Abstract:

This study analysed the use of lexical adjustments in sports-writing in three Kenyan newspapers. It investigated how lexical adjustments are used by sports writers using the lexical pragmatics theory by Reinhard Blutner (1998). The study sought to establish the role of context in interpretation of ad hoc concepts and the role of sports register in sports-writing. Three newspapers, The Nation, The Standard and The Star were purposely selected for the study because they have the highest circulation and therefore best represent the country's newspapers. This project is organized in five chapters. Chapter one introduces the topic under study, the background to the study, the background to sports language, the statement of the problem, objectives, hypotheses, significance, scope and limitation, the literature review, and the research methodology. Chapter two discusses the relationship between sport and the mass media, how sports journalism is important and its contributions in sports-writing, sports-reporting, sportsanchoring and sports-photography. Chapter three focuses on the use of ad hoc concepts through the lexical processes of narrowing and broadening. Data from newspapers is analysed in this chapter to provide evidence that sports-writing relies on ad-hoc concepts to re-create past sports events and tell sports stories with more colour and a quicker tempo. Chapter four discusses sports register as part of sports language that is used in sportswriting. Football language is focused on as a representation that all sports have their own register that makes up the wider sports register. Finally, chapter five gives the summary, conclusions and recommendations for further research concerning the issues covered in this project according to the findings of the study.