then, those are some of the games that they have to you know win. Those are the games that they have to you know get a point from but nevertheless, they are not a side that will trouble Dreams FC on a very good day. We're expecting Dreams FC to go out there and prove their man and they have a very good manager who*

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knows the terrain very well. Who knows the Berekum Park and can get a good point there. So, for me, I think that if Legon Cities will do something today, then, possibly, the manger will have a role to play **[MP 1].**

ii.   *Medeama are keeping you know that consistency winning three matches in a row. And they are the only team in the Ghana Premier League who have done so, have won three matches in a row twice in the Ghana Premier League this season and Medeama looks like a team that could go all the way if they keep on grinding results* **[MP 6].**

An example from the data which shows the realisation of Step 3, 'Team Form', is shown in Extract 9 above.

The communicative purpose of Step 3, as illustrated in the above extract (extract 9), is to allow viewers to learn from them the overall records of performances of the entire teams. The teams that have distinguished themselves in the field of play through the tactics of the coaches are highlighted by discussants during the discussion of the match previews for viewers to be abreast with the overall performances of the teams. This step has a frequency of 100% in the data set.

Step 4: Individual Form

The next sub-rhetorical element in the realisation of move 2 is "individual form". This process, which is realised in this move, identifies specific players who have the power to affect the game's outcome. In contrast to the team form, which assesses the entire team's performance, this step emphasises individual players who are top-notch and have the potential to affect

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the outcome of the competition. This action's communicative goal is to familiarise viewers with these potential game-changers. The data that illustrates how this step is implemented is shown in Extract 10 below:

Extract 10

i.   *... And Diawisie Taylor, any time the ball is in the eighteen, and then you find this talisman in there, just prepare yourself because he can bang the goal anytime any day and that is the work of a phenomenon striker. That is Diawisie Taylor* **[MP 4].**

ii.   *… they've been so much fortunate to have their talisman you know Salifu Ibrahim, a player that has managed to win you know five men of the match games in most of their games that they've played. Whenever he is part of the team, you see how instrumental he's to them and you see that indeed he is the talisman of the Eleven Wonders* **[MP 3].**

Extract 10 above indicates portions in the data set where Step 4, 'Individual Form', was realised. The previewer highlights individual players who are game changers and, therefore, can influence the outcome of the contest.

The communicative purpose of this step, as employed by the discussants, is to allow viewers to learn from them the individual players capable of deciding or influencing the outcome of the match. These players have distinguished themselves in the field of play, and discussants highlight these players in the preview discussion for viewers to be abreast of the individual players capable of deciding the result of the game (Nartey, 2018). This step has

a frequency occurrence of 100% due to its presence in all the six data sets gathered from the Max Television Station.

Step 5: Presentation of Factual Details

This step, named 'Presentation of Factual Details', is used to realise Move 2, which presents (hard-core) facts about the contest to the audience. In a way, it is fixtured with facts that give a set of (hard-core) facts that are supposed to serve as evidence. As shown in the following examples, this step is realised based on the outcomes and probable predictions of the game (Nartey, 2018). To ground the argument on facts, there is an indication from the step that this sub-move has the communicative goal of educating the viewers on some apparent contest certainties that are based on previous performances of the squad or team on which the discussants draw some conclusions and predictions concerning the outcome of the contest. Extract 11 below exemplifies the occurrence of Step 5 in Move 2:

Extract 11

i.   *Some of the teams were on a good momentum and one of those teams was Legon Cities. They lost narrowly in their last game before the break but before then, had a must gone seven games unbeaten* **[MP 1].**

ii.   *Now, one identical thing about Liberty Professionals and Medeama and why Medeama are on top and why Liberty Professionals are out of the relegation zone is that they've kept that consistency. Winning in fact, they lost their first match in the second round but they won three matches in a*

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row. No other team has been able to do that in the second

round, winning three matches in a row consistently **[MP 6].**

Extract 11 above showcases portions in the match preview programme where Step 5, 'Presentation of Factual Details', was realised. This step was realised in two match preview data representing 33.3% of occurrences in the data set.

Move 3: Assessing the Squad

This move emanated from the data set of the Ghana Premier League match preview, which was tagged as 'Assessing a Squad', gauging the squad's competence and performances. The communicative purpose of this move is to enlighten viewers on the current happenings within the team or the state of affairs of the teams regarding their current performances. This move has 50% of occurrences because it occurred in three out of six data sets. This move has two sub-moves in its realisation.

Step 1: Injuries

The first sub-move of assessing a squad that emanated from the data set was tagged as 'injuries.' These injuries educate viewers on players who will miss the game due to fitness problems. This could also help the viewers measure the teams' competence. This sub-move was realised in only 2 of the matches previewed. This, therefore, occupies 33.3% of the frequency occurrence. The communicative purpose of this sub-move, as employed by the previewer, is to inform viewers about certain players who have been left out of the first eleven for the contest due to fitness problems. The extracts below exemplify how this sub-move was realised in the data set analysed.

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Extract 12

i. *Well Prince, Coach Ignatius Fosu makes four changes to the squad that lost to Accra Hearts of Oak in Accra last Sunday. George Ameyaw comes in for the injured John Moosie, Adu Boahen comes in for Frank Amankwah, Razak um Tafo also comes in for Salifu Ibrahim and the former Hearts of Oak skimping former Kumasi Asante Kotoko player Ashitey Ollennu also comes in for Johnna Aryeetey* **[MP 3].**

ii. *These are tactical switches err in our last game we wanted to deal with some variations of Kotoko's game. Ebusua Dwarfs plays differently and so we bring in err and a lot of them were due to injury in our last game. Because we were losing two of our left-backs so we had to play with the center back there and now one of them is back from injuries so we have to put him there because you know, we attack more with our full backs so tactical switch. For Alex, err as I said in their last game, we are still going to deal with his err physical level. Once he gets to that level, then I think he would be ready to start but for now, I think the best we can do for him is to start him from* **[MP 2].**

It can be seen from Extract 12 above that the step 'injuries' occurred in the data set of the match preview presentation programme. The previewer states the names of players not included in the team line-ups for match days due to injury.

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Step 2: Suspensions

The step 'suspensions' of Move 3 found under ''assessing a squad'' was manifested in one (1) out of the six (6) match previews. The communicative goal of this sub-move is to inform viewers about players who are on suspension due to being red-carded and banned from play for the next three matches or players who just finished serving their suspensions, which may or may not play due to the coaches' choice or preference. The frequency of occurrence of this sub-rhetorical unit is represented by 16.67%. The previewer of the match preview employs this sub-rhetorical unit, suspensions, to let viewers understand the particular players who are either serving a ban or are left out of the selection squad due to suspensions. For that reason, the viewer tries to gauge the remaining players in the squad who are left for the manager to select for the contest. Extract 13 below shows instances from the data set where this sub-rhetorical unit has occurred.

Extract 13

i.   *Goalkeeper Adams Abdul-Jabal, he came in for regular goalkeeper Kaisan Yuisu. You remember in the match King Faisal played against Accra Hearts of Oak; he took a red card in that game* **[MP 3].**

Extract 13 attests that 'suspensions' were found in the match preview programme. The previewer employs this step to inform viewers about players who are serving a ban and, therefore, cannot play or are returning from a ban to start the contest.

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This step is optional but occurred in a few of the match previews. The reason for tagging this step as optional could be attributed to the fact that players' suspensions rarely occur in football clubs.

Move 4: Predicting the Score Line

The fourth move identified was 'Predicting the Score Line'. Its communicative function is to inform viewers about the likely-to-win team. This is done by assessing the strengths and weaknesses of the teams. The assessment guides the viewers in selecting an appropriate team to bet. This is exemplified below:

Extract 16

i.   … *We all saw what they did against Eleven Wonders and I'm sure that they are going to add Legon Cities to the defeated side they've had in the couple of days you know* **[MP 1].**

ii.   … *I think we would beat them two zero* **[MP 2]**

iii. ... *It's definitely going to be a good game but I believed that Olympics are slightly ahead of Ebusua Dwarfs due to their home poor performances* **[MP 5].**

From Extract 16 above, predictions are made as to which particular team stands the chance of winning the contest. This move, 'Predicting the Score Line,' premised on the previous performances of the two teams that logged horns with each other. This move is seen in five (83.3%) data sets.

Move 5: Advertising

The last move identified was 'Advertising'. This move details the corporate institutions that sponsor the programme. The communicative purpose is to create awareness about the products and services of the sponsors of the match preview programme that are available to consumers. Advertising

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increases the purchasing power of consumers by enhancing the communication between consumers and the product offered (Abukawa et al., 1996, as cited in Zakaria et al., 2018). They further argue that advertising is an approach to heighten customers' attention to an item or brand, generate a sale, and create brand loyalty. The media, specifically the radio and television, have become influential and instrumental channels for circulating information, educating the public and entertaining viewers. This move (5) comprises 'promoting the programme's sponsors' and 'assuring'. Move 5 was tagged as obligatory because it occurred in all 6 data. This move occurred in all the data sets; hence, it has a frequency of 100% of occurrence.

Step 1: Promoting the Programme's Sponsors

In this step, the match preview's presenter promotes the businesses and organisations that sponsor the match preview during commercial breaks. The communicative purpose of this step is to make viewers aware of the goods and services offered by the businesses that support this match preview programme. This step is illustrated in Extract 17 below:

Extract 17

i.   *… let's go for a quick break* **[MP 2].**

ii.   *... Let's go for a quick break* **[MP 4].**

iii.   *... let's go for a quick break* **[MP 6].**

Extract 17 above highlights how the communicative goal of Move 6 was realised in the match preview programme. Here, the previewer markets the products and services of its sponsors to viewers during commercial breaks for viewers to buy. This step has a frequency of 100% of occurrences in the data

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since it appears in all the six data sets of the Max television station match previews.

Step 2: Assurance

The second step within Move 6 was tagged as 'assurance', which defined the match preview programme. This action is related to the verbal act of promising. According to Searle (1969), the speech act of making a promise requires that the promisee has the intention of following through. Assuring viewers that the show will undoubtedly resume after the commercial break is the communicative goal of the sub-move assurance. 5 (83.3%) of the data set's sub-moves had this occurrence. The examples from Extract 18 illustrate how this step is found in the data set.

Extract 18

i.   *... We'd be back in a bit* **[MP 4].**

ii. *... We will be right back* **[MP 6].**

iii. *... we will be back in just a second* **[MP 1].**

Extract 18, as illustrated above, shows how the previewer assures the viewers that the programme will continue shortly after the commercial break. The primary communicative goal of this step is to reassure viewers that the programme (match preview) will continue or resume after the break. In order to keep viewers tuned to the station, the previewer guarantees the audience that the show will return shortly. The presenter uses this sub-move assurance to persuade viewers to stick with the show and not change to a different channel to watch something else.

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Move 6: Involving Viewers

The sixth move is 'Involving Viewers', which after that enables spectators to contribute to the presentation. The communicative goal of this move is to show appreciation for and enable viewers' participation in the presentation. The programme's hosts are trying to thank their audience for choosing to watch and listen to them (the hosts) rather than other hosts on various television networks. This move also acknowledges the fans' viewpoint and invites their participation through soliciting predictions, reactions, and feedback. From an emic perspective, fans actively contribute to the football match previews. Their insider knowledge and passions are valued rather than viewing them as passive spectators. The host aims to include fans as conversation partners through this move. The feedback generated from readers within this move provides a sense of the fans' pulse. This move also appears almost always in match previews in terms of frequency, and it may be represented by (33.33%). In the data set under study, two sub-moves define this move.

Step 1: Invitation to viewers to join the programme

The first sub-move in Move 6 was identified as 'Invitation to Viewers to Join the Programme'. The communicative purpose of this step is to offer viewers the opportunity to contribute to the programme. Viewers are prompted to contribute to the issues raised through the match previews, especially during commercial breaks. To the host, viewers' contributions are projected via telephone and other social networks like Facebook, WhatsApp, etc. This sub-move occurs in 2 out of 6 (33.33%) data. The previewers promise the viewers the return of the programme immediately after the commercial break. Searle

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(1969) argues that promise is linked to the Speech Act Theory and that a promisee has the intention to perform a particular act in the future. The communicative purpose of this sub-move is to allow viewers to send their contributions or comments via phone, Facebook and other social media. Instances from the data set where this step was found are illustrated in Extract 14:

Extract 14

i.   *… you can join the action wherever you go, globally, locally, just by going to the google play store and downloading Star Times app. We're also on Facebook um Max TV um GH. Send through your comments* **[MP 3].**

ii.   *… you have a chance to also join the debate. I'm sure you have a lot to tell Prof. Jude Acheampong* **[MP 6].**

In Extract 14, the host invites viewers to contribute to the programme. The host does this by asking the viewers to send their views and comments concerning the issues under discussion, and their comments and contributions are read to the viewing public and noted to improve the programme's quality. The host uses imperatives as in 'you can join the action wherever you go', 'send through your comments', and 'you have the chance to also join the debate' in realising the sub-move 1 (Invitation to Viewers to Join the Programme), as shown in the Extract 14 above. This sub-move makes viewers feel included.

Step 2: Appreciating Viewers

The Appreciating viewers move allows the programme host to appreciate viewers. The host attempts to express gratitude to viewers by employing declarative sentences.

Also, pronouns such as "us" refer to the discussants. Boamah (2016) argues that participants who participate in conversations often use personal pronouns to establish interpersonal relationships. Out of the six previews, appreciating viewers occurred only once (16.66%). An example of this sub-rhetorical unit is illustrated in Extract 15 below:

Extract 15

i. *Thanks for joining us for the Ghana Premier League, the only league that matters. Our ongoing coverage continues on Star Times channel 247* **[MP 2].**

In Extract 15 above, the host shows appreciation by saying 'thanks for joining us' to the viewers for their patronage despite competition from other channels. The hosts attempt to honour the effort of their viewers by thanking them for choosing to listen to them (hosts) rather than other hosts on various television networks using this step. It only makes sense for television stations to do that, given the growing competitive culture of the industry (Ehrlich, 2005). In most cultures, showing thankfulness is regarded as being quite essential. According to Eisenntein and Bodman (1986), showing thankfulness has significant societal benefits. The amount of time and effort adults spend teaching young children when and how to say "thank you" is a sign of how important it is (Eisenntein & Bodman, 1986). Step 2 occurred only once (16.66% of the time) in frequency.

In the above section, I have discussed the schematic structure of the Ghanaian Premier League football match preview in the selected television station programme. The analysis of the data presented above portrays and has a peculiar or distinct structure compared to other sports genres. In addition, the data set analysis confirms that the match preview programme constitutes a six-

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move structure. Table 6 below highlights the frequency and status of moves identified in the match preview programme.

Table 6: Frequency and status of moves

Move	Max TV	Frequency (%)	Status
1. Introducing the Preview	+	100	Obligatory
2. Discussing the Content	+	100	Obligatory
3. Assessing the Squad	+	50	Core
4. Predicting the Score Line	+	50	Core
5. Advertising	+	100	Obligatory
6. Involving Viewers	+	33	Ambiguous

The analysis presented in table 6 above confirmed that a six-move structure characterises the match preview of the selected television station: Introducing the Preview (move 1), Discussing the Content (move 2), Assessing the Squad (move 3), Predicting the Score Line (move 4), Advertising (move 5), and Involving Viewers (move 6). Move 1 (Introducing the Preview), Move 2 (Discussing the Content), Move 3 (Assessing the Squad), Move 5 (Advertising) and Move 6 (Involving Viewers) had steps, whilst Move 4 (Predicting the Score Line) had no steps.

Sequencing of Moves

The data set analysed established that the moving pattern embedded in the match preview follows an irregular pattern. Sequencing refers to the typical order and progression of moves in the text. Sequencing creates a logical flow and coherence. In other words, the data set does not show any regular sequence of the moves in the Max Television Station. This implies that football pundits from the Max Television Station, which comprises the data for this research, do not follow a rigid pattern in the match preview discussions; instead, they allow

flexibility in their preview discussions. This confirms the argument made by genre scholars that genres but instead, they are dynamic and allow for innovation (Swales, 1990; Bhatia, 1993). The way the moves are sequenced in the match preview data set is shown in Table 7 below:

Table 7: Sequence of Moves in the Match Previews

Patterns	Max TV (6)	(%)
6-Move Sequence		
1→2→5→6→3→4	1	16.7
1→6→5→2→4→3	1	16.7
4-Move Sequence		
1→2→4→5	1	16.7
1→2→5→6	1	16.7
1→2→5→3	1	16.7
3-Move Sequence		
1→2→6	1	16.7
Total	6	100

It is evident from Table 7 above that the moves noted in the football match preview programme offered by the discussants show that the moves from the chosen Television Station do not adhere to a regular pattern. Six distinct sequential patterns for the presentation of football match previews on Max Television Station were found, although none of the six patterns displayed a particular format for the station's football match preview presentation in Ghana. With regards to the six-move-sequence, Max TV, for example, used the 1→2→5→6→3→4 move sequence, which occurred only once, in addition to the 1→6→5→2→4→3 move sequence, which also occurred just once, concerning the six-move sequence, out of the six data sets used for the analysis. One instance of a four-move sequence in the style 1→2→4→5 was another pattern noted in the match preview display programme. The identical four-move

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sequence also shows sequences in the shapes of 1→2→5→6 and 1→2→5→3, which each appeared once in the match preview data. Lastly, the data revealed a three-move sequence of 1→2→6 in the football match preview broadcast on Max Television Station, which also happened once. Examples of the erratic pattern of sequences, as shown in the football match preview on the chosen television channel, are given in Table 7. The following section directs us to examine the data set's most critical lexico-grammatical resources employed by the football match previews genre producers.

Textual Space of Moves

This section discusses how much textual space each move in the Ghana Premier League match preview takes up in the analysed data. 'Textual space' refers to the space created or the total number of words, clauses, etc. afforded to a move within a text through language The textual space indicates a move's significance allocated to it (Afful, 2005). Table 4 below shows the textual space for the words devoted to each move in the data set.

Table 4: Textual Distribution of Moves in the Football Match Preview

MOVE	TEXT 1	TEXT 2	TEXT 3	TEXT 4	TEXT 5	TEXT 6	TOTAL (%)
MOVE 1	163	278	473	294	602	473	2284 (17.7)
MOVE 2	1970	3358	585	402	357	1668	8340 (64.6)
MOVE 3	614	135	68	56	632	123	1628 (12.6)
MOVE 4	0	100	246	0	0	41	387 (3.0)
MOVE 5	35	10	45	28	25	0	143 (1.1)
MOVE 6	34	18	0	33	0	43	128 (1.0)
							12,910 (100)

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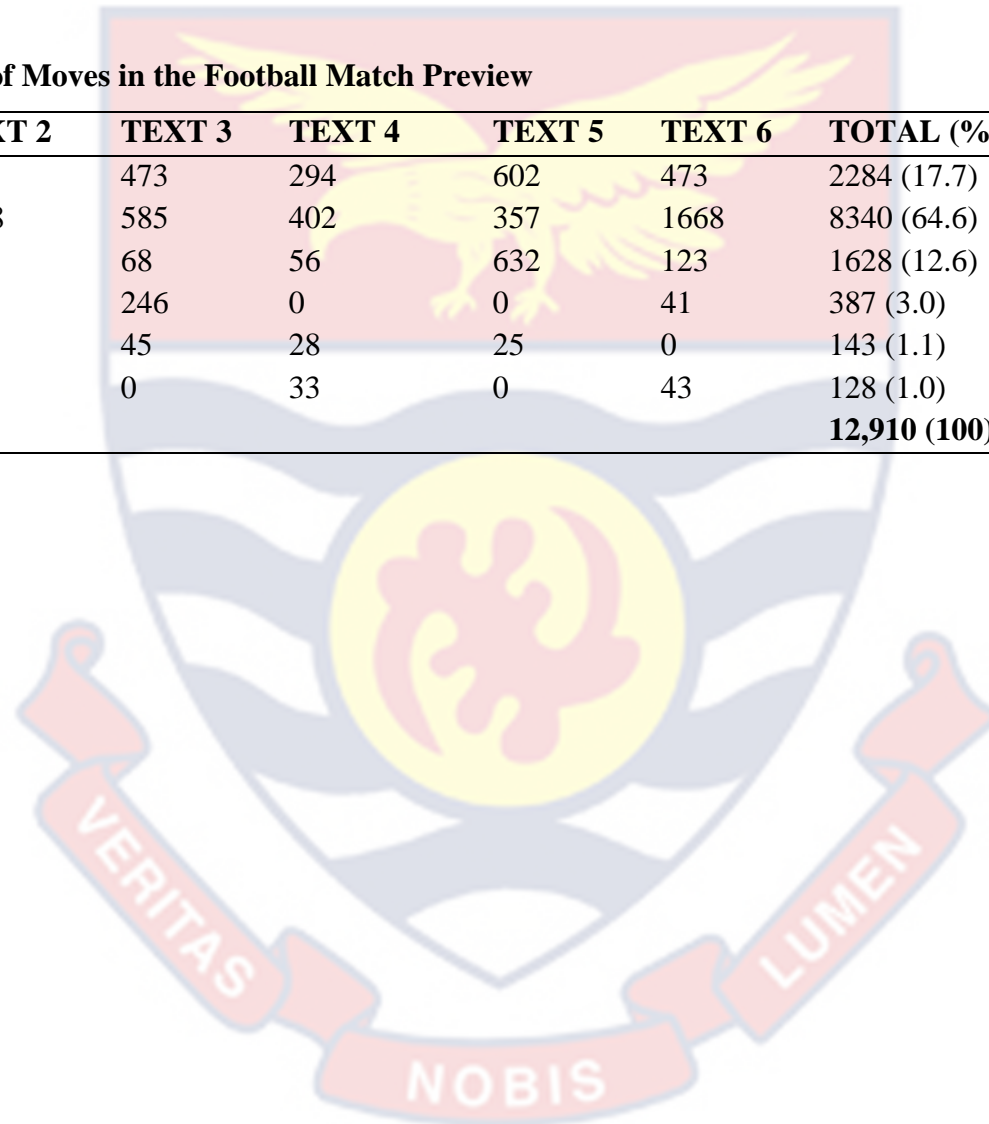
As can be seen from Table 4 above, the move that has the most significant or most textual space allocation in the football match preview data set is Move 2 (Discussing the Content). Move 2 contains 8,340 words, accounting for 64.6% of the information gathered from the Max Television station. Next to Move 2 (Discussing the Content) is Move 1 (Introducing the Preview), with 2,284 words representing 17.7% identified in the data collected. The move that follows is Move 3 (Assessing the Squad). This move has 1,628 words, representing 12.6% of the match preview data gathered. Move 4 (Predicting the Score Line) is the fourth Move in the match preview discussion, with 387 words, representing 3.0% of the data set. Both moves 5 (Advertising) and 6 (Involving Viewers) have 143 words and 128 words which represent 1.1% and 1.0%, respectively.

Compared to Moves 1, 2, and 3, Moves 4, 5, and 6 received significantly less attention from football analysts, according to the textual space of the moves presented in Table 6 above. This conclusion is drawn based on the textual space allocated to the various moves in the data set as seen in Move 1 (17.7%), Move 2 (64.6%), Move 3 (12.6%), Move 4 (3.0%), Move 5 (1.1%) and Move 6 (1.0%).

Key Lexico-grammatical Resources

Football pundits, in presenting match previews, employ lexical items to communicate for their viewers' understanding. Therefore, figuring out key lexico-grammatical resources deployed in the football match previews discussion on Max television station in Ghana is imperative. Hence, this section accounts for the lexico-grammatical resources that the discussants select in presenting the Ghana Premier League match previews on television.

Referring Elements

We can commonly define referring elements as words that refer to a person, place, thing or idea. According to Quirk et al. (1985), it is necessary, both for grammatical and semantic reasons, to see nouns as falling into different subclasses. Thus, there are many types of nouns: proper, common, abstract, countable, non-countable and collective. For this study, we will focus on proper nouns.

Proper nouns refer to specific and definite entities. Examples of proper nouns include; Mr. Ibrahim (a person), Cape Coast (a place), Mt. Everest (a specific thing). Proper nouns perform referential functions. Thus, they refer to single entities existing in the real world (Imomov & Zvereva, 2020), and always start with capital letters. In the dataset used for this study, the proper nouns that will be discussed include names of football players, coaches, and football clubs.

Names of Football Players

A careful study of the data indicates that Ghanaians have elaborate naming systems. Agyekum (2006) stressed the unpredictability of African names in that a name cannot be accurately determined until a child is born. A baby is named based on specific circumstances and happenings at birth in the family or society. Names of players in the Ghana Premier League (GPL) are not an exception to the above claim. Players' names in the dataset are categorised into birthday names, family names (surnames) and western names.

i.   Day born Names

In Ghana, most ethnic groups like Ewe, Akan, Dagombas, and Ga name their children according to the day on which they are born. This name is considered an individual's soul name ('Kradin' in Akan) of the child. It is a

name in which a person's soul decides to allow the unborn child to enter the world (Agyekum, 2006). The Table below indicates the days of the week and their corresponding Akan day names:

Table 8: Days of the week and Akan day names

Days of the week		Akan day names			
		Male			Female
English	Akan				
Monday	Edwoada	Kwadwo	Kojo/Jojo	Adwoa	Adwoa
Tuesday	Ebenada	Kwabena	Kobina/Ebo	Abena	Araba
Wednesday	Wukuada	Kwaku	Kweku/Kuuku	Akua	Kuukua
Thursday	Yawoada	Yaw	Ekow	Yaa/Awo	Aba
Friday	Efiada	Kofi	Kofi/Fiifi	Afua	Efua/Efe
Saturday	Memeneda	Kwame	Kwamina	Ama	Ama
Sunday	Kwasiada	Kwasi	Kwesi	Akosua	Akosua/Esi

Source: Agyekum (2006, p.214)

Examples of birthday names used in the dataset include Kwame, Kojo, Yaw and Kwadwo. Since the birthday names are too general, the previewers attach the other names of the bearers to make it specific for the listeners' sake. For instance, when the previewers mention *Kwame* Poku (MP 1) *Kojo* Fianu (MP 5), *Yaw* Acheampong (MP 6) and Kwadwo Obeng (MP 2), listeners get to know the particular player being discussed.

It is important to note that the birthday names are dominant in Move 2 (Discussing the Content). This is not surprising because previewers at this stage predict the line-ups of various teams and also look at the form of individual players.

ii.   Family Names/Surnames

Family name (surname) is the portion of one's personal name that indicates the person's family, tribe or community. Family names, also called

clan names, are given to children by their fathers. This means that people whose fathers are from the same patrilineal clans are, therefore, suspected of bearing the same family names (Agyekum, 2006). In Akan, for example, family names are based on the twelve patrilineal clans, which include "*Bosommuru*, *Bosompra*, *Bosomtwe*, *Bosomnketia*, *Bosompo*, *Bosomdwerɛbe*, *Bosomkrɛte*, *Bosomafi*, *Bosomayesu*, *Bosomakom*, *Bosomakonsi*, *Bosomafram*, and *Bosomsika*" (Agyekum, 2006, p.215). The family names of the players are the dominant names in the dataset. Such names include Acheampong, Asamoah, Korsah, Obeng, Appiah and Boahen. Unlike birthday names, the previewers can use surnames alone when discussing a player. Example: *This is **Antwi**, the goalkeeper…* (MP 6). Even in this instance, the player's position on the field (goalkeeper) is attached for easier identification. It is worth noticing that the use of surnames is dominant in Moves 2 and 3, where the players are discussed thoroughly.

iii.   Western (Foreign) Names

Aside from surnames, foreign names are the second most dominant names in the preview. Western name is used here to indicate categories like English names (Christian names), Islamic name, or any other name that is foreign to the Ghanaian culture as far as naming is concerned. Some English names in the dataset include Augustine, Prince, Bernard, Emmanuel, Joseph, Alex Ernest, Christopher and James. Some Islamic names like Ibrahim, Sadik, Fataw, Rasheed and Razak. It is evident from the dataset that English names dominate other foreign names in the GPL. Foreign players' names are also dominant in Moves 2 and 3 of the datasets used for this study.

Names of Football Coaches

Football coaches are responsible for developing football players' and teams' skills and motivation. Thus, they instruct and manage players, intending to help them win football games. As part of the match preview, previewers make mention of the names of coaches due to their massive impact on the game. Just like the players, the names of coaches are categorised into birthday names, surnames and western names.

i.   Day born Names

The dataset used for the current study has very few birthday names of coaches. In the six-match previews used for the study, there are only two instances of the birthday names of coaches. Both coaches are called "Yaw". For easier identification, the previewers attach the other names of these coaches: *Yaw* Preko (MP 6) and *Yaw* Acheampong (MP 6). Although the birthday names are every child's first automatic name (Agyemang, 2006), these coaches do not use them professionally. This accounts for the few instances of birthday names in the dataset.

ii.   Family Names/Surnames of Coaches

This category of coaches' names dominates the dataset. Such names include Odartey, Boadu, Bashiru, Osei-Fosu and Acheampong. Mostly, when the previewers use only the surnames of the coaches, they add the title 'Coach'. Instances include; 'Coach Boadu' (MP 4), 'Coach Odartey' (MP4), and 'Coach Osei-Fosu' (MP 3). Using the title 'Coach' enables listeners to determine the connections between the coaches' names and the roles of their referents. Surnames of coaches are dominated in Moves 2 and 3, especially when discussing team form and team formation.

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iii.   Foreign Names

As for the coaches, the use of foreign names can broadly be divided into Ghanaian coaches with foreign names and foreign coaches with foreign names. For the first group (Ghanaian coaches with foreign names), the names are usually English names (Christian names), and are the first names of these coaches. Such names include Ignatius, Johnson, Ernest, Hayford, and Samuel. It is only in a few instances that the previewers use the first names of the coaches when addressing them. An example is Coach Ignatius (MP 2). The reviewers often combine the coaches' first names and surnames when addressing them. Examples include; 'Coach Bashiru Hayford' (MP 3), 'Ernest Thompson' (MP 5), 'Annor Walker' (MP 5) and 'Samuel Boadu' (MP 4).

For the second group (foreign coaches with foreign names), their first and second names are foreign. Examples are; Coach Melovan Cirkovic, Coach Kosta Papic and Zdravko Logarusic. The first two coaches are Serbians, while the third is Croatian. At a point in time, GPL teams got interested in the services of Serbian coaches. This resulted from the splendid performance of Coach Milovan Rajevac (Serbian) with the Black Stars in the 2010 FIFA World Cup. From the list of coaches in the dataset, we can say that Ghanaian and foreign coaches manage GPL teams. As usual, the coaches' names are dominated in Moves 2 and 3 of the datasets.

Names of Football Teams

Research has shown that every football team has a proper name and primary individualising function (Zvereva & Chilingaryan, 2016). However, no rule states that a team's name must be directly related to the sport. Football team names can be cool, funny, creative, or profound. It is essential to state that most

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football teams, especially traditional clubs, are named after the city or area where the team is established. According to Hill (2002), the texts and practices of sports represent 'structured habits of thoughts and behaviour which contribute to our ways of seeing ourselves and others' (p.2). Other scholars have also argued that supporting a football club offers the possibility to 'assert a kind of membership of the city' (Holt, 2020, p.81) and that in the past, teams have revitalised the distinctiveness of the city images, making clubs vehicles for the promotion of 'place' (Johnes, 2010, p.450). Therefore, football has become the engine vehicle for developing many cities and countries' infrastructure.

Based on the above assertions, we generally group the names of teams into those named after the city and those named without the city. In the dataset, teams named after the city include Accra Hearts of Oak, Kumasi Asante Kotoko, Real Tamale United, Accra Great Olympics, Obuasi Ashanti Gold, Legon Cities, Berekum Chelsea, Techiman Eleven Wonders, Bechem United, Dormaa Aduana Stars, Wa All Stars, and Elmina Sharks. Also, teams named without affiliation to the city include; Medeama SC, Karela FC, West African Football Academy, King Faisal and Liberty Professionals (WAFA).

Aside from the above, there is a unique way a team is named. Names of teams in the dataset can be categorised into the following:

i.   *Teams named after plants (Flora)*

These teams are named after a plant or a part of a plant. Such teams in the dataset include Accra Hearts of Oak and Karela United. "Hearts of Oak" literally means "a strong, courageous nature". The previewers sometimes use "Heart" (MP 3) to represent the club in the dataset. "Karela" is a bitter melon

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with many health benefits. These clubs were named after the trees due to the benefits and nature of the trees.

ii.   Teams named after animals (fauna)

Examples of these teams in the dataset are Kumasi Asante Kotoko and Elmina Sharks. Previewers use "Kotoko" and "Sharks" to represent these clubs. "Kotoko" is the Akan term for the animal "Porcupine". Porcupines are the most prominent and heaviest of all African rodents (www.awf.org). These animals have sharp spines that protect them against predators. Sharks are also animals that live in the sea and can rouse fear and awe like no other creature. It is through these qualities that the teams were named after the animals.

iii.   Teams named after natural resource

The dataset contains only one such team: Obuasi Ashanti Gold. Obuasi is a gold mining town, and this influenced the name given to the team. The previewers call the team "Ash Gold" for short.

iv.   Teams named after foreign-based clubs

Some teams are named after others in Europe or other parts of the world. For instance, Berekum Chelsea was named after a London-based club called Chelsea FC, which plays in the English Premier League (EPL). This mainly occurs when the team's owner is a fan of the foreign-based club or has a connection with them.

v.   Teams named after people

This refers to teams that are named after humans. These humans can be the team owner, a royal, or an important personality in the community. An example of such a teams in the dataset is King Faisal FC, which was named after King Faisal, a former king of Saudi Arabia.

vi.   *Teams named after a place*

Some teams are named after the area where it was established. An example is Legon Cities. Such a name makes the team owned by the entire community. This is different from teams that have the name of the city attached to their name.

vii.   *Teams named after sport event*

Some teams' names are linked to football or other sports activities. Examples in the dataset include the West African Football Academy (WAFA) and Accra Great Olympics. A football academy is a training scheme in which professional football clubs scout young players and help them progress and develop into footballers. Also, the term "Olympics" is related to the Olympic Games, a modern international sports competition held once every four years. The previewers use the short forms "Olympics" and "WAFA" in the dataset when discussing the two teams.

viii.   *Teams named after some qualities and virtues*

Some teams are named after certain qualities and virtues needed in society. Such qualities and virtues include friendship, unity, liberty, dream and alliance. Examples of such teams are; Dreams FC, Techiman Eleven Wonders, Liberty Professionals, Bechem United, Aduana Stars, Wa All Stars and Ebusua Dwarfs. Bechem United, for instance, indicates a call for unity in the Bechem community.

ix.   *Teams with nicknames*

According to Kuranchie (2012), a nickname is 'a name different from your real name but is what your family, friends, etc., call you when they are talking to you or about you'. Although every football team has a proper name

with a primary individualising function (Zvereva & Chilingaryan, 2016), some of these teams also have nicknames used by the fans. Johnes (2010) opines that a team's nickname is essential to its popularity and success. In the dataset used for this study, there was an instance where the previewers used a team's nickname when discussing the team. This is illustrated in the example below:

1. 'The **Phobians** have settled, and they are ready to charge for the title' (MP 1).

In the example above, "Phobians" refer to the Accra Hearts of Oak team. Generally, the nickname of Accra Hearts of Oak is "Phobia". This means anyone connected to the club (players, coach, fans, board members) is a Phobian. When a fan says 'Phobia', a response from another fan is 'The masters' or 'Never say die until the bones are rotten'. Using the nickname makes the club more popular and motivates fans to support it.

Verbs

Another important lexico-grammatical resource worth discussing is the verb. Verbs express action or state of being and are essential to a complete sentence. A verb can also be defined as a part of speech (or word class) that describes an action or occurrence or indicates a state of being. According to Betti (2013), verbs move sentences along in many ways.

The verbs across the dataset can be categorised into two groups: the hypotactic verb group and the simple verb phrase. These two verb groups are discussed below:

Hypotactic Verb Group

Hypotactic verb group is a monoclausal construction consisting of multiple independent verbs with no element linking them and no predicate–

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argument relation between the verbs (Haspelmath, 2016). Thus, the hypotactic verb group comprises two verb phrases: a primary verb group and a secondary verb group. The structure of this verb group comprises a primary verb phrase + to-infinitive. Examples from the dataset are illustrated below:

1. They **won to charge up** the league ladder… (MP 1)

2. They **are trying to stake** a claim. (MP 1)

3. …but not **try to attack** your own player. (MP 2)

4. They **expect to beat** them at the Cape Coast Stadium (MP 2)

5. Kotoko **are hoping to bounce** back… (MP 3)

6. Every player **is fighting to make** the eighteen-man squad for match days. (MP 3)

7. Dream FC **aim to get** back to their best (MP 4)

8. Heart of Oak **need to keep** the momentum and pressure on the top. (MP 4)

9. Kotoko **failed to win** to stay on top (MP 5)

10. Bechem United **travel to face** Ash Gold who are unbeaten under their new French coach Romain Folz. (MP 5)

From Examples 1 to 10 above, we realise the presence of a primary verb phrase, followed by the to-infinitive form of the verb. For instance, in example 1, "won" is the main verb, followed by "to charge up", which is to-infinitive. As seen in the various examples, the main (primary) verbs determine the tense and agreement of number and person. Using hypotactic verbs indicates that match previews are activity-oriented or action-oriented (Nartey, 2018). We must note that using the hypotactic verb group dominates Moves 1 and 2,

especially when the previewers discuss issues like recapping, fixtures, and team form.

The Simple Verb Phrase

According to Quirk et al. (1985), the finite verb phrase is simple when it consists of only one word, which may be present, past, imperative or subjunctive. Thus, at its simplest, the verb phrase consists of a single verb called the main verb. The use of the simple verb phrase in the dataset is illustrated in the examples below;

11. Eleven Wonders almost **stole** it from Kumasi Asante Kotoko. (MP 1)

12. They **were** a very difficult side to beat. (MP 1)

13. Great Olympics verses Asante Kotoko **ended** goalless on Friday. (MP 4)

14. They all **spoke** about tactical football and I love it. (MP 2)

15. They **motivate** the younger ones coming through their ranks. (MP 2)

16. Legon Cities **drew** one-one with Dreams, a tricky one. (MP 6)

17. I **told** you it was a difficult fixture for Olympics at Cape Coast. They **lost** that game. (MP 6)

18. Legon Cities **entertains** Dreams FC at the Accra Sports Stadium. (MP 5)

19. Aduana Stars **welcome** Elmina Sharks. (MP 5)

20. WAFA **faces** Eleven Wonders who we're told would be without their coach. (MP 5)

Examples 11-20 above exemplify simple verb phrases in the match preview. As seen above, each structure contains one main verb (verbs are boldened). These verbs show tense in that they indicate the present or the past. Primarily, the past

tense is used when the previewers are recapping. Thus, when they re-introduce the previous matches played and link up the teams' performances in those matches to the upcoming match, this is seen in examples 11, 12, 13, 14, 16 and 17. Also, the present tense is mostly used when the previewers discuss upcoming matches (fixtures). This is possible because the present tense can express future time (Quirk et al., 1985). Using the verbs 'motivate', 'entertains', 'welcome' and 'faces' in examples 15, 18, 19 and 20 illustrate the present tense used in expressing future time.

The imperative form of the simple verb phrase is also found in the dataset used for the study. In the imperative form of the simple verb phrase, the structure begins with the lexical verb. This is seen in the examples below:

21. **Get** your decoder as soon as possible. (MP 1)

22. **Take** a look at the first league between the two sides, Berekum Chelsea and Legon Cities. (MP 3)

The examples above indicate the imperative form of the simple verb phrase. The structures begin with the lexical verbs "get" and "take". In example 21, the imperative form is used in advertising. To put the structure into its proper context, the host makes an advert for the StarTimes decoder since it is the only platform that telecasts the GPL. Therefore, the host charges his listeners to get the decoder to watch the matches. Also, in example 22, the host asks the previewers to discuss a particular fixture. It is seen clearly that the host mainly uses the imperative form of the simple verb phrase, as he has sole authority over the programme.

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The Use of Modal Verbs

It is important to consider modal verbs to explore the verbs in the match previews. A modal verb is a kind of an auxiliary verb. As noted by Betty (2021), modal verbs "assist the main verb to indicate the possibility, potentiality, ability, permission, expectation, and obligation" (p.78). Examples of modal auxiliary verbs include can, could, must, may, might, ought to, shall, should, will, and would. The use of modal verbs in the dataset is illustrated in the examples below:

a. Predicting the Score Line

The previewers use modals to express what they think will happen in the game. Examples:

23. I **would** say it's going to be a tough game for both teams. (MP 3)

24. It **will** be a draw game between both sides. (MP 4)

25. It **may** be a difficult game for Inter Allies.

The modals 'would', 'will', and 'may' are used in the structures above to predict what will happen in a particular game.

b. Ability

26. The Phobians **could** have won it right at the end but it wasn't easy for them in that game. (MP 3)

27. Great Olympics **can** overpass Kotoko and Medeama if they win. (MP 5)

28. They knew they **could** beat Kotoko while they dominate the middle.

The modal auxiliaries 'can' and 'could' have been used in examples 26, 27 and 28 to express what the teams can or could have done in a particular game.

b. Expectation

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29. We **would** love to see Gindo in action. (MP 2)

30. We **would** like to see the strikers in the league, because the goals

make up the league. (MP 2).

By using the auxiliary verb 'would', the previewers can tell what they expect

from the players and coaches.

c.   Uncertainty

Generally, it is believed that uncertainty in discourse is expressed through the

modal lexical verbs 'think' and 'believe'. This is not an exception in the match

previews. The previewers expressed uncertainty using the modal lexical verbs

'think' and 'believe'. Examples are given below;

31. I **think** it is the reason Eleven Wonders came into the game strongly.

(MP 1)

32. I **think** the coaches have not been doing so well in that department

and that is where you know when you talk about branding. (MP 2)

33. …I **believe** that Olympics are slightly ahead of Ebusua Dwarfs due

to their poor performance. (MP 5)

34. We are mapping out strategy that I **believe** would undo whatever

Eleven Wonders **would** be coming out with and we know their

strengths, we know their weaknesses.

The structures above show that the previewers are making a claim or

expressing their views on an issue. However, the previewers are uncertain about

their opinions, so they use 'believe' and 'think' to indicate that their opinions

are not necessarily facts. Modal verbs, as illustrated above, dominate move 4.

Descriptive adjectives

'Descriptives', in this study, is used to refer to adjectives and adjective phrases that describe nouns in detail by assigning an attribute to the nouns. In other words, descriptives are words and phrases that describe a person, place, thing, or idea in a way that relates to the five senses (sight, sound, taste, touch, and smell).

Adjectives

Adjectives are words that describe or modify nouns and pronouns. They are responsible for classifying events or entities; describing their qualities; expressing an opinion, a judgement or an emotional attitude towards an entity; or condensing evaluation in a single lexeme (Pierini, 2009). According to Leech (1989), adjectives are English's largest open word class after nouns and verbs. Adjectives in match previews are primarily used to describe players and their attitudes. This is demonstrated in the examples below:

35. So, all in all, I think Fataw Dauda stood tall; he was the **luckiest** on the night. (MP 2)

36. Whenever he's part of the team, you see how **instrumental** he's to the team. (MP 3)

37. But what I saw from the players yesterday, some **lackadaisical** attitude getting to the latter part of the game, most of them were very tired. (MP 4)

38. I mean he did a **marvellous** job within ninety minutes, just a howler happened and that is it. (MP 4)

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39. He's an **improved** player than I saw last year. And he himself has come out to say that he wants to be a **better** player than his father. (MP 5)

40. For me, Abalora was not at fault with that goal; he is a **top-class** goalkeeper. (MP 1)

The words 'luckiest', 'instrumental', 'lackadaisical', 'marvellous', 'improved', 'better' and 'top-class', as used in examples 35-40 above, are descriptives. Specifically, the words are adjectives used to describe the players' behaviour, talent, and actions. These descriptions are sometimes used to differentiate top-performing players from others. On the other hand, the descriptions are used to indicate bad attitudes or performance of players. These descriptions are dominant in Move 3 (Assessing the squad). When the previewers assess the squad of the various teams, it is during that moment that the players' attitude and performance come into play.

Sometimes, these adjectives describe moments or actions in a football match. Let us consider the examples below;

41. In terms of football, I think we have been playing some **wonderful** football but we lack that forward play where we can score more goals. (MP3)

42. It was a **wonderful** goal and how Gyamfi celebrated that goal with tears. (MP 5)

43. It is one of the **spectacular** goals. (MP 1)

44. He did that excellently and that was a **superb** strike. (MP 6)

45. It's a **defining** moment for Kotoko and Legon Cities.

'Wonderful' 'superb', 'spectacular' and 'defining' in Examples 41 - 45 above are adjectives used to describe teamplay or how a particular goal looks like. In Example 45, the previewer uses the word 'defining' because both teams (Kotoko and Legon Cities) needed the three points in the game to 'define' their season. Thus, Kotoko needed the three points to help them win the league, while Legon Cities needed them to escape relegation.

Some adjectives are also used to describe the teams. Examples are given below:

46. They are playing against two **tough** opponents. (MP 6)

47. Like I said earlier, it's about taking your chances because we know Kotoko is a **big** club but we are here to compete and write our name. (MP 6)

48. He has brought that mental toughness and mental change into the players. He made them believe that hey, you are playing for one of the **biggest** clubs in the country. You're fortunate to be wearing the colours of Accra Hearts of Oak. (MP 3)

The adjectives 'challenging', 'big' and 'biggest' describe football teams. Sometimes, coaches use these descriptions to prepare the players' minds before a match. In another instance, coaches use these adjectives to describe the opponent team as a way of showing respect to them. This is seen in Example 47. Using adjectives to describe teams is dominant in Move 2 (Discussing the Content), where previewers sometimes interview coaches about their team's form and opponent's tactics.

Adjective Phrases

An adjective phrase consists of an adjective and all its modifiers and complements. Quirk and Greenbaum (1973) define an adjective phrase as a phrase with an adjective as head, as in (He was) *so very happy* (p.115). Adjective phrases, like adjectives, describe players' attitudes, talents, and actions in the football match. Examples are given below;

49. He's, of course, going to be one of the **most dangerous** number 10s or offensive midfielders in the country. (MP 1)

50. He (Kwame Peprah) is **very bulky**, he's **very strong**, he's **very powerful** and I'm sure that he has his eyes on something. (MP 1)

51. Fabio Gama has been improving his general game and I think he's one of the **most improved** players in the first round. (MP 1)

52. The two Amoakos in the midfield have been **very phenomenal**. (MP 5)

53. Tetteh Nortey has been **so exceptional** for the past few weeks (MP 4).

54. Ibrahim Issah is a young player who wears number 12. He's a **very good left-footed** player. (MP 5)

As stated earlier, adjective phrases play the same role as adjectives. However, the adjective phrases come with complements, mostly intensifiers. These intensifiers (eg. so, very, most) heighten the intensity of the meaning of the adjectives. As seen in Examples 49–54, the adjectives come with intensifiers, which help to heighten the qualities of the players being described. In Example 51, Fabio Gama has been described as the 'most improved' player in the first round. This means that many players improved their game in the first round, but among those players, Fabio Gama stands tall.

Just like the adjectives, the use of adjective phrases to describe players is dominant in Move 2 (Discussing the Content), where a team's form guide and players' form are being discussed. Aside from Move 2, previewers also use adjective phrases to describe players in Move 3 (Assessing the Squad) when talking about players who are injured or suspended.

Summary of Chapter

In order to address the two research questions stated in chapter one, the current chapter presented an analysis and discussion of the data. The information showed that six moves define match previews. The study also demonstrated that the moves included in the match preview are distinguished by various sequential patterns rather than one specific sequence. According to the analysis, Move 2 (Discussing the Content) and Move 6 (Involving Viewers) take up the most and the least textual space in the data set, respectively. The analysis also shows that the language used in football match previews is specific to and instructive of the genre under study. The next chapter, the last chapter, presents the significant findings and recommendations for further research.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

Introduction

The preceding chapter presents the data analysis and discussion of the study. This chapter presents the essence of the entire study by summarising the findings and discussion. It also highlights the study's implications and recommendations for further studies.

Summary of the Study

This study investigates the genre of football match previews on Max TVGH. The data source for this study is Max TVGH Facebook webpage, and the sample size is six transcribed audio-visual footage of the Ghana Premier League football match previews. Again, the study employed the qualitative research design (qualitative content analysis) since the study is more explorative. The study specifically considered genre analysis, including the schematic structure (move frequency, move sequencing, and move textual space). The study also examined some key lexico-grammatical elements that characterise the match previews. The purpose of the study is to comprehend the situational language used in football match previews. The genre theory served as the study's theoretical foundation, specifically from the ESP perspective.

Main Findings

Research Question One

Concerning research question one, the schematic structure which accounts for the Ghana Premier League (GPL) football match previews on Max TV GH demonstrates a unique structure. The data revealed that GPL football match previews show a six-move structure, namely introducing the preview

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(Move 1), discussing the content (Move 2), assessing the squad (Move 3), predicting the score line (Move 4), advertising (Move 5) and involving viewers (Move 6) just like the findings adduced by Nartey (2018) whose findings also revealed that a six-move pattern characterises the match preview. Nartey's (2018) study is based on the English Premier League (EPL); however, my study is based on the Ghana Premier League (GPL). He labelled Move 1 as introducing the fixture, which is characterised by only two steps (Step 1, naming the contest and Step 2, pre-contest dynamics) but in my study, I labelled Move 1 as introducing the preview, which is characterised by six steps (Step 1 salutation, Step 2 welcoming notice, Step 3 announcing the quest of the programme, Step 4 recapping, Step 5 league standings, and Step 6 fixtures). I also identified Move 2 as discussing the content with five steps (Step 1, team line-ups, Step 2 team formations, Step 3, team form, Step 4, individual form, and Step 5 presentation of factual details). However, Nartey identified it as Move 5 and tagged it as 'discussing the contest', which employs three steps (Step 1 team form, Step 2 individual form, and Step 3 fixture facts) in its realisation. From the data set, it is revealed that only Move 1 has six (6) sub-moves, Move 2 only has five (5) sub-moves, Move 3 (assessing the squad), Move 5 (advertising), and Move 6 (involving viewers) have two (2) sub-moves each, while Move 4 has no sub-move.

On textual space, it must be emphasised that Move 2 (discussing the content) occupied the most significant space with a total of 8,340 words representing 64.6% of the total data set, whereas Move 6 (involving viewers) occupies the least space with a total of 128 words and a percentage of 1.0%. Therefore, the textual space awarded to each move in descending order can be

delineated as follows: involving viewers (Move 6= 1.0%), advertising (Move 5= 1.1%), predicting the score line (Move 4= 3.0%), assessing the squad (move 3= 12.6%), introducing the preview (Move 1= 17.7%), and discussing the content (Move 2= 64.6%). It can be, thus, deduced that the sequence of moves has no specific standard pattern; thereby, demonstrating different move patterns in all. There is no linear form in the moves' sequential arrangement as some moves are repeated in all episodes of the football match preview programme in some cases.

Research Question Two

The second research question explored the lexico-grammatical resources that typify each move in the football match previews. Three key lexico-grammatical resources dominate the data: nouns, verbs and adjectives. In terms of nouns, the study looked at proper nouns where attention was given to the names of football players, coaches and teams. The analysis revealed that the names of players and coaches in the dataset are categorised into birthday names, family names (surnames) and western names. However, previewers mainly addressed players and coaches with their western names and surnames. The analysis also revealed different ways in which teams were named. However, most teams are generally named after the town/city where the team was established.

The verb is another significant lexico-grammatical resource that was given attention. The study revealed that the verbs occurring across the dataset could be categorised into the hypotactic verb group and the simple verb phrase. It was revealed that using hypotactic verbs indicates that match previews are activity-oriented or action-oriented (Nartey, 2018). On the other hand, simple

verb phrases are used by previewers when recapping or discussing upcoming fixtures. Lastly, this study revealed that match previewers use modal verbs to indicate prediction, ability, expectation and uncertainty. However, the study investigated by Nartey (2018) did not pay attention to the use of modal verbs in match previews.

The study also explored using descriptives (adjectives) in the dataset. With descriptives, attention was given to adjectives and adjective phrases. The study revealed that previewers use adjectives to describe football players' qualities, attitudes and talent. Again, adjectives are used to describe events that occur during the match. The study also revealed that just like adjectives, adjective phrases are used to describe the talent and attitude of football players. However, adjective phrases come with complements or intensifiers, which help previewers to heighten these descriptions. This element (adjectives/adjective phrases) is missing in Nartey's (2018) study regarding the lexico-grammatical resources that typify the moves he identified in the match previews. Based on the steps and lexico-grammatical resources explored in this study, which are missing in Nartey's study, this study would contribute knowledge to the existing literature.

Concerning the various moves and typical lexico-grammatical features, the study revealed that Move 1 (Introducing the Preview) is characterised by the names of various teams and simple verb phrases in announcing the upcoming fixtures. Move 2 (Discussing the Content) is also characterised by the names of players, teams and coaches. It is the move that contains the highest number of proper nouns. This is because this move contains team line-ups, team formations, individual form and contest facts. This move is also characterised

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by using hypotactic verbs to indicate that the match preview is activity-oriented. Another defining feature of this move is using modal verbs to show ability and uncertainty. Also, Move 2 is characterised by the dominant use of adjectives and adjective phrases to describe players and actions in the match.

Also, Move 3 (Assessing the Squad) is dominated by names of teams and players. However, in this move, the names of a few coaches are mentioned. The use of simple verb phrases also characterises this move. Again, adjectives are used in Move 3 when previewers are describing the players. Move 6 (Involving Viewers) is also characterised by using modal verbs to persuade viewers to join the programme. Move 4 (Predicting the Score Line) is also dominated by modal auxiliary verbs in predicting the contest results. The names of teams also characterise this move. Lastly, Move 5 (Advertising) is also characterised by using simple verb phrases, which previewers use to charge listeners to purchase the sponsors' products.

Implications

The present study's findings have implications for theory, practice, and scholarship. Theoretically, the study's findings confirm that match preview is a significant sports genre. This is evident from the various rhetorical moves that help define the match preview's communicative purpose. This, however, supports the theoretical claims made by genre scholars that genres consist of a class of communicative events, members of which serve some communicative purposes (Swales, 1990). In addition, the Genre Theory has been useful in its application to deal with the concepts of moves and steps in the schematic structure of match previews.

Again, the findings from this study have implications for practice. The findings would be helpful for instructors who teach sports communication and, in particular, match previews so that they can educate their students on the structure of match previews, and this would be helpful for interviewers and sports pundits who have to comment on match previews. Again, the findings would also enable the match preview's host to direct sports pundits along a particular path to make listeners fully satisfied with the presentations of match previews. In other words, the study can serve as a reference during workshops organised for sports journalists.

Finally, the findings would add to the scholarship on sports discourse. Specifically, the present study adds to the literature on sports preview in Africa. Previous studies have contributed significantly to different dimensions of sports discourse, such as Amoakohene (2015), Nartey (2018), and Sarmento et al. (2014) in other socio-cultural settings, which are seen to be in tandem with the practice in other socio-cultural settings in Ghana hence, match preview is a genre. Since less attention has been paid to match previews, the present study constitutes an essential source of information (reference material) on sports discourse.

Recommendations for Further Research

Future scholars and researchers are advised to study this genre while paying close attention to the following areas:

1. Post-match analysis programmes can be examined as a genre to learn more about their schematic structure and the lexico-grammatical resources.

2. To evaluate the schematic structure and lexico-grammatical resources shared by two-broadcasting media, a comparative genre analysis of football match previews on radio and television can be done with particular attention paid to using names in various genres since it is a unique culture (Olatunji et al., 2015).

3. Football match previews on Ghanaian television stations and in other English-speaking neighbouring countries could likewise be the subject of cross-cultural genre studies.

4. Finally, more research is required to determine whether there may be substantial structural variations between male and female broadcasters based on football match previews. This could be used to establish whether there are any significant gender-related differences in the vocabulary used in football match previews.

Summary of Chapter

This chapter summarises the study's objectives, procedures, and conclusions. Based on these findings, conclusions have been drawn per the research questions. This chapter ends with suggestions for further research based on the study's limitations and key findings.

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APPENDIX

SAMPLE OF TRANSCRIBED MATCH PREVIEWS

Hello, good afternoon, welcome to our ongoing coverage of the only league that matters, the GPL, the Ghana Premier League. My name is Yaw Ampofo Ankrah and I'm here with Francis Agboyibor. We 'll be meeting him in just a second. We are off to the Central Region, Cape Coast, for a potential trailer. And there, we are looking forward to that Cape Coast Ebususa Dwarfs. They welcome Eleven Wonders and of course, after their morale boosting one-one draw with kotoko. Techiman Eleven wonders will feel they have a point to prove in the Central Regional Capital. Cape Coasts Ebusua Dwarfs however, have their ambitions and they want to climb up the ladder. Let's take a look at the fixtures coming up for this weekend. Week 19 of the Ghana Premier League. Some tantalizing and mouth-watering fixtures for us to look forward to. Good afternoon, our fixture for today, which would kick-off at the top of the hour, is Ebusua Dwarfs Verses Eleven Wonders. 3pm kick-off and then tomorrow, we have two matches, one will be on Star Times channel 247. It's a big one. Ash Gold verses Accra Hearts of Oak. Liberty Professionals would also take on Elmina Sharks. And then, Inter Allies would log horns with Karela on Sunday. The other matches on Sunday include; Eduana Stars Verses King Faisal, Medeama verses Dreams FC, WAFA verses Bechem United and Legon Cities verses Great Olympics and Kotoko verses Berekum Chelsea. We will wrap up our coverage on Sunday afternoon, great games to look forward to. It's about time to meet Francis Agboyibor. It has been a while. Welcome back, I hope you enjoyed your Easter **(Move 1).** Absolutely yes, we were roaming about you know doing our work as it were, but then we are off to the Central Region and

the Cape Coast Ebusua Dwarfs, they would claim the ownership of the land as landlords and land guards but they do have a threat this afternoon in the shape of Eleven Wonders. Yeah definitely, Elven Wonders themselves are coming into the game at the back of that one-one draw with Kumasi Asante Kotoko. Even though Asante Kotoko had proven that, they are now gradually getting into their growth to be able to strike fear into the opposition but they held their own against them. And they drew with them in their last match. Unlike Ebusua Dwarfs who got beaten in the Cape Coast derby against their arch rivals Elmina Sharks by one goes to nil. And the aftermath of that game was nothing to write home about. But I think hey, in Cape Coast, you know Dwarfs always stands tall against any opposition that has been thrown at them. Then, I think this afternoon we are in for a cracking game against Eleven Wonders. It should be a good game as you said at the end of the last game; the goalkeeper was accused of not so many nice things. He was a hero in the very first game when he scored a goal and in the last weekend, he was a villain. Had to be protected from his real fans who felt he had let in a very cheap goal. Wow! The life of the goalkeepers is not easy. However, if you look at Dwarfs form, it's not impressive. The reddish shows you that it's danger. They 've lost three out of their last five games and only one win. That is not a form for any visiting team to be scared of. Yeah definitely, Eleven Wonders would feel like this is the game that they can take the game to Ebusua Dwarfs this afternoon because if you look at their form guide, they have three loses, one win and then one draw. And that win came against another struggling side in the Ghanaian Premier League. In the team of King Faisal Babes and that tells you how poor they've been in their last five matches. But hey, this, we're gradually getting to the business end of

the league and the lads from Cape Coast knows very well that they can't take their foot off the peddle. Because in the Ghanaian Premier League, the second round of the league determines who goes down and who stays up. That is where you get to distinguish the professionals from the amateurs. And they know that their current form guide is nothing to write home about. It's been poor and they need to come good. And I think this afternoon; they would not love to lose their guard. They would like to take the game. This is against the Accra Hearts of Oak. Not many sides can boast of beating Accra Great Olympics and in this game, they did match them. They competed very well with Olympics and they can see from the body language of the Olympics players were very disappointed at that loss. So, they actually can claim the scalp of the current league leaders Accra Great Olympics. That tells you the potential that Eleven Wonders have. Yeah, they have the potential to be able to cause problems to any team that they play against but their strength lies on their home turf in Techiman. They are very good at their own venue and they beat the league leaders Olympics at their home ground but on the road, that is where they have problem. They have to start picking up points on the road if they are to push themselves to the top half of the league because as it stands, they are sitting on the 14th position and it's getting closer to the relegation zone. And they know very well that these are the kinds of matches when they walk into the show, they should be able to take points from this. And if you look at the Cape Coast Stadium, Ebusua Dwarfs themselves boast of a good home record against these teams that sit at the lower end of the league. So, if you look at what the two teams possess in terms of player-to-player and in terms of their league positions, you could tell that there is nothing that match. The gap in between them is not that big. So, if Dwarfs are

not able to put their axes like trust me, Eleven Wonders have a lot of ammunition that they can use to hurt them during this particular game. Ok, a look at the dressing rooms of the two teams, I think that is the home team Cape Coast Ebusua Dwarfs, it will be interesting to see how they line-up. Whether or not the manager will maintain the goalkeeper following the unfortunate scenes at the end of their game last week with Elmina Sharks remember it was regional derby and one that not every team you know will want to lose your regional nemesis. Anyway, they moved on and today they have to deal with the team. Eleven Wonders who themselves have it all following an impressive home draw with Kumasi Asante Kototko. Again, they felt they could have won. Can they take that moment into this game in Cape Coast? We would see when they kick off at three O'clock. Ebusua Dwarfs also have their own plans. They've got a certain Japanese called Gindo in their rank and file and perhaps, today will be an opportunity for him to make his full derby. There is Gindo, finally yet importantly, let us see if that would happen today **(MOVE 2).** No doubt, let's go for a quick break when we come back, we'd be getting closer to kick-off at the Cape Coast Sports Stadium **(MOVE 5).** It is Ebusua Dwarfs vs Eleven Wonders coming up. Thanks for joining us for the Ghana Premier League, the only league that matters. Our ongoing coverage continues on Star Times channel 247. Today on Max TV as well, we would be going to Cape Coast the capital of the Central Region for a potential cracker. Ebuasua Dwarfs welcome Eleven Wonders in a game that should see many goals. At least, that is what the pundits are telling us. We are going to hear from the coaches to give us an idea as to how they plan to start this game. (**MOVE 6)** These are tactical switches in our last game. We wanted to deal with some variations of Kotoko's game.

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Ebusua Dwarfs play differently and so a lot of them were due to injury in our last game. Because we were losing two of our left-backs, so we had to play with the center back there. Now one of them is back from injuries so we have to put him there because you know we attack more with our full backs so tactical switch. For Alex as I said in their last game, we are still going to deal with his physical level. Once he gets to that level, then I think he will be ready to start but for now, I think the best we can do for him is to start him from. (**MOVES 3**) I think we will beat them two-zero**. (MOVE 4)**

1. Hello, good afternoon, welcome to our continue coverage of the ongoing coverage of the only league that matters. The Ghana Premier League, the GPL right here live on Star Times channel 247 and Max TV. Yes, we do continue with an exciting round of matches and as we've seen so far, there is no weekend where it's been dulled at all but then, we meet the two guests that have joined us for the countdown to kick-off this afternoon. I'm happy to welcome back again Francis Agbayibor A.K.A Blackgate. Very scary name but he is a chap. He is my learned. I told you and then of course, we're delighted to have for the first-time journalist in the studio for the GPL our own Esther Abankwah as well, very lovely lady and she is going to be here to give us her insight as to how the two teams actually for. We have two matches today, 3 pm kick-off and then later Kumasi Asante Kotoko has a grand battle with Aduana**.** That would be on Star Times channel 247. But as we always do, we recap and catch up with the very latest in the GPL. Why don't we take a look at some of the matches that have been played indeed so far? We're talking about week ten already. We're in week ten and Legon

Cities of course making the headlines so far this weekend with that absolute stunning five-two victory over Ash Gold on Friday. It was a Friday night hoary show for Ash Gold but the Pharos Legon Cities were concerned, it was a perfect start to what they're calling a comeback. Let's see about that. Hearts Drew goalless in Brekum, tough game, the Phobians could have won it right at the end but it wasn't easy for them in that game. They get a point but they would be disappointed for not getting three. And of course, their city rivals Great Olympics also picked up a point at home. They will feel that they dropped two valuable points. But against Karela who were quite a tough knot to crack, I guess that score line might be justice. Dreams vs Liberty is today. WAFA, they travel to Cape Coast who would be a little bit down after they lost to Kotoko but hoping to bounce back and of course, big games today. Elmina Sharks welcomes Bechem United; Medeama also welcomes Inter Allies who are desperately seeking to get a win. Our featured match coming up at three O'clock is Eleven Wonders vs King Faisal. Alhaji Gurusa is not in a good mood and this is a must win game for him but against Wonders is a tall order. Kotoko vs Aduana Stars is at 6 pm. That is at Accra Sports Stadium, very interesting fixtures to look forward to **(Move 1).** Alright, Esther, thanks very much. You're watching the GPL. The only league that matters. We're counting down to the match of Eleven Wonders and King Faisal. That's our featured match coming up at 3 pm and then later on, Kumasi Asante Kotoko plays Aduana Stars on Star Times. Remember you can download if you're not you know with your mobile anywhere you are. Just make sure you download on the Star

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Times on App Store and go to the google play store you can watch these games anywhere. I thought you have no excuse. We're also actually on Facebook. You can join us on Max TV GH or Facebook and send this your comments I will try and push some through. I'm here with Francis Agboyibor as well as Esther Abankwah. It is the GPL **(MOVE 6).** Let's go for a quick break when we come back, we countdown to the kick-off at 3 pm **(MOVE 5).** Guys, let's take a look at the recent form of the two sides and how they are likely to shape up. But factually, they would be tempted to make key changes or perhaps they would stick to the norm, the template. But let's take a look at Eleven Wonders you know very impressive if you consider beyond the truncated league. This is really their first competitive hot action and they've quite impressed. Haven't they Esther? Well, indeed, I would say that Eleven Wonders, if you take a look at their team specifically from the match day one when they met Kumasi Asante Kotoko at the Accra Sports Stadium, a match that a lot of people watched and they were indeed mesmerized with the kind of performance that Eleven Wonders' players put up. Taking a look at the fact that prior to that match, they were even having lots of situations and then problems in camp but they managed to you know put everything behind them and then match Kotoko you know one of the most branded teams at the end of the first round that I've seen prior to the commencement of this season and they match them booth for booth. They've match them booth for booth and then indeed when you take a look at how they've managed to have a compact team. If you look at their defence for instance, Mohammed being there, one of their centres'

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backs who will cut things in the club and then manages to do a lot for them. And then you take a look at one of their key players too Nortey Tetteh another player that really has vast experience in the local I would say. Is this the game in question against Kumasi Asante Kotoko? I believe yeah. Yes, against Kumasi Asante Kotoko match day one and you take a look at Nortey who is also very experienced in the local field. Having managed to be able to you know play having over eight years' experience in the local season tells you that indeed, they have a very compact team. And then it's unfortunate that in their last five matches, things haven't really worked well for them taking a look at their start in the last five matches winning two, drawing one, and then losing one as well. It tells you that they really not too bad taking a look at the number of matches that they've played so far in the league. It's not that bad result for them and then they've been so much fortunate to have their talisman you know Salifu Ibrahim, a player that has managed to win you know five men of the match games in most of their games that they've played. Whenever he is part of the team, you see how instrumental he's to them and you see that indeed he is the talisman of the Eleven Wonders. And then, they come up again today playing a local derby sort of in their own back home. You know Eleven Wonders when you want to see wonders then, you have to make sure that you get it at Ohene Ameyaw Park. So, it's going to be a very crazy encounter between the two clubs but I would say that if you take a look at their records so far in the truncated league, Eleven Wonders managed to score king Faisal by two goals to one and King Faisal has not managed to score Eleven Wonders so far **(Move 2).**

So, I would say that going into this match, Eleven Wonders seem to have upper hand over king Faisal but let's not forget the fact that indeed king Faisal have gradually begun to you know gain the trust and confidence of the people in Techiman **(Move 4).** Techiman Eleven Wonders you saw Tettey Nortey I beg your pardon a short while ago, Ashitey Ollennu also gets a starting line-up today. But for all the news in terms of the team sheets and what the expectations at battle grounds are? Jude Acheampong would be taking over from me in just a minute and he would be telling us what the performances are and what they would be for the two coaches who are in charge of this afternoon's game? Well Prince, coach Ignatius Fosu makes four changes to the squad that lost to Accra Hearts of Oak in Accra last Sunday. George Ameyaw comes in for the injured John Moosie, Adu Boahen comes in for Frank Amankwah, Razak Tafo also comes in for Salifu Ibrahim and the former Hearts of Oak kimping former Kumasi Asante Kotoko player Ashitey Ollennu also comes in for Johnna Aryeetey. These are the changes coach Ignatius Osei Fosu brings to his squad. Now we would also be looking out for coach Andy Sinason and if you look at his first eleven, coach Andy Sinason keeps a very compact team looking to unsettle and out play a certain Eleven Wonders. He keeps his top scorer Kwame Peprah out of this game. Kwame Peprah for all we know has four goals to himself as well as the defensive duo of Wadudu Yakubu and experience player Zuberu Ibrahim on the bench. He's starting Frimpong Boateng who's two goals this season and we would be looking for his first week like I said Prince. Well, permutations are out there and time

is just about right for the two teams to get into action but we have to go through the pleasantries as it were and there you see the formation that would be displayed here by Ignatius Osei Fosu this afternoon for Eleven Wonders. And as you heard, Salifu Ibrahim, one of his prides gems who have won about five most valuable players (MVPS) already would be starting from the bench this afternoon but that does not scare King Faisal and Andy-Sinason who are also coming up with a rich team. Of course, it includes Pius Baffour Ewua who is almost always a rock-solid defender and he would be partnered this afternoon in defence with the captain Mutawakilu Fuseini who was almost always has a very good day. So obviously, we're looking at a lot of rich display here. Goalkeeper Adams Abdul- Jabal, he came in for regular goalkeeper Kaisan Yuisu. You remember in the match King Faisal played against Accra Hearts of Oak; he took a red card in that game. **(Move 3)**