

**UNIVERSITY OF NAIROBI**

**SCHOOL OF JOURNALISM AND MASS COMMUNICATION**

**MASTER OF ARTS IN COMMUNICATION STUDIES**

**“USE OF LANGUAGE IN SPORTS HEADLINES REPORTING SOCCER IN  
KENYA”**

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## DECLARATION

I declare that this is my original work and has not been presented in any other University or College for Examination or Academic purposes.

Signature:.....

Date.....

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This project has been submitted for examination with my approval as the university supervisor.

Signature:.....

Date.....

**DR. HEZRON MOGAMBI**

## **DEDICATION**

This project is dedicated to Kenya's football fraternity

## **ACKNOWLEDGMENTS**

It has been an exciting and instructive study period at the University of Nairobi and I feel privileged to have had the opportunity to carry out this study as a demonstration of the knowledge gained during the period of study for a master's degree. Since it would be impossible to personally thank all those who in one way or another, directly or indirectly, have played a role in the realization of this research project, I would like to thank them all equally.

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## **ABSTRACT**

The main aim of the study was to establish what language is being used by newspaper headlines of stories reporting soccer in Kenya. The objective was to establish the use of metaphorical language with a theme of war in the two leading local dailies, the Daily Nation and the Standard Daily. The study was a quantitative content analysis. It looked at the use of military language in a maximum of one local soccer article per day, for the days of Thursday, Friday, Saturday and Sunday of the two local newspapers. This was for a period of six months in the second half of the year 2014. The study findings were that there is vivid and colourful use of metaphorical language to insinuate that football is not only a constant battle but also a war. The Cognitive Metaphor Theory and the Semiotics theories of communication were engaged in the study. The study recommends mainly that careful consideration needs to be given to the language being used in reporting of soccer in Kenya, in order to avoid a “hypodermic needle” reaction to what the reporters put out to the soccer fans.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Overview

Soccer is the most popular spectator sport in the world. It has picked up loads of fans all around the globe. The International Federation of Football Associations (FIFA) World Cup is a standout amongst the best sporting events on the planet. For example, the match between the US and Ghana in 2010 world cup was the most-watched soccer match in US TV history as indicated by Nielsen. Spanish speakers can be extremely energetic with regards to soccer and it was unequivocally at the season of the 2010 World Cup when the appraisals went high as can be. Univision drew 9.36 million viewers, an unequaled record for any classification of Spanish-dialect TV in the States, (Bleacher report, 2001) As noted by Goldblatt (2007), "around a large portion of the planet viewed the 2006 World Cup Final – three billion individuals have never done anything at the same time."

Tamburrini, (2000) lends some insight as to why the above may happen..... "Sports have a hold on our lives. Either as dynamic practitioners or debilitated athletes, as dynamic observers at the stadium or as passive gathering of people at home we as a whole come (somehow) into day by day contact with games. They influence society in various way. *Social states of mind and character qualities are surrounded by the qualities got from- numerous would even say inserted in –sports. Some of these are emphatically judged: self-*

*control, collaboration, reasonable play. Others are viewed as plainly negative: basic acquiescence to the group power, a mien to beat or even hurt adversaries to secure triumph, a misrepresented aggressive spirit”(Tamburrini, 2000).*

While, normally enough, this parallel has fascinating repercussions in a wide range of orders and social settings, its most detectable impact is likely to be found in the field of soccer, where both conceptualization and etymological expression frequently take a militaristic turn (e.g. Dankert 2009, Seddon 2004). This is so specifically as analysts, pundits, columnists and others have a tendency to portray the exercises in and around soccer contribute terms of a casual battle region, started, ostensibly, by the similarity between the two reasonable domains, and acknowledged, commonly, using different types of typical and sensational dialect, including everything from obvious figurative expression to minor suggestions to line-ups, methodologies and general forceful conduct.

In this capacity, the setting can be said to have become out of the possibility of a broad war space, laying solidly on Chapanga's (2004) perception, in light of Lakoff and Johnson(1991), that "soccer, similar to war, is an aggressive game where there is ordinarily an unmistakable champ and and, strategic thinking, collaboration, readiness, spectator conduct, glory of winning and disgrace of defeat."

### **1.1.1 Coverage of Football**

Soccer is played between two groups of eleven players with a round ball. The amusement is played in a rectangular field of grass or green simulated turf with an objective amidst each of the short closures. The target of the diversion is to score by driving the ball into the contradicting objective (Bernstein 2011).

The game of football is guided by the laws of the game which were originally identified in England by the Football Association in 1863, and which have been adopted since then under the Federation of International Football Association (FIFA), (Abercombie and Long Hurst,(2008).The elaborate structure and interconnectedness of Football from the International, Continental, Regional and National level ensures that Football has a wide reach and appeal. Bernstein (2011), states that during the twentieth century, Soccer emerged as the world's most popular team sport. It can also be equated to the Roman Catholic Church which has its tentacles all over the world up to the remotest village. Thus the study hypothesis posits that there is a significant relationship between the popularity of football as the leading sport and the multitude of people who support football as the football fans.

After independence, Football management in Kenya became embroiled in politics and took an ethnic angle. This brought about the existence of two dominant clubs; Gor Mahia (1968), associated with the Luo tribe from Nyanza and Abaluhya Football Club (1965), associated with the Luhya tribe from Western Kenya. The ethnically select Abaluhya and

Gor Mahia Clubs ruled Kenyan Football until the corporate supported Kenya Breweries (1970) was established, for the politically severe Moi administration (1978-2002), this development of solid Parochial dependability was undermining. Football among the Luos and Luhyas won the sort of devotion that could convey politically goal-oriented authority into parliamentary and local powers (Hon. Job Omino — 1990s) whether Moi and the sole party, The Kenya African National Union (KANU) enjoyed them or not.

All the more altogether, this legislature made it workable for disagreeing communities to block Moi/KANU's favored competitors from being chosen into authority (Ndolo Ayah 1990s). These are the conditions under which the Moi administration started a battle apparently went for halting tribalism which numerous onlookers saw as critical. Moi's decree changed Abaluhya Football club (AFC) into AFC Leopards, while Gor Mahia wittily proposing to rename itself Great Olympic Ranger (GOR). While the Leopards name change stuck, Gor Mahia held its unique name through the intercession of a conspicuous foreign affairs minister the late Robert Ouko. Football draws its support across Nations, Regions and ethnic circles. In Africa, the most supported clubs draw their support from their ethnic base. In Kenya support is spread across the two most popular clubs; Gor Mahia and AFC Leopards. Football lovers all over Kenya irrespective of being a Luhya or a Luo find themselves increasingly aligning themselves to either Gor Mahia or AFC Leopards.

Despite the attempt at professionalism of Football (Volcano 1980), and the institutionalization of Football clubs (Kenya Breweries 1970), Football support has largely remained ethnic. This can be seen in the attendance during matches where the ethnic-based clubs draw huge attendance as compared to other not so ethnic-based clubs. The bulk of the support of these community based Football clubs remains to a great extent Kenyans living in casual settlements, for example, Mathare and Kibera slums. However, during the 1990's, there was a complete deterioration of the quality of football. This was attributed to the hard economic times, declining standard of supervisors and authorities (Munro 2005), and the ascent of broadcast Football. During this time and as a result of Globalization, showed in the exchange of African players to Europe and the expanding access to satellite TV and the web, many Kenyans began to support foreign teams.

Apart from the community supported teams, most Kenyan clubs have no fan base. In England, popular clubs such as Arsenal, Manchester United and Chelsea have a wide fan-base. (codesira, 2010), (Carrington and Macdonald, 2001) capture and define a specific situation obtained in England in 2008 when Scudamore the premier league chief executive proposed that since modern media has globalized sport, the English premier league should be redesigned in such a way that some matches are played in other locations out of the geographical countries of England. Scudamore's argument was dismissed on the grounds that Football teams have local fan-bases that are attached to the

teams in a local way. This question is important because it involves (Dunning's 1988) conceptualization of geographical location of Football club in the Football fan formation.

This trend is reflected by attendance of a large number of fans in to stadia to support local teams in the Kenyan premier league. The Sunday Monitor noted that matches in most African countries now consistently have a flock of beautiful and particular female fans, a long ways from the time when superstitious social orders couldn't give them access to Football stadia as they were viewed as misfortune. It facilitate proceeds with that Kenya's Football premier league is the most recent fascination for recently won female fans with amusements including the national team and the main two groups demonstrating a magnet for uproarious and skimpily dressed fans. It may be illustrated and supported by some relevant figures, drawn from the so-called Big Count carried out by FIFA (Fédération Internationale de Football Association) in 2006: 265 million players (239 million males, 26 million females), 5 million referees and officials, 1.7 million teams, 0.3 million clubs (cf. Kunz 2007). In other words, the grand total of people actively involved in football amounts to some 270 million worldwide, a staggering figure, to which should be added all those more passively involved as spectators, "live", via television or on the web. For example, as noted by Goldblatt (2007:x), "...around half the planet watched the 2006 World Cup Final – three billion people have never done anything simultaneously before."

(Kokotse 2001) and (Aggrey 2012) commends the organized female fan-base which has taken African countries by storm. Mwendwa (2011) of Michezo Africa marvels at the

impressive turnout of the Ulinzi Women supporters and the fanatic support they provide for the team. The female Football fan-base is a reality in the current football set-up. Thus study hypothesises that the support base is skewed towards the popular community based clubs and hence ethnically driven.

In his exposition "The Sporting Spirit" (2005), George Orwell contends that " sport is honestly mimic fighting" and those observers "truly accept at any rate for brief periods – that running, bouncing and kicking a ball are trial of national ethicalness". George,(1945) claims, besides, that sport has nothing to do with fair play. It is bound up with disdain, desire, egotism, dismissal of all tenets and savage delight in seeing brutality: at the end of the day, it is war short the shooting".

## **1.2 Statement of the problem**

As of late, phonetic researchers have made intermittent note of the fascinating intellectual parallel between military activity and football, frequently talked about as far as conceptual blending (cf. Fauconnier and Turner 2002). While some of them, for instance Lakoff (1991), Kuiper and Scott Allan (1996) and Beard (1998), have brought up the auxiliary similitudes amongst war and diverse sports by and large, others have managed particularly with football. Chapanga (2004), Seddon (2004) and Vierkant (2008),have delineated and drawn on the affiliations that can be made between exercises in the two applied spaces, specifically those of a figurative kind.



The Gor Mahia versus AFC Leopards derby gives a good case for study. The regional spine of Kenyan football has dependably been the western part of the nation, home to the Abaluhya and Luo ethnic communities. The neighboring Luhya and Luo, with various ethnic foundations, got to be extraordinary football matches throughout the years. This converted into conflicts that were frequently violent, particularly somewhere around 1970 and 1990, which nourished the Leopards/Gor Mahia predominance of Kenyan football. In reality, a hefty portion of the other competitive clubs went about as nurturing grounds for players bound for AFC Leopards and Gor Mahia, or then again, as a vent for the surplus players shot out by the 'enormous two'. Thus, previous players from these two groups command Kenyan football's Hall of Fame. The contention was such, that in the 1980s it was unfathomable that a Luhya footballer could turn out for Gor Mahia, or a Luo player for Abaluhya. In fact, football lovers all over Kenya progressively ended up adjusting to either Leopards or Gor Mahia, getting to be in result, ostensibly Luhya or Luo individually. Indeed, even supporters of other alliance clubs deliberately or unwittingly related to either of these two clubs. The division of seating at the fundamental football settings, Nairobi City Stadium and Nyayo Stadium did not help: Leopards supporters possessed the left of the main stand, while Gor Mahia took the right

In Kenya football reporters and analyst have often used colourful and military language to describe soccer. The accompanying quotes give pertinent representation: It has for quite some time been noticed that we comprehend war as an aggressive amusement like chess, or

as a game, similar to football or boxing. The vocabulary of sport is regularly loaded with military illustrations. The representations tend to draw on a fascinating and restricted arrangement of areas. There is an irrefutable subject of war in soccer. The sport is a physical challenge making it practically inescapable for suggestions to war, representations of fight and procedure by expert commentators. Its now obvious that "Illustration is by all accounts an unavoidable issue when discussing football. Dialect/ language about football thusly is loaded with analogies like " attack ", "shot",", "midfield", " enemy " ," defence" or "fight" especailly in the Daily Nation and the Standard Daily on Friday, Saturday, Sunday and Monday sports headlines.

What these quotes say, essentially, is not just that the sport of football has a tendency to be depicted as far as fighting, additionally that the association between war and football hints at having ended up "certain" and "unavoidable", such a great amount in truth that our comprehension of the diversion these days even relies on upon it.

### **1.3 Main Objectives**

- i. To establish what language is being used in reporting of soccer in the Kenyan Premiere League whether there is a theme of war in the same.

#### **1.3.1 Specific objectives**

- ii. To establish whether there is use of war metaphors in reporting soccer in Kenya.
- iii. To establish how frequency war terminologies are used in reporting soccer
- iv. To establish whether the language used is constructing artificial or intended meanings to the audience.

#### **1.4 Research Questions**

What language is being used in the newspaper headlines reporting soccer in Kenya?

- ii Is there use of war metaphors in reporting soccer in Kenya?
- iii Is there frequent use of war metaphors in reporting soccer?
- iv Does the war metaphors construct artificial or intended meanings about soccer?

#### **1.5 The Significance of the Study**

The study's findings may provide useful basis upon which further studies on newspaper headlines and reporting soccer in Kenya might be carried on. It will provide a basis upon which policies on banner headlines in the newspapers can be formulated. It will also add to the existing body of knowledge on the cost of publicity for sports events and especially for soccer. The study may also be a source of reference material for future researchers on whether language used in reporting soccer could be a cause of hooliganism and violent conduct at soccer matches. Further it may also help academicians who undertake the same topic in their studies.

#### **1.6 Scope and limitation of the Study**

The study will be limited to newspaper headlines reporting soccer in Kenya in the period of six months from July to December of 2014. The research data was derived from the two leading dailies in Kenya, the Daily Nation and The Standard Daily as the two largest

circulating papers in Kenya. The study will be limited to the Friday, Saturday, Sunday and Monday copies of the two newspapers. This is because proper soccer previews are carried out on Friday and Saturday, and match reports on Sundays and Mondays. Reviews are done on Sundays and Mondays. It is on these days that the language in the newspaper's headlines is most colourful to "set the stage". The six months period from July to December was chosen because intense competition in soccer in Kenya is witnessed in the second leg of the league competition. The 2<sup>nd</sup> leg determines which team will be champions and play in continental competition and which team will play in the continental tournament reserved for the runners up. It also determines which two teams are relegated from the prestigious premiere league to the lower tiers of competition, and which two are promoted. Further it determines which one will play in the "cup winners cup", reserved for winners of the knock-out competition, and which one will play in the top eight competition reserved for teams that finish the league in the top eight positions. All promotions and demotions are of immense financial implications, hence the spirited gamesmanship at this time.

### **1.7 Rationale and Justification**

Language used in soccer headlines reporting set the stage for the expectations of the fans and other stakeholders in football. Money, pride and prestige are all at stake whenever there is a soccer completion. The language used might affect the audience perception either positively or negatively, fuelling animosity and resentment on one side and pride and joy, and even patriotism and nationalism on the other side. This study is therefore on what

language is being used in newspaper headlines in reporting soccer in Kenya. The study is a content analysis of the newspaper headlines reporting soccer in the six month period starting July 2014 to Dec 2014. Goldblatt (2007), noted that “around a large portion of the planet viewed the 2006 World Cup Final – three billion individuals have never done anything all the while. It is important to study the use of soccer language that could affect three billion people at one time.

The Daily Nation and the Standard Daily. The newspapers’ documented reports, features and any other relevant information about the topic on Friday Saturday, Sunday and Monday of the months of July to December 2014. This is because the 2nd leg of the league runs within the last six months of the year and reports become more dynamic as reporters follow the league to preview, review, and analyse soccer matches. The choice of Friday, Saturday and Sunday is because most of the soccer action is held over the weekends, hence journalistic previews on Friday, reports and reviews on Saturday and Sunday with more reviews on Monday. The qualitative data was collected from primary data sources, including newspaper reports and analysis by soccer reporters and editors of the two newspapers

### **1.8 Operational Definition of Terms**

For the purpose of this work, the following terms will be used-

**The Daily Nation** – A local daily English language newspaper published by the Nation Media Group.

**The Standard Daily** – A local daily English newspaper published by the Standard Media Group.

**Newspaper**- a set of large sheets of paper that have news stories, information about local events, advertisements, etc., and that are folded together and sold every day or every week

**Language**- the method of human communication using spoken or written words

**Kenyan Premiere League**- A private company in Kenya owned by the 16 premiere league clubs and mandated to organise and manage soccer competition on behalf of the clubs.

**FIFA**- Federation Internationale de Football Associatione-the body that governs football in the world

## **CHAPTER TWO**

### **LITERATURE REVIEW AND THEORITICAL FRAMEWORK**

#### **2.1 Overview**

This section entails the literature review cited from newspaper headlines written in the two leading local dailies, The Daily Nation and The Standard Daily and their magazine articles normally placed in the newspapers. Theoretical framework which best explains newspaper headlines and reporting soccer will be adopted.

#### **2.2 Languages styles used for different purpose of communication**

Language plays a crucial role in everyday communication activities; there are different languages styles used for different purpose of communication. In the field of sports reporting in newspapers, writers are required to be very competent in dialect relating to games as learning about sport require a striking representation of the sport in readers mind.

Beard (1998) states that there are many types of sports writing and what is important is the primary purpose that lies behind such writings. In writing match reports the main purpose is to inform readers about the game so that they pick up the detailed description of w the game was played. Sometimes reports will also try to persuade readers to take particular point of view, thus when writing, writers also need to take the target readership into account.

As of late, the reason for games scope has not been a straight forward as essentially educating the reader, it likewise include gossip, interest and interest of the players (beard 1998), thus a good deal of game scope is more worried with entertainment than the information. Sports journalists should then have the capacity to educate readers in a stimulation path as the objective readership have a tendency to be the individuals who have enthusiastic connection to the sports that they read about.

Football comes in many shapes and colours and goes by many names. One of them, of course, is its synonym soccer – an “odious little word” in comparison with football, according to Seddon (2004:3) – used especially to distinguish it from the American variety, as in *World Soccer*, the well-known football magazine. Other expressions are of a less objective, descriptive nature. Thus, among football aficionados, football is often, and lovingly, referred to as “the beautiful game”, a phrase gaining currency in the wake of the brilliant – and aesthetically pleasing – football displayed by Brazilian national teams in the 1950s and 1960s. Another widely used term, of older standing, is “the people’s game”.

The present-day status of football as the world’s most popular sport – “the world’s game”, another frequent appellation (cf. e.g. the title of Murray 1996) – is almost a truism. It may be illustrated and supported by some relevant figures, drawn from the so-called Big Count done by Fédération Internationale de Football Association or FIFA in 2006: 265 million players (239 million men, 26 million women), 5 million refs and authorities, 1.7



million teams, and 0.3 million clubs (cf. Kunz 2007). In other words, the grand total of people actively involved in football amounts to some 270 million worldwide, a staggering figure, to which should be added all those more passively involved as spectators, “live”, via television or on the web. For example, as noted by Goldblatt (2007), “around a half of the people worldwide viewed the 2006 World Cup Final – three billion individuals have never done anything concurrently.

### **2.3 Football undergoes an accelerating process of commercialization**

The last few decades have seen football undergo an accelerating process of commercialization, where merchandise, private ownership of clubs, sponsorship deals, multi-billion TV contracts and stock market introductions have become glaring features of its present-day environment. Top-level football has long ceased to be a mere sport; it is just as much a socio-economic phenomenon, an arena for big business and big businessmen around the globe. In short, “the people’s game” has indeed become “the world’s game”, the global sport par excellence, commanding the close attention of untold numbers of people, regardless of social and political conditions, in most parts of the world. In a local context, a successful football club may contribute substantially to the perceived identity, and projected image, of smaller or larger places and communities (Andersson 2002).

Internationally, today's football – especially of the professional, big-club brand – finds itself, more than ever, at the crossroads of sport and the entertainment industry. In terms of coverage, the FIFA World Cup makes up the world's biggest media event, bigger than the Olympics. Football, of course, has long been a conspicuous part of mass culture in many countries, of historical and political importance, well beyond the domain of sport alone. Goldblatt (2007) argues that [no history of the modern world is complete without an account of football.” In a similar vein, in a postwar European context, the impact of football as a political factor is stressed by Judt (2007:782): “What really united Europe was football.

#### **2.4 Effect of War-Inspired Terminology in Live Football**

As noted by Seddon (2004:4), Dr Johnson's famous English dictionary of 1755 does include the word *football* – but only in the concrete sense of the spherical object itself, the ball. The sense of ‘footballing activity’, i.e. the game of football, is missing, despite the fact that football as a rough sort of pastime was not unknown in Dr Johnson's days, although in decline (cf. Goldblatt 2007:19ff.). It was only some hundred years later that football staged its great comeback, gradually spawning what may today be regarded as the world's biggest “special language”.

Now, special languages are obviously used to talk and write about special subjects, whether of an abstruse nature, like theoretical physics, or of a more readily accessible, down-to-earth kind, like football. Sager et al. (1980) defend special languages as the complex, semi-autonomous, semiotic systems based on and obtained from general

language (p. 68); further, they are made up of “the totality of means of expressions used by specialists in messages about their special subject” (p. 74).

Transferred to the “special subject” of football, the “specialists” are simply all those people around the world involved in today’s football one way or another, on or off the pitch. Collectively, when communicating about football, they produce and are exposed to vast amounts of specialized language, i.e football language in a wide sense, in a multitude of different countries and languages. Nonetheless, despite the diverse settings in which it can be talked and written about, football as a subject can be seen as “a well-delimited special domain” (Schmidt 2008:20). It follows that football language, the original variety of which is football English, is indeed a special language, albeit somewhat unusual in that its use is not restricted to a relatively small number of specialists. On the contrary, it may well be argued that it is the most widespread special language of all as far as the number of people using it, in different parts of the world, is concerned. This also means that, despite its function as a *special* language, football language is arguably, more than any other, also a *public* language, a somewhat paradoxical state of affairs.

## **2.5 Theoretical Orientation- Cognitive Metaphor Theory**

In light of intellectual analogy hypothesis (CMT) in the feeling of Lakoff and Johnson (1980), the present examination will exploit two of the thoughts proposed above: from one perspective, that open football critique is ordinarily composed as per the standards and parameters of fighting, and, on the other, that this system is pretty much an essential for the

fruitful formation of a live media item today.

The study will also be based on the Semiotics theory of communication of Saussure, 1916, as discussed by Cohan and Shires, (1996). This is a general philosophy hypothesis of signs and images that deals especially with their capacity in both artificially built and natural language and contains pragmatics, semantics and syntactics. It is the means by which significance is made and imparted, how symbols and signs (linguistic and visual) make meaning. It is a method for seeing the world, of seeing how the scene and culture in which we live massively affects every one of us even without our conscious.

This aim will be realized through analysis of soccer headlines from the two local dailies i.e the Daily Nation and Standard Daily.

## **2.6 Cognitive parallel between military action and football**

Lately, linguistic researchers have made repetitive note of the fascinating subjective parallel between military activity and football, frequently talked about regarding conceptual mixing (cf. Fauconnier and Turner 2002). While some of them, for instance, Lakoff (1991), Scott Allan (1996), Kuiper and Beard (1998), have called attention to the basic likenesses amongst war and diverse games general, others have dealt particularly with football, for instance Seddon (2004), Chapanga (2004) and Vierkant (2008), sketching out and drawing on the relationship that can be made between exercises in the two theoretical spaces, specifically those of an metaphorical kind.

Thus, while those few researchers who have contemplated the structure of football

commentary already have commonly centered around on post- match composed scope (e.g. Crolley et al. 1998, Eriksson 1997) or on live oral commentary (e.g. Vierkant 2008, Chapanga 2004), the present study takes a different position by managing a fascinating crossbreed of these two media. Accordingly, the material holds out the parallel prospects of putting this content type in context, while revealing some new insight into its linguistic properties as showed through the outlet of an online daily paper.

In hypothetical terms, the study takes its beginning stage in one of the calculated master metaphors proposed by Lakoff and Johnson (1980), viz. that Argument is War, consequently refined in Lakoff (1991) to rivalry is war (cf. the quote above). This metaphor is plainly appropriate for further capability with regards to football, particularly with reference to the proposed war structure: henceforth, it appears to be sensible to utilize Football is War as the objective theoretical illustration here, with WAR working as the source area and Football as the objective domain (cf. Nordin 2008:114). The inspiration for proposing this analogy is clearly that the showed association amongst war and football is expected to a somewhat broad conceptual similarity, and subsequently mixing between the two areas, as noted previously.

## **2.7 Semiotic theory**

Semiotic theory concentrates on the cultural and social significance of signs and codes (Scholes, 1982; 1985). Signs comprise of a picture, an object, a word or even a specific kind of practice. The significance of signs relies on the connections between the signifier (the picture, object, word, or practice), the connoted (the suggested meaning), and the

referent (what the picture, object, word, or practice alludes to) (Scholes, 1982). A yellow caution sign is a signifier that passes on the importance — the connoted, to produce different cars. The referent is the activities alluded to, for this situation, producing other cars. Individuals discover that the hues red and green as signifiers have certain implied implications i.e stop and go, with the referent involving stopping and starting a car in the city in view of a set of social traditions and codes (Peim, 1993).

Images are viewed as transporters of importance and thusly there is a presumption of fixity which is regularly likened to an intense impact. Effectivity is then utilized as a contention to clarify the referential force of the images. For without reference the picture would not mean, yet unmistakably, the object named "firearm" is drastically not quite the same as the picture named firearm. The weapon, its use, the context, and the capacity which it has in the film, have all been raised and this fairly complex verbose field exceeds, even re-names and changes the object. It is this digressive field which makes the associations amongst image and object arbitrary. There is no pure snapshot of the firearm as picture which gets away from its arrangement and the utilization to which it has been put.

Semiotics is an examination concerning how significance is made and how importance is imparted. Its inceptions lie in the scholastic investigation of how signs and images (linguistic and visual) make meaning. It is a method for seeing the world, and of seeing how the scene and culture in which we live massively affects every one of us unknowingly. Our activities and contemplations, what we do naturally, are frequently represented by an

intricate set of cultural conventions and messages, and ward upon our capacity to interpret them intuitively instantly.

For example, when we see the distinctive colours of traffic lights, we consequently know how to respond to them. We know this without contemplating it. However, this is a sign which has been built up by social tradition over a lengthy period of time and which we learn as youngsters, and requires an deal of oblivious social knowledge to comprehend its meaning.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY DATA COLLECTION**

#### **3.1 Overview**

This section points of how the proposed study was done. It covers the plan/design to be embraced to carry out the study, how information was gathered and eventual analysis of the information with a specific end goal to create research discoveries for reporting.

#### **3.2 Research Design**

The proposed research was a content analysis design. Content analysis is the systematic categorization of the symbolic meaning of messages in order to make inferences about phenomena of interest that are not directly observed (Krippendorff, 2010; see also Berelson, 2012, and Holsti, 2009).

In particular, the goal of this method in this study was to identify replicable and generalizable football coverage in thematic categories as reflected in a particular discourse. Consequently, one of the defining characteristics of content analysis in this research was that the thematic or coding categories to be considered are operationalized prior to the actual evaluation using the accepted standards of objectivity associated with scientific inquiry.



### **3.3 Data Collection Method**

Data was obtained from the headlines of the two leading daily newspapers *The Daily Nation* and the *Standard Daily*. The newspapers' documented reports, features and any other relevant information about the topic on Friday Saturday, Sunday and Monday of the months of July to December 2014. This is because the 2nd leg of the league runs within the last six months of the year and reports become more dynamic as reporters follow the league to preview, review, and analyse soccer matches. The choice of Friday, Saturday and Sunday is because most of the soccer action is held over the weekends, hence journalistic previews on Friday, reports and reviews on Saturday and Sunday with more reviews on Monday. The qualitative data was collected from primary data sources, including newspaper reports and analysis by soccer reporters and editors of the two newspapers.

### **3.4 Data Analysis**

The content of the headlines of the soccer reports in the newspapers, and headlines with war-inspired terminology and military related language was analysed thematically. Given the nature of the method, content analyses tend to summarize apparent facts, rather than explanatory (attempting to clarify a given interpretation).

### **3.5 Legal and Ethical Considerations.**

Ethics is a branch of philosophy that deals with moral values which guide one's behaviour (Mugenda and Mugenda 1999). On approval of the research proposal, the researcher acquired a certificate of field work (see appendix I) which was duly signed by the supervisor, the Associate director and the Director of the School of Journalism and Mass Communication. The researcher then proceeded to do the field work, at the libraries of the Nation Media Group and the Standard Daily for collection of data that was then analysed. After successfully defending the final project, the researcher acquired a certificate of collections (see appendix II).

The researcher then subjected the work to a plagiarism report (Appendix III) to show that it was within the plagiarism limits set by the University of Nairobi, and finally a declaration of Originality form (Appendix IV) to show the work is original.

## CHAPTER FOUR

### DATA ANALYSIS, RESULT AND DISCUSSIONS

#### 4.1 Overview

##### **Newspaper paper language and the effects of football behaviour in Kenya**

To investigate the use of military language and the effects on football behavior in Kenya, content analysis was undertaken specifically to establish the theme that soccer is war and to establish the why the newspaper language seems to be an unavoidable issue when talking about football.

#### 4.2 The theme of war in soccer

**Table 4.1 Terminologies used in The Daily Nation**

<b>July Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01.07.2014 to 06.07.2014	Explosive	05.07 2014
07.07.2014 to 13.07.2014	Action	12.07.2014
14.07.2014 to 20.07.2014	Defensive	14.07. 2014
21.07.2014 to 27.07.2014	Settle old scores	25.07. 2014
	Crush	25.07. 2014
	Clash	27.07.2014
<b>August Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>

04.08.2014 to 10.08.2014	Gun	09.08. 2014
	Tackle	
	Prowl and corner	10.08. 2014
11.08.2014 to 17.08.2014	Tackle	13.08. 2014
	Confront	16.08. 2014
	Fall	17.08.2014
18.08.2014 to 24.08.2014	Pounce and mauling	24.08. 2014
	Army and alert	23.08.2014
<b>September Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
08.09.2014 to 14.09.2014	High stakes	12.09. 2014
	Mean and condemn	14.09. 2014
15.09.2014 to 21.09.2014	Battle	18.09. 2014
	Strike	21.09. 2014
22.09.2014 to 28.09.2014	Gun	26.09. 2014
<b>October Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01.10.2014 to 05.10.2014	Fight	03.10. 2014
	High stakes	04.10.2014
13.10.2014 to 19.10.2014	Comparison	17.10.2014
	Comparison	19.12. 2014
	Pounce and mauling	18.10. 2014
20.10.2014 to 26.10.2014	High stakes	25.10. 2014
	Hooliganism	26.10. 2014

	Shoot	26.10. 2014
<b>November Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01.11.2014 to 02.11.2014	Do-or-die	01.11. 2014
	Comparison	02.11. 2014
03.11.2014 to 09.11.2014	Battle	08.11. 2014,
	Gore	07.11. 2014
	Charging	08.11. 2014
10.11.2014 to 16.11.2014	Battle	15.11. 2014
	Redemption	14.11. 2014
24.11.2014 to 30.11.2014	Defensive	24.11. 2014
	Battle	26.11.2014
<b>December Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01.12.2014 to 07.12.2014	Battle	05.12. 2014
08.12.2014 to 14.12.2014	Rescue	10.12.2014

Reports from *The daily Nation* newspapers commentaries indicate that indeed football is a form of war. For instance; studies from table 4.1 above indicates that, headlines from varried dates vividly describes this game as a battle. From 01/08/2014 to 09/08/2014, the following headlines and subtitles were used respectively : *Who Will Survive? City Stars scheme to empty KCB vault in battle to remain in top flight football*. Week 10/08/2014 to 16/08/2014, the following Headlines and subtitles were used :-*Is Kenya ready to bite the Fifa bullet? Title Race Hots Up, Sserunkumarues missed chances; Gor talisman striker fails to hit target on two fine occassions.Gored Again,*

No Longer At Ease; *Misfiring soldiers* hoping to rediscover their winning ways against KRA, Date With *Destiny*; Musonye challenges Gor Mahia to shine in *a must win clash* against APR.

Findings on 24/08/2014 to 30/08/2014 from Table 4.2 above shows that there was a vivid comparison and use of metaphorical languages to insinuate football as a “*constant battle*;” the findings revealed that week 24/08/2014 to 30/08/2014, the following headlines and subtitles were used:-*Crucial Encounter*; AFC Leopards *tackle* Mathare United in a Gotv shield quarter final match, AFC *Down* Mathare; Stima hold Chemelil, Bandari and City share *spoils* in KPL, *Rivalry Reloaded* and Muhoroni *Force* Nyayo Stalemate.

The researcher can deduce results from table 4.2 above that in order to captivate and keep their readers, newspaper reporters, and especially sports reporters use very highly descriptive language to indulge their readers and use metaphors that are designed to align the reader to a particular reality and identity. In order to realize this, lot of war metaphors and military language has been used in reporting and describing the game of soccer in Kenya.

The articles on July 01st to 5th included the word “action” basically referring to football as a frantic game of *kicking*, chasing, pushing and shoving. On 23/08/2014 the headline read ...“*Green Army* on alert as rivals Sony visit City” This was in reference to the multitude of Gor Mahia’s travelling fans who usually follow the team to all their venues for matches. It was accompanied by a picture of one of Gor Mahia’s fans dressed in the green and white colours of the “soldiers” of Gor Mahia’s “*green army*”.

The findings further indicated that headline read “Kiongera *strike* gives bankers valuable win against KRA”.the word *strike* would denote a soldier on a mission to bomb or to attack a particular target. On the Friday April 24th the headline read “Agwanda to lead U-23 *attack* against Botswana” Agrwanda was at that time a Kenyan premiere league player turning out for Sofapaka FC. Being under 23 years of age made him eligible to play in the junior national team. His experience as a premiere league player made him eligible to lead the “attack”.

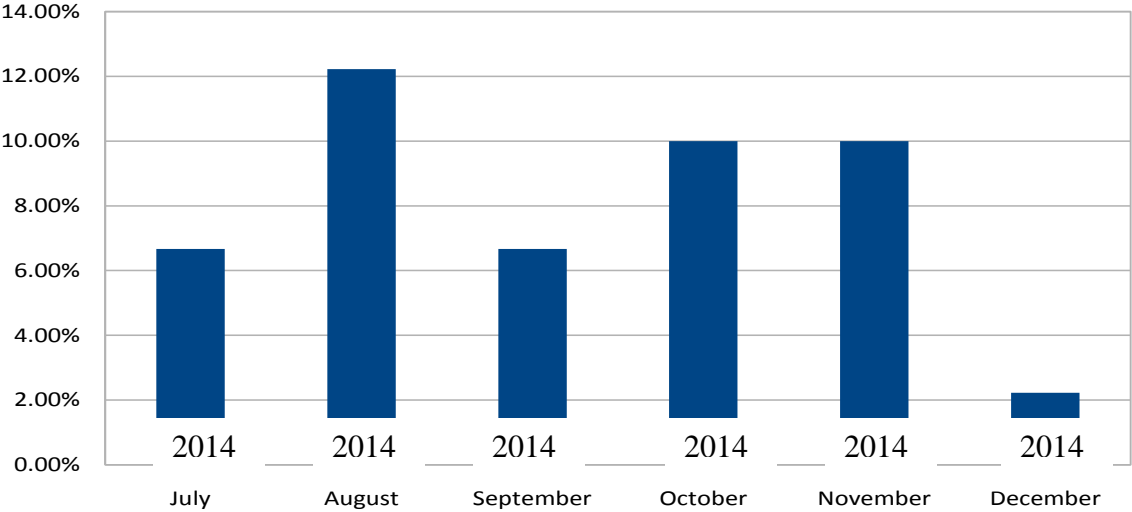
The findings on Thursday sep 18 the same news paper read; “K’Ogalo *battle* to draw *ill-tempered* match with Ulinzi Stars at City to reclaim top spot in KPL”. “K’Ogalo is the nickname that is given to Gor Mahia FC. Gor Mahia, according to Luo mythology was the son of Ogalo, hence would be referred to as “Gor wuod Ogalo”, and affectionately referred to as “Gor K’ogalo.” Ulinzi stars is a team made up of members of the Kenya Defence forces, comprising the Army, Navy and Airforce. Their core business is the defence of the country Kenya. Therefore the use of the word “battle” has the effect of making the game look like a reconstruction of a war between the mythologica and awe inspiring Gor son of Ogalo and the Kenya Defence Forces.

The wording indicates that reports on football as war makes the game more fascinating especially to the male fans. For instance; on 01/06/2014 –“K’Ogalo *battle* to draw *ill-tempered* match with Ulinzi Stars at City to reclaim top spot in KPL 01/06/2014-“*The hour has come! It’s final battle*”.” Gor need a simple victory over Ushuru to retain title. Sofapaka must beat Tusker and pray K’Ogalo stumble” “KCB ‘*safe*’, City Stars stare relegation in the face “. It was the last day of the premiere league and which was determinant of who would win the title and who would be sent to the lower division league. The daily nation equated it to the final war.

News paper reports of starndard newspaper on 07/09/2014 the headlines read “.Hungry Sofapaka, Rangers”..and went on to say that “.‘Batoto ba Mungu’ out to end season on a high against Maina’s *charges* today after missing out on league title”.On the same day another headline read “.*battle for Cup honours*”. Postal Corporation of Kenya team out to announce their return to KPL in big way” referring to the posta rangers imminent qualification into the Kenyan premiere league.” The findings on 26/11/2014” indicated that the word “*battle*” was used the KPL football news that was carried on the different dates above.this was in reference to the different matches played on the varied days. The findings on 14/09/2014 had similar war connotations that was a good example of softer language that can be used in place of the military language. It simply stated that there was a ‘*tough draw.*’

In the standard daily the following words were used on various dates as follows; **Figure 1:**

**Percentage of Terminologies Used in The Daily Nation**



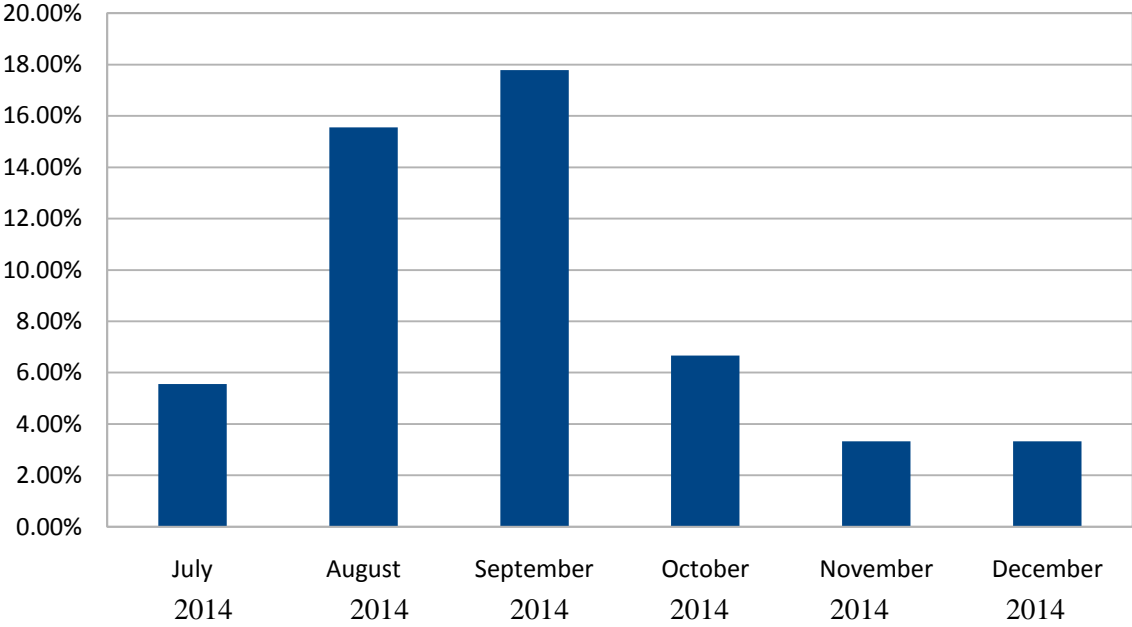


**Table 4.2 Terminologies used in The Standard Daily**

<b>July Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01/07/2014 to 06/07/2014,	Rout	Saturday, July 5, 2014
	Tackle	
13/07/2014 to 19/07/2014	Sink	Monday, July 14, 2014
20/07/2014 to 26/07/2014	Battle	23.07.2014
27/07/2014 to 31/07/2014	Revenge	27.07.2014
<b>August Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01/08/2014 to 09/08/2014	Survive	01.08.2014
	Battle	
10/08/2014 to 16/08/2014	Bite The Fifa Bullet	10.08.2014
	Hots Up	12.08.2014
	Hit Target	
	Gored	
	Misfiring Soldiers	13.08.2014
	Clash	15.08.2014
24/08/2014 to 30/08/2014	Crucial Encounter	23.08.2014
	Tackle	24.08.2014
	Down	
	Spoils	
	Rivalry	27.08.2014
	Force	28.08.2014
<b>September Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01/06/2014 to 06/09/2014	Lose Points	
	Cage	02.09.2014
	Plot Survival	03.09.2014
	Sharpen Attack	06.09.2014

07/09/2014 to 13/09/2014	Daggers	12.09.2014
	Drops	13.09.2014
14/09/2014 to 20/09/2014	Acid Test	14.09.2014
	Stun	15.09.2014
	Beat	17.09.2014
	Dent	20.09.2014
	Grudge	
21/09/2014 to 27/09/2014	Stunned	23.09.2014
	Pressure	24.09.2014
	Fight To The Bitter End	
	Acid Test	27.09.2014
	Take On	
<b>October Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01/10/2014 to 04/10/2014	Double Sinks	04.10.2014
12/10/2014 to 18/10/2014	Let Down Luhya Nation	13.10.2014
	Dimmed	15.10.2014
	Storm	18.10.2014
26/10/2014 to 26/10/2014	Wild	21.10.14
	Deadly	23.10.14
<b>November Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
02/11/2014 to 08/11/2014	March On	02.11.2014
	Hunt Down	
23/11/2014 to 29/11/2014	Battle	27.11.2014
<b>December Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01/12/2014 to 06/12/2014	Raid	
07/12/2014 to 13/12/2014	Blade	
20/12/2014 to 20/12/2014	Haemorrhage	

**Figure 2: Percentage of Terminologies Used in the Standard Daily space**



# Comparison between football war themes and soft undertone correspondence reported on Friday July, 25 and Friday October, 17 2014

DAILY NATION  
Friday July 25, 2014

Sport | 69

## TRANSFER TALK US star Beasley signs for Houston Dynamo

US defender DaMarcus Beasley, who last month became the first American to play in four World Cup, has signed with the Houston Dynamo, the Major League Soccer team announced Wednesday. Dynamo traded midfielder Warren Crewville to Toronto on Wednesday in order to obtain rights to sign Beasley, who started all four matches in Brazil for Jurgen Klinsmann's US World Cup squad.

"DaMarcus has had a great career, as we saw at the World Cup," Dynamo coach Dom Kinnear said. "To bring in a player of his quality is a big plus for the team."

## Robinho edges closer to Orlando City move

Reports in Italy say that AC Milan forward Robinho has seemingly bid farewell to the club's supporters as he reportedly edges closer to a move to Orlando City. The Brazilian told Sky Sport: "We do not know where I will go. We're still deciding. We will choose the best for me and Milan, who have always treated me very well. For fans of Milan I can only say thank you for everything." The Brazilian had a mixed season with AC Milan after he suffered a groin strain early in the pre-season against Valencia, which disrupted his preparation for the season. Before he got injured in the match he missed a penalty.

## Tottenham lure Davies from Swansea

Tottenham made a double swoop on Premier League rivals Swansea when they signed left-back Ben Davies and Dutch international goalkeeper Michel Vorm. Davies has signed a five-year contract and Vorm has agreed a four-year deal while Icelandic midfielder Gyfi Sigurdsson moves to the Welsh club where he spent time on loan in 2012.

Highly-rated Davies, 21, earned his first professional contract with Swansea in 2011 and has gone on to earn 10 caps for Wales.

He played 91 times for the Swans, including starting their League Cup Final win against Bradford City in 2013.

## Aurier joins PSG on loan from Toulouse

Cote d'Ivoire international defender Serge Aurier has joined Paris Saint-Germain on a season-long loan from fellow French top-flight side Toulouse, the Ligue 1 champions announced on Wednesday. The deal, which includes an option for PSG to make the move permanent, will see the Aurier, 21, compete for the right-back spot at the Parc des Princes along with Dutch international Gregory van der Wiel. "We are particularly delighted to welcome this young player to our club," said PSG president Nasser Al-Khelaifi, who called Aurier a promising player.

## No surprise as top-notch Indiza claims Rapid Challenge prize

BY LARRY NGAALA  
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As expected, Kenya's best known professional Dimas Indiza, walked away with the top prize in the inaugural Rapid Challenge tournament at the par 71 Muthaiga Golf Club course yesterday.

Starting the day with a two shots advantage over local pro Nicholas Rokoine, the long hitting Indiza from Mumias Golf Club recovered from a double bogey over Muthaiga's toughest par four eighth, and two earlier bogeys at the third and seventh, to post a level par 71 and a total of two under par total of 211.

"I pushed my driver to the right at the eighth, got onto the greens with three shots, but made a three putts" said Indiza. Earlier, he had picked up two birdies at the fifth and sixth of the front nine.

### Roller a birdie

He started the back nine well rolling in a birdie at the par five-10th, but three putted the 11th. He however managed to birdie the 13th which cost him a place in the Kenya Open's money list a few years ago.

He closed the nine with a birdie at the home green (18th), to take the first prize of sh70,000 with two shots to spare from Railway's Njuguna Ngugi

who fired one under par 70 in the final round that included four birdies and three bogeys for 213.

Rokoine meanwhile dropped to third place with 216 after a three over par 74. Birdies became elusive for Rokoine who only managed a birdie at the tough par five-seventh, having bogeyed the first and a five at the par three-second.

Muthaiga's resident professional Anil Shah, like his colleague Rokoine, shot three over par 74 to wind up in fourth place with a total of 218 and shot better than Ajay Shah (72), David Opat (71), and John Waigai who also shot level par 71 in the final round. A total of 33 professionals and six amateurs had been listed to play.

KENYAN PREMIER LEAGUE | Top guns beat the war drums ahead of Sunday's derby



AFC Leopards midfielder Mussa Muddo moves with the ball during the Kenyan Premier League match against Nairobi City Stars on Wednesday at Nyayo National Stadium.

## Bitter rivals Gor, Leopards out to settle old scores

Ingwe looking to do a league double on their nemesis while K'Ogalo hope to get revenge

BY CELLESTINE OLILO  
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Ever-rivals Gor Mahia and AFC Leopards will lock horns this weekend in a match that has all the ingredients of a classic derby.

Going into the match though, both teams will be mulling over a season that has up to this point been far from smooth sailing.

Although perched on top of the Kenya Premier League table, Gor Mahia are grappling with financial difficulties, and were ignominiously kicked out of the GOtv Shield last weekend by GFE 105.

Leopards, on the other hand, despite having no such financial worries, are enduring a poor run in the league. Since the beginning of the season, the team has been confined to the lower half of the table. On Sunday, Ingwe will be looking to prove that their current position in the table is by no means out of merit, whereas K'Ogalo are determined to not only consolidate their lead but also to average their bitter 3:1 loss to Leopards seven weeks ago.

Gor Mahia coach Bobby Williamson, calm as always, insists that the match is not a matter of life and death, although its an open secret that K'Ogalo's fans are looking at this derby, possibly the last one this season, as nothing more than a revenge mission.

"The GOtv Shield exit is now behind us. We are tasked with greater challenges in terms of defending our league title as well as doing well in the forthcoming Cecafta Club Championships," Williamson told Daily Nation Sport yesterday.

### Worrying statistic

"It is very difficult to predict the outcome of the derby, but I believe the players will give their best," he added.

While both teams are guaranteed support from their fiercely partisan 12th man, a worrying statistic for the Scotman is that K'Ogalo is yet to win a derby during his tenure.

Leopards' coach Pieter De Jongh, on the other hand, racked up his first derby win within weeks of his appointment.

Leopards will also draw confidence from their timely return to winning ways in a mid-week fixture against Nairobi City Stars.

While Leopards have struggled to score goals this term, they have managed victories over title contenders Tusker and Gor Mahia.



"The GOtv Shield exit is now behind us. We are tasked with greater challenges in terms of defending our league title"

Bobby Williamson, Gor Mahia coach

## Man United crush Galaxy in Van Gaal debut

**Pasadena**  
Louis van Gaal's reign as manager of Manchester United got off to a rousing start on Wednesday with a 7-0 friendly victory over Major League Soccer's Los Angeles Galaxy.

In the first match of van Gaal's (right) tenure, Wayne Rooney scored twice in the first half, converting a penalty in the 42nd minute after Galaxy midfielder A.J. Delagarza

handled a cross from Antonio Valencia. Three minutes later, Los Angeles defender Tommy Meyer failed to intercept Danny Welbeck's cross, giving Rooney another chance to beat Jaime Penedo.

Welbeck scored United's third goal in the 13th minute with a 25-yard strike that crashed in off the post.

Youngster Reece James, 20, and Ashley Young added two goals apiece in the second half as the English

Premier League club romped in the first match of their North American pre-season tour.

Van Gaal was tapped two months ago to replace the sacked David Moyes, but took the reins only after guiding the Netherlands to a third-place finish at the World Cup.

The 62-year-old Dutchman is tasked with restoring United to their position as the Premier League's preeminent force. (AFP)



\*Reprinted with permission from the Nation Media group.

The above headline read "Bitter rivals Gor, Leopards out to settle old scores. The article above clearly has war phrases that describes the battle between the teams.

TUSKER PREMIER LEAGUE | Win takes Timbe's side to within one point of leaders Gor

# Sofapaka deny KRA any dues

Taxmen fight bravely to recover from two goals down only to cruelly fall to a late Ndolo strike in five-goal thriller at Kenyatta Stadium

BY CELLESTINE OILOO  
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Sofapaka yesterday laid bare their need for the title with a 3-2 win over KRA in a nail-biting encounter at the Kenyatta Stadium, Machakos.

KRA's Carlson Mweresa and Roosevelt Blatty had effectively cancelled out earlier efforts by Sofapaka's Danson Kago and John Njoroge to put the match on a deadlock for a good half hour before utility player Anthony Ndolo tipped the scales in injury time to give Batoto ba Mungu maximum points.

The win helped the 2009 champions truncate their point difference with table toppers Gor Mahia to just one.

The taxmen, who have failed to win in seven matches, started the game on high tempo and had several scoring chances but Sofapaka goalkeeper David Okello made impressive saves to keep them at bay.

Sofapaka, however, utilized their first clear chance in the 31st minute when Enoch Agwanda released an inviting throw in which KRA's Douglas Okumu kicked directly onto the feet of Njoroge, who obliged by sending the ball into the roof of the net.

Sam Timbe's charges struck again five minutes after the interval when Kago rose high to meet Njoroge's corner kick and send the ball home.

## 5

League goals that KRA's Roosevelt Blatty has scored following his strike yesterday against Sofapaka

The taxmen, recently renamed Ushuru, found their first goal immediately after when Geoffrey Kataka fed Mweresa next to the goal post and the latter shot home for his first goal of the season.

This goal re-ignited the taxmen, and it took only eight minutes before club top scorer Roosevelt Blatty plundered his fifth goal of the season after breaking loose on the left flank past the chasing Folly Mulumba.

The taxmen then started pressing with new confidence and could have taken the lead but Kataka fluffed three clear chances, the last a one-on-one moment with goalkeeper Okello.

Ndolo ensured precious points for Sofapaka with his goal late, late on. It was his seventh league goal of the season.

"We are still in the race," said a visibly relieved Sofapaka coach, Sam Timbe.



Geoffrey Kitaka of KRA (right) and Sofapaka's Maurice Odipo vie for the ball during their Tusker Premier League match at Kenyatta Stadium, Machakos yesterday. Sofapaka won 3-2. Below: Ecstatic Sofapaka fans celebrate their team's victory against KRA at their Kenyatta Stadium home yesterday.



## Coaches back proposed changes in Premier League calendar

BY ISAAC SWILA  
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The proposal to change the Kenyan Premier League calendar to align itself with the European model has received overwhelming backing from a number of top local coaches.

On Tuesday Kenyan football administrators and Kenyan Premier League's Joint Executive Committee made the proposal that, if adopted, will see Kenya's league run concurrently with the top European leagues beginning August 2015. Former Harambee Stars coach and Sony Sugar tactician Zedekiah

"Zico" Otieno was among those who welcomed the proposal.

"It is an idea we have previously floated as members of elite Kenya Coaches Association and we support it. Some international tournaments usually start at the beginning of the year just around the same time when our league begins. The wrong timing finds our players still out of shape," Otieno (pictured) said. KCB coach Rishadi Shedu and Gor Mahia's secretary general Chris Omondi also supported the proposal.

"As a club we haven't discussed the proposal but at a personal level, I fully

support it. In the past our club has lost players to overseas teams at crucial stages of the league because of non-conformity to football calendar in other parts of the world," Omondi said.

### Cautious approach

"I am however of the idea that we should have the Top Eight tournament played between January and June in a format similar to the South African model as we buy time for the season proper to commence in August," he added.

Shedu too called for the introduction of zoning in the first implementation

phase between January and June to cushion the players from possible burn out. SuperSport East Africa General Manager Auka Gecheo urged for a cautious approach to the matter.

"This is something we have to look at more keenly. Why, for instance, do we want to change our calendar. What will we achieve and how will it affect the league? We also need to ask ourselves if the KPL brand is strong enough to complete with the major league," Gecheo said.

Cecafa secretary general Nicholas Musonye said it would be prudent to have the same calendar in the region.

## Leopards take on Thika at City Stadium



BY ISAAC SWILA  
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AFC Leopards will come face-to-face with Thika United this evening at Nairobi City Stadium looking to put behind them a myriad of problems that have dogged the club this season.

The 13-time Kenyan champions have not only struggled on the pitch this term but have also been rocked by endless off the pitch squabbles.

Delayed payments of winning bonuses and the controversy surrounding the botched Sony Sugar tie are some of the issues that Ingwe has had to contend with most recently.

But all that aside, Dutch coach Pieter de Jongh and his charges will have to find the motivation to get a positive result against Thika United this afternoon.

### Tough decision

De Jongh (pictured) also has a tough decision to make on whether or not to hand starting roles to defenders Edwin Wafula and Jackson Saleh as well as speedy forward Noah Wafula, who all featured in Harambee Stars' 3-0 drubbing in Morocco during an international friendly match on Monday night.

Thika, on the other hand, head into the match buoyant mood following their 3-1 victory over Bandari in their last league match.

Thika also have a psychological edge having beaten Leopards 2-0 in the corresponding fixture that was marred by crowd trouble.

Leopards, who have won just seven matches from 25 outings, are placed 12th on the log with 32 points, six places below Thika, who have 37 points. "It has not been a rosy ride for us this term. The competition has been tough and our performance has not been good enough. But we are looking forward to a strong finish," Leopards midfielder Charles Okwemba said.

**\*Reprinted with permission from the Nation Media group.**

The above two pictures are a comparison of a soft headline and a hard hitting headline. The reporting above, 'Sofapaka deny KRA any due' has a softer connotation implying a good intended

competition between two soccer sides. It contrast sharply with the previous story referring to Gor Mahia and AFC leopards, and hence light impression on the readers.

From the article above, it can be noted that using formal and non violent language can seemingly deliver the soccer message intended for the readers thus reducing unnecessary tension that might result to violence conduct both in the football arena.

**Terminologies most commonly used in the two dailies Figure 1 and Figure 2.**

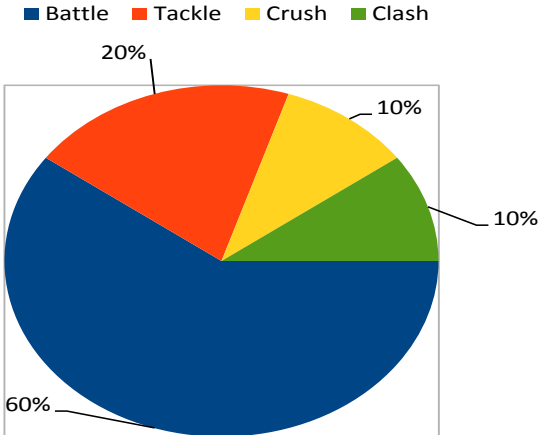
In the same six month period of July to December 2014 the most commonly used terminologies were as tabulated below.

**Table 4.3 Terminologies most commonly used in the two dailies**

<b>July Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
21/07/2015 to 27/07/2014	Clash	27.07.2014
<b>August Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
04/08/2015 to 10/08/2014	Tackle	09.08.2014
11/08/2015 to 10/08/2014	Tackle	13.08.2015
<b>September Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
15/09/2014 to 21/09/2014	Battle	18.09.2014
<b>October Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
<b>November Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
03/11/2014 to 09/11/2014	Battle	08.11.2014
10/11/2014 to 16/11/2014	Battle	15.11.2015
	Battle	
<b>December Headlines</b>	<b>Terminologies Used</b>	<b>Day Used</b>
01/12/2014 to 07/12/2014	Battle	05.12.2014
	Battle	

The table above shows that the word battle was the most commonly used in both newspapers. This shows that the reporters were inclined to interpret football as a battle that involved clashes. The opponents were expected to clash with each other and would tackle one another in a battle. Reporters equated the game to a war and a battle, creating a scenario mirroring the master metaphor that “football is war”.

**Figure 3: Percentage of Terminologies used by Both Dailies**



**Table 4.4: The Daily Nation**

Month	%age	Terminologies Used
July	6.67%	6
August	12.22%	11
September	6.67%	6
October	10.00%	9
November	10.00%	9
December	2.22%	2
<b>Totals</b>		<b>43</b>
<b>Grand Total</b>		<b>90</b>

**Table 4.5 The Standard Daily**

Month	%age	Terminologies Used
July	5.56%	5
August	15.56%	14
September	17.78%	16
October	6.67%	6
November	3.33%	3
December	3.33%	3
<b>Totals</b>		<b>47</b>

**Table 4.6: Both Dailies**

Battle	60%
Tackle	20%
Crush	10%
Clash	10%

### **4.3 The news paper language and football**

The study carried out by Turner, (2002) posits that game is honestly imitate fighting" and that observers "truly believe – at any rate for brief periods – that running, bouncing and kicking a ball are trial of national virtue ". He asserts, besides, that " serious sport has nothing to do with reasonable play. It is bound up with scorn, envy, pretentiousness, dismissal of all standards and twisted joy in seeing violence: as such, it is war minus the shooting".



The study carried out by George Orwell, (1945), indicated that while, actually enough, this parallel has fascinating consequences in various disciplines and social settings, its most perceptible impact is presumably to be found in the field of football, where both conceptualisation and semantic expression frequently take a militaristic turn. This is so specifically as observers, savants, writers and others have a tendency to portray the exercises in and around the football contribute terms of a casual battle area, started, ostensibly, by the similarity between the two calculated domains, and acknowledged, commonly, using different types of typical and sensational dialect, including everything from obvious allegorical expression to negligible suggestions to line-ups, techniques and general aggressive conduct.

Findings in light of Chapanga's (2004) perception, in view of Lakoff (1991) demonstrates that "soccer, similar to war, is a competitive sport where there is typically an unmistakable victor and failure, cooperation, strategic thinking, readiness, spectator conduct, glory of winning and disgrace of defeat ". The study shows that, there is unparalleled attachment of soccer and its fans. Readers of the soccer reports are said to have an emotional attachment to the particular clubs that play the game of soccer and are therefore deeply attached to how it is reported. Sports reporters therefore use descriptive language to captivate their reading audience, and more often than not have presented a game of football almost as a war or a battle that the teams are going to and which must be won on one hand or might be lost on the other. They have therefore used a lot of war metaphors and military language to present their stories.

Findings indicate that irrational behavior that is seen in football drives the reporter to assume the whole event as battle.

Footballers, their feelings, their trademark characteristics, activities on the pitch and exercises of observers are changed into a war situation through the commentary. Soccer is an emotive sport. It involves passion, almost like love. It is intense and can be as heated as hatred. According to Fauconnier, Turner. (2002) a combination of these two emotions can be explosive and easily lead to hostility among fans. The forceful physicality of football can regularly prompt to antagonistic vibe among fans is better shown in the "Football War" of El Salvador and Honduras. It is a case of nationalistic football enthusiasm rapidly growing into nationalistic violence. Unruly fans from both countries began post-amusement revolts that pushed their armed forces into a war that had been on the slope of emission for a considerable length of time. While foreigners frequently expelled the contention as negligible revolting after a candidly charged sporting occasion, the earnestness of the emergency was clarified on July 14, 1969, when Salvadoran planes dropped bombs on the airplane terminal in the Honduran capital, Tegucigalpa, viably pronouncing war on neighboring Honduras. After four days, the greater part of the battling in the "100 Hours War" had stopped, yet the implications of the contention stayed for a considerable length of time.

#### **4.4 Football language influence on the audience**

The findings indicates that the visit utilization of war allegories in the media and forceful propensities by spectators who must be isolated frequently by security barrier or rod employing police, highlight the contention. Football stadia, and specifically the playfields, are changed into war zones and this makes it troublesome for sports pundits to abstain from militarising the language. War and games get to be unclear in the brains of pundits, Tamburinni, Claudio, (2000).

The studies on how football language influences the audience and presumably the fans indicates that Proficient commentators work in conjunction with analysts do live streaming broadcasting of matches on radio, TV and even daily papers. The analysts are fundamentally previous players, comparable in foundation and capacity to the resigned officers and colonels who let us know how to watch the war. To make the match intriguing and energizing, extremely clear dialect brimming with allegories is utilized, Turner. (2002).

The use of military language in reporting soccer in the Kenyan Premiere League in the period July-Dec 2014 can be put on a table as follows.

**Table 4.7 Frequency of space devoted to the coverage of football articles**

<b>2014</b>	<b>Nation</b>	<b>Standard</b>
<b>Space (cm<sup>2</sup>)</b>	1068.75	1192.25
Mean space	87.62	42.24
Number of articles	32	36

Statistics: F=.885; Eta =.227

Statistics: F=.624; Eta =.176

In 2014 the *Nation* had some 1068.75 cm<sup>2</sup> of space devoted to football related articles compared to 1592.75 cm<sup>2</sup> cm in the *Standard*. Like in the year 2014, the space taken by individual articles varied widely among the two newspapers analysed newspaper groups. The standard deviation range from (SD) = 314.18 for the *Nation* and (SD) = 216.75 for the *Standard*.

#### 4.5 Percentage distribution of the football articles by placement

**Table 4.8: Percentage distribution of the football articles with the use of military language by type**

2014	Nation		Standard	
	Freq	%	Freq	%
Editor lead	6	11.1	14	20.5
Page lead	9	16.7	16	23.5
Main editorial	12	22.2	10	14.7
Special commentary	11	20.3	23	33.8

In reference to table 4.8, in the year 2014 and consistent with news, features and readers’ letters as the most dominant genres in the *Standard* nearly 27.9% stories appeared mainly in “other inside pages” of the newspaper compared to 25.9% in the *Nation*.

The implication of this finding is that the use of articles with the use of military language is a “big strategy” in the captivation of the interest of football fans in reading football articles in Kenya at least in the opinion of print editors. In 2014, football related\* article covered as edition leads were 11.1% and 20.5% for the *Nation*. While 16.7% and 23.5% for *Nation* and *Standard* were give prominence as page lead, respectively.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1: Overview

The study inquired into the language being used in sports headlines reporting soccer in two local daily newspapers The Daily Nation and the Standard Daily. It cited the rampant use of war metaphors and military language in the weekend newspapers that made the game seem a constant battle to the fans. Soccer is made to look like mimic war, and also like an actual war “minus shooting”. The section below indicates the summary of the results, conclusions and recommendations.

#### 5.2 Summary of the results

The studies above indicate that there is vivid use of metaphorical language and military language to equate football to a constant battle and a war. Sports reporters use very highly descriptive language to indulge their readers and use metaphors that are designed to align the reader to a particular reality and identity. In order to realize this, a lot of war metaphors and military language has been used in reporting and describing the game of soccer in Kenya. The studies further indicate that newspaper headlines had reports with war themes. They indicate the prevalent use of military terminology in most if not all of the reports on soccer in Kenya in the six-month period. On 12/07/2014, the headline included the word “action” basically referring to football as a frantic game of kicking, chasing, pushing and shoving. On 23/08/2014 the headline read ... “Green Army on alert as rivals Sony visit City” This was in reference to the multitude of Gor Mahia’s

travelling fans who usually follow the team to all their venues for matches. It was accompanied by a picture of one of Gor Mahia's fans dressed in the green and white colours of the "soldiers" of Gor Mahia. One fan, who attends all of Gor Mahia matches in the country and out of the country, and who is also dressed in Gor Mahia's colours of green and white, has been referred to as the "General" of the green army, due to his loyalty to the club. He appears at the stadium in Green Army's "military fatigue" complete with an imitation military communication radio. His traditional greeting to all dignitaries at the stadium is often a salute, similar to what the uniformed forces do, and is often the one who leads the singing of the Gor Mahia "national Anthem"!

The above findings highlight that sport is honestly mimic fighting" and that onlookers "truly believe – at any rate for brief periods – that running, bouncing and kicking a ball are trials of national ideals". He guarantees, moreover, that "serious sport has nothing to do with fair play. It is bound up with disdain, envy, egotism, negligence of all standards and savage joy in seeing brutality: as such, it is war less the shooting".

It can be compressed that reporters, pundits, journalists and others have a tendency to portray the exercises in and around the football pitch in terms of a casual combat zone, sparked, seemingly, by the likeness between the two conceptual domains, and acknowledged, regularly, using different types of typical and emotional language, including everything from obvious figurative expression to minor references to line-ups, systems and general forceful conduct.

### **5.3 Conclusion**

It can be concluded that there is vivid use of metaphorical language and military language. Soccer is depicted as a war. Fans are depicted as soldiers in the war and who must be loyal to the army and the course. The course is to win the premiere league title by beating the opponents. The war is the game that will be played in the 90 minutes. The entire football battle is to win the 30 games of the league. The battle continues every year and gets intense when a team meets their 'arch-rivals'. All the above war metaphors and military language have been used in reporting and describing the game of soccer in Kenya.

All of the newspaper reports on soccer have depicted the game as "mimic fighting" and that spectators genuinely believe – at any rate for brief periods – that running, hopping and kicking a ball are a trial of national uprightness.

It can be compressed that reporters, pundits, journalists and others have a tendency to portray the exercises in and around the football pitch in terms of a casual combat zone, sparked, seemingly, by the likeness between the two conceptual domains, and acknowledged, regularly, using different types of typical and emotional language, including everything from obvious figurative expression to minor references to line-ups, systems and general forceful conduct.

Tamburrini (2000) sums it up thus: "Elite sports events reinforce undesired nationalistic sentiments in the public. Our- the public admiration for winners in elite sports competition is an expression of our contempt for weakness."

## **5.4 Recommendations**

Careful consideration needs to be given on the language being used in reporting of soccer in Kenya, in order to avoid a “hypodermic needle” reaction to what the reporters put out to the soccer fans. The Hypodermic needle theory posits that the audience is a sitting duck and the information is injected into them much the same way as a hypodermic needle, leaving them to react to the message without interpretation from opinion shapers. The newspaper sports reporters often end up being the biased opinion shapers. This will also help to improve relationships and trust between supporters groups, clubs and the police. The prevention of football hooliganism requires a coordinated and persistent reaction. Cross-national and cross-neighborhood dissimilarities in the examples and types of football hooliganism uncover that, regardless of vital transnational likenesses, football hooliganism is settled inside specific (nearby) fan societies. Counteractive action techniques ought to along these lines be intended to fit local needs.

## **5.5 Suggestions for further research**

The researcher recommends further study to be carried in the following area:

- i. The role of journalism in sports hooliganism
- ii. Role of language on football audience behaviour
- iii. Whether the theme of war makes soccer a dangerous game
- iv. Is football mimic warfare?



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