

CHAPTER I

INTRODUCTION

1.1. Background of the Research

In linguistics, a branch of discourse analysis that aims to analyze how texts are structured is the study of genre analysis. Genre analysis by definition is the study of situated linguistic behaviour in institutionalised academic or professional settings (Bhatia 1997, p. 629). Each genre has their own linguistic style and structure that differentiates from other genres. The structure of a genre is comprised of discourse units often referred as “moves”.

Moves are sections of a text that performs a specific communicative function which are characterized by their language features. Each move not only has their own specific purposes, but they also contribute to the communicative purposes of the entire text of a certain genre (Bhatia, 2013, p.75). In the context of a news broadcast, the broadcast may include various moves such as the headline, introduction, the news that will be delivered and the closing. These moves combine together to create the program and some moves are more frequent than others. Moves may also contain multiple sub-moves which are referred as steps. Each steps have their own function which constructs the move, and all of the moves combined creates the structure of the genre. By analyzing the most frequently occurring move of a genre, researchers can identify the communicative purposes.

Communicative purposes are the message that the genre is conveying, for example a newspaper’s communicative purposes are to convey information on current events and even provide educative facts for the public to consume. Communicative purpose can also

be defined as shared goals from members of a certain genre, from the perspective of Swales (1990).

This research not only identifies the language features that constructs the move structure, but also the lexical features of a genre with a corpus-based approach by identifying the keywords. The keywords in the context of this research, refers to the most frequent words used that is related to the genre of sports news. Stubbs (2008) proposes the definition of keywords are words which are substantially more frequent in a text than expected, compared to their frequency in a large reference corpus. The purpose of identifying the keywords is to obtain the specific vocabulary used in the introduction sections of Football News Programs and also to provide the explanation of these words. This research utilizes the AntConc 4.3.1 software in identifying the keywords.

AntConc is a software created by Laurence Anthony in 2002 and is used for corpus analysis and text mining. AntConc provides various tools that are used for different purposes such as powerful concordance, word and keyword frequency generators, tools for cluster and lexical bundle analysis, and a word distribution plot (Anthony, 2004). This research utilizes the “keyword” tool to identify the most unusually frequent word that is not a preposition, determiner, and pronoun to ensure that the word is specifically related to the genre of sports news.

Sport news has become an increasingly crucial component in the news industry and is even now considered to be the three main pillars of media, alongside social and economic news (Zhang & Yang, 2024). In recent years, the exposure of sports news towards people has increased drastically with the help of the internet which provides more than one platform. Jessicageer (2023) pointed that the internet has increased the exposure

of sports such as football, with the example given that the English Premiere league is broadcasted in 212 countries worldwide, providing services to a drastically wider audience. Traditionally, people can only consume sports news through newspapers, radio and television, but in the current era where technology is more advanced and digital exposure has increased, a new form of journalism has emerged. Internet journalism or also known as online journalism appeared in the late 20th century with the advancement of the internet (Boborajabov, 2023).

There are various platforms where people can consume sports news such as Instagram, Twitter and TikTok. For people who enjoy consuming not only the news but also deeper analysis, other people's views, and discussions of the sport, YouTube is the platform. YouTube provides news relatively longer in duration compared to other platforms which can also bring deeper analysis from sports channels. One of the most watched YouTube channels in the United Kingdom for sports news coverage is the *Sky Sports* YouTube Channel.

The *Sky Sports* YouTube channel covers various sports which includes football, Formula 1, Cricket, rugby, golf, boxing, National Football League (NFL/ American Football), tennis and darts. *Sky Sport* provides people of all ages with daily updates of events related to sports, deep analysis from experts (presenters/ retired football players), and discussion or debates with various topics revolving the world of sports. On The *Sky Sports News* official YouTube channel (<http://www.youtube.com/@SkySportsNews>) that was created on August 3rd 2017. It is displayed that the channel has 1.6 million subscribers and a total of over 900 million views, providing with various programs such as *Soccer Saturday*, *The Football Show*, *The Transfer Show* and *The Lowdown*. This research focuses on *The Lowdown* and *The Transfer Show* due to the duration of *Soccer*

Saturday and *The Football Show* being drastically shorter when compared to *The Lowdown* and *The Transfer Show*.

The Lowdown is a *Sky Sports Program* that discusses everything that is happening in the English *Premiere League*, although in some cases also discuss other leagues. *The Lowdown* takes the latest news and creates debates and discussions rather than just informing the news to the viewers, thus creating a more enthusiastic and exciting nature when compared to other news programs.

The following are examples of the language features used in *The Lowdown* limited to Move 1 (Opening). Step 1 (greetings) consists of “*hello*” and “*what’s up everybody*” whereas step 2 (welcoming) consists of “*welcome to the lowdown*”. Step 3 (announcing the identity of the presenter) uses phrases such as *today* “*I’m joined by Michael McCubbin and Joe Tomlinson*”. Step 4 (purpose of presentation) utilizes phrases such as “*where we bring you some of the deepest analysis on football YouTube*”.

The Transfer Show highlights the transfer aspect of the footballing world, bringing news on official, unofficial and potential transfers of football players. According to Qu and Wu (2024, p. 122-123), The player transfers of the 21st century has heavily impacted the world of football, therefore *The Transfer Show* is the ideal media of displaying the current situation on player transfers.

The following are the examples of the language features found in the introduction sections of *The Transfer Show* limited to Move 1 Opening. Step 1. Greetings, display several words and phrases such as “*hi*” or “*hi, good evening*”. Step 2 Welcoming, are portrayed with words such as “*welcome along*” or “*welcome along to the transfer show*”. Step 3. Announcing the identity of the presenter, consists of dialogues such as “*Kaveh*

Solhekol, Dharmesh Sheth with me this evening” or “*Joining me James Savundra, Darmesh Sheth with the updates*”. Step 4. Purpose of presentation, includes “*for the next hour it is all about transfers with news from all 20 Premier League clubs on the way*”.

Columbia Broadcasting System or in short, CBS is a famous television broadcaster based in the United States of America. Their YouTube channel that focuses on sports is named CBS Sports with having over One Million subscribers, but for this research we are going to focus on CBS Sports Golazo, which strictly discusses about the world of football. The *CBS Sports Golazo* YouTube channel provides various programs such as *Streets Won't Forget*, *Kickin' It*, and one of the data for this research, *Numbers Don't Lie*.

Numbers don't lie provides news and debates on ongoing trends of the world of football with data and numbers to change opinions into facts. Unlike *The Lowdown*, they discuss football from America to Europe, bringing a wider range of news. In addition to presenting news, *Numbers Don't Lie* also bring predictions on future matches, which of course is supported by data.

The following are the examples of the language features found in the introduction sections of *Numbers Don't Lie* limited to Move 1. Opening, Step 1. Greetings, consists of “*What's up y'all*” and “*What's going on people*”. Step 2. Welcoming, are portrayed by phrases such as “*Welcome to another presentation of numbers don't lie*”. Step 3. Announcing the identity of the presenter, consists of “*I'm your host, Jaydee Dyer and my brother from another Mike Lahoud*”. Step 4. Purpose of presentation, is showcased by using phrases such as “*and this is a show where it's data stats driving the storyline*”.

Previous studies have shown that despite the popularity of using move analysis to examine various fields of texts, only a small number of research has been conducted in respect to sports media. Previous studies of sports media consist of Amoakohene (2016) which analyzes the introduction sections of sports news presentation programs (SNPP) in Ghana, or Alshartan (2024) which examines the media coverage of the 2014 FIFA world cup using move analysis and visual interpretation. This research aims to fill the gap by examining the move structure, communicative purposes and keywords of three programs from two English speaking countries, which consists of *The Lowdown* and *The Transfer Show* from England, and *Numbers Don't Lie* from the United States of America.

This study is highly relevant in the present state of affairs due to sport news generating millions of viewers and are only continuing to grow larger. This ongoing increase of public interest can benefit from the knowledge of how a certain programs can be structured, which is also crucial in forming the perception of the fans that watches the show. In identifying the move structure, analyzing the communicative purposes and also identifying the keywords of the three programs, this research also contributes to individuals which is interested in pursuing a career in the broadcasting field, especially in sports news or sports journalism.

1.2. Research Questions

There are three research questions that will be conducted in this research:

1. What is the move structure of the introduction section of *Football News Programs*?
2. What are the communicative purposes of the moves from the introduction sections of *Football News Programs*?
3. What are the keywords of the introduction sections of *Football News Programs*?

1.3. Objectives of The Research

There are Three research objectives that align with the research questions above. The first objective of this research is to identify the move structure of the introduction sections of *Football News Programs*. The second is to analyze the communicative purposes of the moves from the introduction sections of *Football News Programs* and lastly to identify the keywords of the introduction sections of *Football News Programs*.

1.4. Focus of The Research

This research uses the theory of genre analysis in investigating the move structure of the data, which consists of the transcriptions from 45 videos across three programs, which are *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie*, which can be accessed through the programs YouTube channels. This research also identifies the communicative purposes and keywords used across 45 videos, that are related to the genre of football media, using the AntConc 4.3.1 software. By doing so, readers can acquire a deeper understanding of how football transfer media is constructed, which is beneficial for future individuals that aspire to be a part in this field of work.

1.5. Methods of The Research

This research utilizes a qualitative method using a genre analysis approach. The qualitative method is appropriate for this research since this study focuses on identifying the move structure and analyzing the communicative purposes which can be analyzed using the interpretation and critical thinking of the author, which is supported by the theory and framework. In essence, this study examines descriptive data, rather than examining numerical or statistical data. Miles et al. (2014) explained that the words that researchers collect and analyze are based on observations, interviews, documents and

artifacts. In this instance, the researcher will observe the transcription of *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie* which is then analyzed using the theoretical framework from Amoakohene (2017). Additionally, Miles et al. (2014) further stated that some data are not immediately available to be used for analysis but require some form of processing, such as visual recordings need to be transcribed and corrected. In the case of this study, since the data is in the form of video, the data is transferred into a text by obtaining the transcription. The text or the transcription of *Football News Programs* is already provided by *YouTube* in the description box under every video and the researcher transfers it into a microsoft word blank page which will then be corrected from any misspellings.

The analysis of this research focuses on examining the move structure, communicative purposes and keywords which will be discovered from investigating the transcript of 45 videos from *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie*, which will provide the insight on how the show is Structured. The theories which will contribute in analyzing the data for this research consist of the 7 steps of analyzing unfamiliar genre by Bhatia (2013) and communicative purposes from Swales (1990).

To ensure the validity of the analysis of the move structure and communicative purposes of the introduction sections of *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie*, this research will be checked by the thesis supervisor. (elaborate and explain validity regarding move identification)

1.5.1 Data Collection

The data for this research are the transcriptions from 45 YouTube Videos of *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie*, with each program have 15 videos.

The reasoning behind selecting 45 videos is because the total amount of words are a suitable amount for analysis which is around 10.000 words. The videos of *The Lowdown* will be retrieved from the *Sky Sports Premiere League* Channel, whereas *The Transfer Show* will be retrieved from the *Sky Sports News* channel. The transcriptions of the 45 Videos of *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie* are coded according to the order that the researcher analyze the programs. "P" stands for Program and is characterized into P1,P2, and P3. The code equivalent are P1=The Lowdown, P2=The Transfer Show, P3=Numbers Don't Lie. Whereas "P" stands for program, "V" stands for the video of each program, ranging from V1 until V15. Below is a table that consists of the code for each program/video, word count of the transcription and the duration from *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie*.

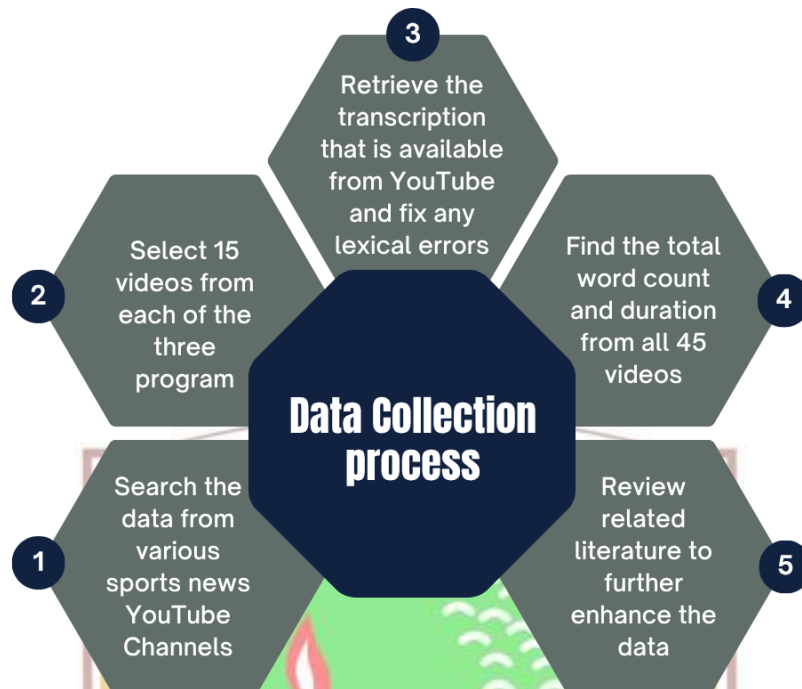
Table 1: Word Count and Duration of Football News Presentations

PROGRAM/VIDEO	WORD COUNT	DURATION (minutes)
P1-V1	321	1.34
P1-V2	246	1.15
P1-V3	263	1.17
P1-V4	363	1.45
P1-V5	358	1.4
P1-V6	249	1.11
P1-V7	372	1.48
P1-V8	634	2.5
P1-V9	357	1.44
P1-V10	306	1.26
P1-V11	222	0.59
P1-V12	630	2.5
P1-V13	201	0.56
P1-V14	238	1.02
P1-V15	213	1.01
P2-V1	247	1.34
P2-V2	198	1.14
P2-V3	143	1.03
P2-V4	94	0.3
P2-V5	115	0.49

PROGRAM/VIDEO	WORD COUNT	DURATION (minutes)
P2-V6	163	0.54
P2-V7	186	1.16
P2-V8	203	1.22
P2-V9	129	1.1
P2-V10	184	1.09
P2-V11	241	0.46
P2-V12	155	0.51
P2-V13	211	1.35
P2-V14	145	1.05
P2-V15	263	1.42
P3-V1	393	2.3
P3-V2	239	1.1
P3-V3	311	1.32
P3-V4	270	1.05
P3-V5	165	0.45
P3-V6	205	0.55
P3-V7	170	0.43
P3-V8	127	0.32
P3-V9	155	0.41
P3-V10	121	0.31
P3-V11	130	0.32
P3-V12	166	0.38
P3-V13	72	0.23
P3-V14	82	0.28
P3-V15	111	0.3
Total	10.367	53.05

From table 1, it is shown the word count and duration of the total from 15 videos from *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie*, which will be used as the data for this study. The word count total is 10.367 words, and the duration total is 53.05 minutes.

Figure 1.1: Diagram of Data Collection



From figure 1.2, it is displayed the five steps in the process of collecting the data. First the researcher will search the data from various Sports News YouTube channel that focuses on discussing football and select 15 videos from each of the three programs. The reasoning behind the amount of videos for the data were to give each program an equal amount of videos (15 each), and to achieve around ten thousand words in total, which is a suitable amount for an undergraduate thesis. The transcription of each video are provided in the description box for every video which were then copy and pasted into a blank word page. After retrieving the transcription provided by *YouTube*, the researcher corrected the transcription from any misspellings of terms or names. The correction process were supported by the background knowledge of the researcher regarding the sports of football and also assistance from Wikipedia and social media for the names of either players or presenters. Then the researcher will calculate the total word count and

duration from all 45 videos. After identifying the total word count and duration, the researcher will review literature related to sports genre or sports news genre to further enhance the data.

1.5.2. Data Analysis

To analyze the data, this research utilizes the theory of genre analysis by Bhatia (2013) which studies genre in academic and professional settings, which are used to analyze *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie*. To begin the analysis, the transcription of the data which is provided by *YouTube* is retrieved and transferred into a blank word page. The transcription is then corrected by the researcher from any misspellings. After all the data is corrected and double-checked by the researcher, the researcher utilizes the framework from Amoakohene (2017) in identifying the move structure of the introduction sections of *The Lowdown*, *The Transfer Show* and *Numbers Don't Lie*. The researcher performs deep observation of the data and also use the language features from the move structure table of SNPP by Amoakohene (2017) as reference.

After identifying the move structure, the researcher analyzes the communicative purposes by identifying which move were classified as an obligatory move according to Huttner (2010). The classification process started by calculating the amount of videos that a certain move performed in to reveal the frequency of each move. Then, the frequency of each move is divided by the total amount of videos (45 videos) and then multiplied by one hundred to obtain the percentage. After the percentage of each move is revealed, then the researcher refers to the move classification framework by Huttner (2010) to identify the status of each move.

After finding the move structure and communicative purposes of the data, the researcher identifies the keywords of the introduction sections of Football News Programs. The process involved using the keyword tool in the AntConc and required a target and reference corpus to execute the analysis. First the researcher uploaded the raw text files of the three programs into the AntConc 4.3.1 software to be utilized as a target corpus. The researcher utilizes The Brown Corpus (Brown University Standard Corpus of Present-Day American English) as the reference corpus. Then the researcher began the analysis using the “keyword” tool to identify the keywords used from the data.

1.6. Definition of Key Terms

a. Genre

“A recognizable communicative event characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs.” (Bhatia, 2013, p.49)

b. Move

“Move is a section of a text that performs a specific communicative function. However, each move does not only have its own purpose but also contributes to the overall communicative purposes of the genre.” (Bhatia, 2013, p.75)

c. Communicative Purposes

“A genre comprises a class of communicative events, the members of which share sets of communicative purposes.” Swales (1990, p.58)

d. Keywords

“Keywords are words which are significantly more frequent in a sample of text than would be expected, given their frequency in a large general reference corpus.” Stubbs (2008, p.5)

