

UNIVERSITY OF CAPE COAST

A GENRE ANALYSIS OF THE INTRODUCTION SECTIONS OF SPORTS  
NEWS PRESENTATION ON SELECTED GHANAIAN TELEVISION  
STATIONS

BENJAMIN AMOAKOHENE

2016

**UNIVERSITY OF CAPE COAST**

**A GENRE ANALYSIS OF THE INTRODUCTION SECTIONS OF  
SPORTS NEWS PRESENTATION ON SELECTED GHANAIAN  
TELEVISION STATIONS**

**BY**

**BENJAMIN AMOAKOHENE**

Thesis Submitted to the Department of English of the Faculty of Arts,  
University of Cape Coast, in partial fulfillment of the requirements for the  
award of Master of Philosophy degree in English

**MARCH, 2016**

**DECLARATION**

**Candidate's Declaration**

*I hereby declare that this thesis is the result of my original work and that no part of it has been presented for another degree in this University or elsewhere.*

**Candidate's Name:** Benjamin Amoakohene

Signature: .....

Date: .....

**Supervisor's Declaration**

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

**Principal Supervisor:** Prof. Joseph Benjamin Archibald Afful

Signature: .....

Date: .....

**Co-Supervisor:** Dr. Joseph Arko

Signature: .....

Date: .....

## ABSTRACT

The study aimed to present a genre analysis of the introduction sections of sports news presentation programmes (SNPP) on selected television stations in Ghana. Specifically, the study sought to account for the schematic structure (that is the various rhetorical units, the sequence of moves, the textual space of each move identified) and some lexico-grammatical resources that are dominant in the selected rhetorical unit that was analyzed. Three television stations (GTV, Metro TV & TV3) were selected. The total number of data set comprised 50 transcribed episodes of the SNPP from the three television stations. The analysis of the data set was done by drawing on the perspective of Swales (1990) and Bhatia (1993). Aside this, the study employed the AntConc software to account for some keywords and their collocates as evident in the data set. The findings revealed that the introduction section of the SNPP of the three stations analyzed is characterized by six-move rhetorical structure. With respect to the language use, it was identified that majority of the keywords found in the introduction section consisted of what Scott (1999) calls the 'aboutness' variety which include words that tell us about the genre of the corpus. The findings of this research have pedagogical implication as well as having implication for the genre theory.

## ACKNOWLEDGEMENTS

There are many who have contributed in diverse ways to the success and completion of this research project. I will therefore wish to use this medium to acknowledge all and sundry without whom this thesis would not have been completed. First and foremost, I wish to express my deepest gratitude to my supervisors, Professor J. B. A. Afful and Dr. Joseph Arko, for their guidance, motivation, constructive criticisms, suggestions and encouragement which inspired me throughout this research work. I also thank Mr. Emmanuel Sarfo and Mr. Sadick Ngula for their brotherly advice and support throughout this research work. In fact, it was through their coaching that I was able to use the Antconc software to analyze the keywords in the text as well as accounting for collocates of some of these key words.

I also wish to express my profound gratitude to Dr. Mousa Traore, Mr. Daniel Oppong Agyei, Mr. Emmanuel Akwasi Nkansah, Ms. Hannah Woode Amisah-Arthur and Ms. Gifty Abenaa Marfowaa Nyamekye for their immense support and words of encouragement when I was confronted with series of challenges in the course of writing my thesis.

To the entire Department of English of the University of Cape Coast, I really appreciate the role you played in the writing of this thesis. Specifically, I wish to thank Auntie Sarah, Anabel, Mrs. Christabel Aba Arthur-Fynn, Mr. Adamu Musah, Mr. Osei Yaw Akoto, Mr. Isaac Mwinlaaru, Mr. Elijah Ayaawan, Ms. Nancy Nkansah and Mr. Alfred Owusu Ansah.

Finally, to my family and friends that demand so much; to Mr. Sarfo Amoakohene Kantanka and Miss Lydia Agyeiwaah, I wish to express my profound gratitude for the immense contribution you made towards the

success of this work. I would also wish to thank Bright Amoakohene, Bernice Amoakohene and Deborah Amoakohene who made numerous sacrifices at their expense just to help me move up on the academic ladder. I cannot forget Mrs. Patricia Anna Mensah who played a critical role in ensuring the success of my postgraduate studies. Many thanks also go to Mr. Asare Boakye Emmanuel, Benjamin Amoako Boahen, Dwamena Akoto Benard, Asenso Frank Numapaw and Deborah Mensah for their great support.

I would be so much ungrateful if I do not acknowledge the immense contribution by Mrs. Christiana Frimpong, Madam Amma Boahemaa Tuah and my elder sister, Mrs. Vivian Gyimah for their greatest support, love, encouragement and assistance throughout my postgraduate studies.

**DEDICATION**

To my lovely mother, Miss Lydia Agyeiwaah; the woman who created something out of nothing to support my postgraduate studies.

**TABLE OF CONTENTS**

<b>Content</b>	<b>Page</b>
<b>DECLARATION</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>ACKNOWLEDGEMENTS</b>	<b>iv</b>
<b>DEDICATION</b>	<b>v</b>
<b>LIST OF TABLES</b>	<b>x</b>
<b>CHAPTER</b>	
<b>ONE: INTRODUCTION</b>	<b>1</b>
Background to the Study	1
Statement of the Problem	7
Research Questions	7
Significance of the Study	8
Delimitations of the Study	9
Thesis Synopsis	10
Summary of Chapter	11
<b>TWO REVIEW OF RELATED LITERATURE</b>	<b>12</b>
Introduction	12
Theoretical Framework	12
Genre and Genre Analysis	13
Genre theory	20
Criticisms Raised against the Genre-Based Theory	32
Definition of Concepts	37
Some Studies that have Employed the ESP Approach	41



	Some Related Studies in Sports Discourse	51
	Summary of Chapter	67
<b>THREE</b>	<b>METHODOLOGY</b>	69
	Introduction	69
	Research Design	69
	Source of Data and Data Collection Procedure	70
	Sampling Technique and Sample Size	72
	Research Setting	74
	The Target Population and Participants	76
	Procedure of Analysis	77
	Samples of Analysed Episodes of the Introduction	
	Sections of SNPP	78
	Validity and Reliability	85
	Difficulties	86
	Summary of Chapter	87
<b>FOUR</b>	<b>DATA ANALYSIS AND DISCUSSION</b>	88
	Introduction	88
	Schematic Structure and Lexico-Grammatical	
	Resources in the Introduction Section of SNPP	88
	Keywords Analysis of the Data Set	114
	Collocates of Keywords Identified in the Introduction	
	Sections of the SNPP	117
	Textual Space of Moves	131
	Sequencing of Moves	135
	Summary of Chapter	141

<b>FIVE</b>	<b>SUMMARY, CONCLUSIONS AND</b>	
	<b>RECOMMENDATIONS</b>	143
	Introduction	143
	Summary of the Study	143
	Main Findings of the Study	144
	Implications of the Study	147
	Conclusions	148
	Recommendations	149
	Summary of Chapter	150
	REFERENCES	151
	APPENDICE	169
	A: Samples of the Introduction Section	168

**LIST OF TABLES**

<b>Table</b>		<b>Page</b>
1	Move Structure of the Introduction Sections of SNPP	89
2	Keywords in the Introduction Section of the SNPP	116
3	Collocates of “Sports”	118
4	Collocates of “Highlights”	120
5	Collocates of “Ghana”	122
6	Collocates of “Boxing”	124
7	Collocates of “Football”	125
8	Collocates of “League”	127
9	Collocates of “ World”	128
10	Textual Space of SNPP Introduction Section	132
11	Sequence of Moves in the Introduction Section of the SNPP	137

## **CHAPTER ONE**

### **INTRODUCTION**

This chapter seeks to give a general introduction to the study; it serves as the basis of the entire study. First, it gives a brief background to genre and genre analysis. It further highlights the current media landscape in Ghana and justifies sports news presentation as a genre. This is then followed by the statement of the problem, research questions, research objectives, significance of the study, delimitation, chapter synopsis and finally, a summary of the chapter.

#### **Background to the Study**

Over the last two decades, genre studies have become prolific and relevant for a broad array of scholarly disciplines. It has spread significantly in various fields of studies, such as linguistics, anthropology, the social sciences, discourse analysis, communication studies, rhetoric, cognitive science, sociolinguistics and translation. Since the 1980s, genre-centered approaches to the analysis of written, spoken and digital texts have received greater attention by linguists, and language teachers, specifically those with pedagogical concerns with regards to English for Academic Purposes (EAP) and English for Specific Purposes (ESP) (Holmes, 1997).

It has been confirmed by Bhatia (1993) that the main reason for the significant increase in genre-centered approaches to the analysis of various texts stems from the failure of earlier studies of both academic and scientific discourse to produce relevant and comprehensive accounts of such texts. Afful (2005) supports the assertion made by Bhatia (1993) when he affirms that the main motivation for the enormous increase in the application of the genre-based approach to the analysis of various kinds of texts is as a result of the dissatisfaction with previous writing pedagogies which had extolled the cognitive processes and expressiveness of the writer (Afful, 2005).

To a very large extent, the genre-based approach to the analysis of both written and spoken texts aids writers and ESP practitioners to identify how texts are structured and distinguished in conventional and socio-cultural contexts in order to realize their communicative purposes (Hyland, 2004a). In other words, the genre centered approach to the analysis of texts offers researchers with explicit and systematic explanations of the ways language functions in social contexts, thereby, helping writers to acquire specialist culture (Bhatia, 1997). Over the years, the use of the genre-based approach in text analysis has proved to be a welcome resource in the design of EAP and ESP materials (Anderson & Maclean, 1997).

To obtain a fair description and explanation of situated language use, scholars in applied linguistics use the genre-based approach to analyze various genres in the medical profession, media, academia, and religion. Evidence from the literature suggests that academic genres have received much attention over the years by scholars, following the pioneering work of Swales (1981) on his genre analysis of research article (RA) introductions. Many scholars have

also followed suit to use the genre-centered approach in the analysis of various genres in academia and other professional settings. The literature confirms that most of the studies in the early stages especially within the late 80s and 90s were predominantly based on academic discourse. However, scholars like Bhatia (1993) initiated the application of the same concept (genre-based theory) to analyze discourse from different domains outside academia. This new line of research (using the genre based approach in analyzing discourse outside the academia as introduced by Bhatia) showed the possibility of the genre-based theory to be used to analyze different types of text.

Notable scholarly works that have used the genre-based theory in the analysis of texts within academia include the Research Article (Hopkins & Dudley-Evans, 1988; Holmes, 2001), abstract (Nwogu, 1990; Swales, 1990a), dissertation/thesis (Dudley-Evans, 1986; Thompson, 2001; Bunton, 2002 as well as spoken academic genres such as conference presentation (Dubois, 1980), graduate seminar and lecture introduction (Thompson, 1994).

Other scholars have also used the genre-based approach to analyse genre outside academia. Some of these non academic genres that have been studied include sales promotion letter, job application, legislative instrument (Bhatia, 1993), corporate mission statements (Swales & Rogers, 1995), tourist information guide (Henry & Roseberry, 1996), and inaugural address (Trosborg, 2000).

In spite of the predominant use of the genre-based approach in the analysis of texts from various domains of discourse in both professional and academic contexts, not much has been done with regards to the application of the genre-based theory in analyzing discourses within the media. Clearly, the

media plays a significant role in every society. It is not surprising that Nasir (2013) states that “currently, the media has become almost as necessary as food and clothing” (Nasir, 2013, p. 407). Zlatar (2013) also buttresses this point when he highlights a direct linkage between the media and society. These assertions made by Nasir (2013) and Zlatar (2013) confirm the numerous contributions that the media make in society by performing four major roles: (1) to inform, (2) to educate, (3), to entertain and (4) to mould the opinion of the people (Nasir, 2013).

Within the Ghanaian context, as in many democratic states, the media serves as one of the most powerful social institutions. In conformity with the 1992 constitution of Ghana, Ghanaians enjoy basic human rights like freedom of speech and freedom of the ownership of the means of speech expression, be it print or electronic (Asare, 1995). This, as a result, has changed the country’s media landscape by the introduction of private and commercial radio and later, television stations. It is, therefore, not surprising that today, Ghana’s media can be considered as a very big industry with a lot of private owned electronic and print media functioning side by side with the state-owned media and this is mainly based on the fact that the liberal and democratic reforms that characterized the nation midway inside the 1990s culminated in the establishment of multi-party democracy without exception to the privatization of the airwaves which in turn gave way for the multiplicity of independent mass media, whose operations are regional or community based (Asare, 1995).

In Ghana, the only state-owned dailies are the “Daily Graphic” and the “Ghanaian Times” whilst Ghana Television is the only government-owned

television station. The majority of the Ghanaian newspapers and television stations are privately owned. Information from the media sustainability index in 2013 shows that before Ghana's return to multi-party democracy in 1993, only about a dozen poorly printed tabloid-size newspapers appeared on the news stands. Currently, it can be confirmed from information given by the National Communication Authority (NCA) in 2008, as cited in the Media Sustainability Index in 2013, that by December 2008, 500 newspapers, 50 televisions and 190 FM stations had received broadcast licenses from the National Media Commission (NMC).

Among the various media for information dissemination, the television (TV) can be viewed as one of the most common media for information dissemination and as such, most people receive numerous information from the media through television. Coker (2012) stresses that television viewership in Ghana has increased remarkably in the last decade. To further highlight how popular television viewership has become, Wei (2008) confirms that of all the media, the press is considered as the oldest and most widespread but currently, the radio and television have attained great importance mainly because of the additional advantage of the ability to hear and see; which is obviously not the case of the press.

Access to television and television programmes has increased remarkably in the last decade in Ghana (NCA, 2011). According to the statistics given by the National Communication Authority (NCA) in 2011, fifty-six television networks are operating in Ghana. Out of this number, there are twenty-eight (28) authorised TV operators, twenty (20) free on air TV operators, seven (7) pay per view TV operators and one TV purposely meant



for research. Through these numerous television stations in Ghana such as TV3, TV Africa, Ghana Television, Metro TV, Adom TV and Coastal TV, Ghanaians are offered a variety of programmes on education, entertainment, news shows, comedies, documentaries, cartoons, sports events, music, advertisements, among others.

Out of these numerous programmes telecast on these various television networks in Ghana, I have observed that sports news has become one of the most dominant programmes on these television networks. This view is based on the greater amount of time and space that sports news is given on these television networks. This observation was confirmed by the various heads of sports of the three television stations that were selected for the study. This greater amount of space and time given to news related to sports in the media stems from the immense interest that most Ghanaians have developed in sports and sports news programmes over the last two decades. Most television stations in Ghana offer their viewers sports news which makes headlines within Europe, Africa and Ghana. The sports news programme is a compilation of highlights of sporting events that make news locally and internationally during the week under review. As a programme with a specific communicative purpose of entertaining and educating viewers and sports pundits with information related to sports as well as exhibiting some uniformity in its structure across different media houses, then sports news presentation programmes can be considered as a genre.

## **Statement of the Problem**

Despite the popular use of the genre-based theory in the analysis of texts from different domains of discourse, it can be observed from the literature that not much have been done with respect to using the genre theory to analyze sports-related discourse. This gap is confirmed by Ying (2011) when he argues that the use of the genre-based approach in the analysis of news in the media, specifically sports discourse, is very limited. Ying (2011) further argues that previous studies on sport news were conducted mainly from the stylistic, discourse analysis, and pragmatic perspectives. As far as I know, the exceptions include Ying (2011) who conducted a comparative genre analysis of sports hard news on “China Daily” and “The Guardian”, Li and Hou (2010) who employed a corpus based-genre analysis of magazines sports reviews and Hester (2005) who conducted a rhetorical analysis of Presidential Sports Encomia and the Symbolic of sports in the Articulation of Civil Religion in the United States. To fill this gap, the present research seeks to use the genre-based theory to account for the generic integrity of sports news presentation programmes on selected Ghanaian television stations as well as explore some lexico-grammatical resources used in the introduction sections of sports news presentation programmes.

## **Research Questions**

The present study seeks to address the following questions:

1. What is the schematic structure of the introduction sections of sports news presentation programmes in the selected Ghanaian television stations?

2. What lexico-grammatical features are used in the introduction sections of sports news presentation programmes in the selected television stations?

### **Significance of the Study**

This section seeks to outline the significance of the study, thereby foregrounding the need for conducting this research. It seeks to spell out the contributions that this research will provide for scholarly consumption.

Specifically, this study seeks to shed light on the schematic structure as well as some lexico-grammatical resources that typify both the introduction sections of sports news presentation programmes in Ghana. The study has implications for genre studies by adding to the existing literature. Since one of the objectives of this research is to explore the schematic structure of sports news presentation programmes in selected television stations, researchers, students and other academicians will be enlightened on the generic integrity of Ghanaian sports news delivery as far as the introduction sections are concerned. The study also has pedagogical implications. In other words, the study will help to provide a model that will be significant for teaching how to present sports news in Media Studies and Communication Studies.

Finally, the study will serve as an invaluable source of reference for researchers who are interested in investigating sports discourse, specifically, sports news presentation programmes. Thus, the current study has implication for further research.

### **Delimitations of the Study**

To ensure a manageable scope for the present study, this research is conducted along three main parameters which include the television stations involved in this study, the rhetorical unit selected for the analysis, and the year under review in which the data set was collected.

Firstly, this research focuses on three television stations which include Ghana Television (GTV), Metropolitan Entertainment Television (Metro TV) and TV3 Network Limited (TV3). This is mainly because the research seeks to utilize televisions that provide free transmission to their viewers, have more than 50% nation-wide coverage and use English language as a medium of communication in order to avoid the issue of translation which can affect the originality of the data and subsequently affect the analysis and findings of the study. Statistics provided by the National Communication Authority (NCA), as of August 2013, show that the three selected television stations (GTV, TV3 and Metro TV) satisfy all the aforementioned parameters in Ghana.

Secondly, the data for the current research would be based on the introduction sections of sports news presentation programme. With each of the programme lasting for an hour and above, it seems logical to limit the study to the introduction sections so as to be able to use as much data as possible for a clearer and detailed description of the schematic structure of sports news presentation programmes. Limiting the study to the introduction sections was also influenced by the primacy and recency effect highlighted in communication studies which suggests that what is placed at the beginning and end of a text has an overwhelming effect on readers (listeners) and their

evaluation of text (Crano, 1977; Igou & Blessing, 2003) as cited in Afful (2005).

I did not focus on the concluding sections of the SNPP because analyzing that aspect would have made the thesis outnumber the required pages that an M.Phil thesis should have. Also, the research is limited to the introduction sections of the sports news presentation programmes in the respective television stations because a close analysis of these sports news presentation programmes shows that the main presentation is predominantly characterized by videos of highlights of matches played over the week as well as voices of foreign commentators. As one of the aims of the present research work is to account for the lexico-grammatical resources that typify the sports news presentation programmes in Ghana, a non-native setting, the main body of the sports news presentation programmes cannot provide adequate information to cater for the second research question, which seeks to account for some lexico-grammatical resources used in sports news presentation by Ghanaian sports presenters.

Finally, the data for the study is limited to the period between July and November 2013 because they are the months in the year where most soccer leagues in the world as well as athletic competitions take place. Additionally, the rationale for selecting the sports news presentation programmes editions in 2013 is to ensure recency as far as the data for the analysis is concerned.

### **Thesis Synopsis**

The thesis is presented in five chapters. Chapter one captures the general introduction of the study. It presents the background to the study

followed by the statement of the problem of the study, research questions, delimitation and significance of the study. The second chapter deals with the review of related literature. This chapter will be in three parts. The first part will be a theoretical review and the second part will deal with the conceptual framework. The third part will review some empirical studies in relation to genre studies and media studies, specifically those concerned with sports discourse. Chapter three describes the methodology of the study as it deals with the research design, the study population, sampling, source of data, method of data collection and limitations. Chapter three will also account for the analytical framework. In chapter four, the results of the study are presented, analyzed and interpreted. Finally, the fifth and last chapter of the thesis provides a summary, conclusion, recommendations and suggestions for further research as well as implications of the study.

### **Summary of Chapter**

Chapter one has provided a general view about the rationale for the immense popularity of genre-based approach in text analysis as well as the important role that the media play in contemporary societies all over the world. It also described the media landscape in Ghana which serves as the geographical area in which this work is situated. The chapter again presented the statement of the problem together with the research questions that underpin the study. Aside this, the significance, purpose and scope of the study have been spelt out. Finally, a synopsis of the study has been presented as the last section in the chapter.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **Introduction**

The previous chapter gave a background to the research. It also sought to give an account of the statement of the problem, purpose of the study, research questions, significance of the study, delimitations of the study, chapter synopsis and finally a summary of the chapter. This chapter accounts for the theoretical framework that serves as the analytical lens for this study and further highlights some basic concepts that have been employed in this study. This chapter also accounts for some empirical studies that are related to the subject matter of this research. In the quest of achieving the above-mentioned objectives, the research will highlight the pertinent studies on the use of the genre-based approach in analyzing sports news presentation programmes.

#### **Theoretical Framework**

This section seeks to explore the genre theory which serves as the theoretical framework in this study. Three main perspectives of genre theory will be explored and attention will be given to the differences and similarities among the three perspectives. The English for Specific Purposes (ESP) perspective is selected and justified as the theory underlying this research

rather than the other two genre theory (Systemic Functional Linguistics and New Rhetoric).

### **Genre and Genre Analysis**

This sub-section seeks to conceptualize what constitutes the terms “genre” and “genre analysis” as well as exploring the three schools that are found within the methodological approaches of the genre tradition.

Etymologically, the word “genre” can be traced to the French and originally Latin word for “kind” or “class”. Mainguéau (2002) posits that the notion of genre can be originally traced to the Greek Poetics and Rhetoricians. However, the term “genre” became much popularized in the 1980s as many scholars used it in order to understand the social, functional and pragmatic dimension of language use (Freedman & Coe, n.d). Askehave and Nielson (2005) support this assertion when they created the awareness of the popularity of the genre concept within the 1980s. They point out that the term was introduced in the 1980s. Thus, they argue that “since its introduction in the 1980s, the concept of genre has been a matter of considerable discussion in research communities throughout the world” (Askehave & Nielson, 2005, p.120).

The popularity of the genre concept is attributed to the considerable attention given to it by scholars in Rhetoric, Composition, Discourse Analysis and English for Specific Purposes (Afful, 2005). According to Hyon (1996), “genre” is widely used in rhetoric, literary theory, and media and quite recently in linguistics to refer to a distinct type of text. Currently, the popularity of the genre concept is evident in the numerous studies that have



applied it in the analyses of various types of discourse within the academic and other professional settings. In Australia, for instance, Askehave & Nielson (2005) note that Systemic Functional linguists like Martin (1992) and Eggins (1994) have used the concept of genre to complement the Hallidayan notion of register. In America also, notable scholars like Miller (1984), Bazerman (1994), Swales (1990), and Yates and Orlikowski (1992), according to Askehave and Nielson (2005), have also largely contributed, to the popularity of the genre concept by providing some definitions of the genre concept, introducing models suitable for performing genre analysis and capturing the complexities of genre systems and genre development.

Based on the multi-disciplinary nature of genre studies, it is not surprising that many scholars from different fields of study have varied views about what constitute a genre. From the applied linguistic literature, it has been established that genre analysis was popularized mainly by its significant pedagogical orientation, where tutors were able to use it to teach students the rhetorical structures and forms of most text types. Marefat and Mohammadzadeh (2013) stress that “the increasing interest in this discipline is motivated by the need to supply models of academic and scientific texts for students, so that they can produce those texts appropriately” (Marefat & Mohammadzadeh, 2013, p.1).

In essence, the rationale for the enormous attention given to the notion of genre and its application in language teaching and learning has been driven by two main purposes. The first includes the desire to understand the relationship between language and its context, particularly to demonstrate how individuals use language to orient and interpret particular communicative

situations and the ways these uses change over time. The second reason is to employ this knowledge in the service of language and literary education. Thus, the genre-based approaches have a considerable impact on the ways we understand discourse and in transforming literary education in different contexts around the world (Hyland, 2002).

Defining what constitutes genre is one of the biggest problems yet to be solved by scholars. Tiainen (2012) emphasizes that there is no known acceptable definition of genre, although many scholars have tried to come up with some definitions. Chandler (1997) supports this assertion made by Tiainen (2012) when he highlights that “defining genre may not initially seem particularly problematic but it should be apparent that it is theoretically minefield” (Chandler, 1997, p.1). Chandler (1997) further argues that the complexity involved in the definition of genre arises from the argument that the categorization of genres and “hierarchical taxonomy” of genres by scholars is not done in a neutral and objective manner.

Further, Marco (2002) postulates that it is mostly simple to identify the genre to which a particular text belongs; however, it is problematic and difficult to define a specific genre. He explains this difficulty is based on the fact that a genre cannot be defined in terms of a list of linguistic features that it should include or in terms of formal criteria that it must meet. Thus, in assigning a specific text to a genre, one does not draw on internal linguistic properties, but on pragmatic and perceptual aspects of the communicative event (Paltridge, 1994). This is because individual texts “contain heterogeneous mixtures of elements, some of which are recognisably more generic than others” (Berkenkotter & Huckin, 1995, p.17) and as such are

more or less prototypical instance of a genre. This means that language patterns are not features by which a genre might be defined, but elements which can be seen as characteristic of a particular genre (Paltridge, 1994).

In line with this argument, Feuer (1992) (as cited in Chandler, 1997), is of the view that the term “genre” ultimately is an abstract conception rather than something that exists empirically in the world and as such one theorist’s genre may be another’s sub-genre. Contemporary theorists such as Swales (1990) and Bhatia (1993) tend to describe genre in terms of family resemblances among texts rather than definitionally. Thus, the family of resemblance approach involves the theorists illustrating similarities between texts which are considered to be belonging to one particular type of genre. However, this approach has been criticized on the basis that no choice of texts for illustrative purpose is innocent and that such theorist can make any text seem to resemble any other one (Swales, 1990).

According to Chandler (1997), another approach of defining genre is based on the psycholinguistic concept of prototypicality. With regard to this approach (prototypicality), certain features would identify the extent to which an exemplar is prototypical of a particular genre (Swales, 1990, p.52). Based on this approach, some texts, whether spoken or written, would be widely regarded as being more typical members of a particular genre than the others.

Although it is difficult to define what constitutes genre, as argued by Tiainen (2012), Chandler (1997) and Marco (2002), some scholars have made a conscious effort to conceptualize what really constitute genre. Hyland (2004) posits that a genre is a term for grouping texts together, representing how writers typically use language to respond to recurring situations. From the

point of view of Miller (1984, p.163), genre can be defined as “a conventional category of discourse based on large scale typification of rhetorical action, which acquires meaning from situation and from social context in which situation arose”.

Swales (1990, p.58) stated that “genre” is:

a class of communicative events, the members of which share some set of communicative purposes. These purposes are recognized by the expert members of the parent discourse community, and thereby constitute the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constrains choice of content and style. Communicative purpose is both a privileged criterion and one that operates to keep the scope of the genre as here conceived focused on comparable rhetorical action. In addition to purpose, exemplars of genre exhibit various patterns of similarity in terms of structure, style, content and intended audience.

Martin (2003) also defines genre “as how things get done when language is used to accomplish them”. From the point of view of Chandler (1997), genre can be considered as socially standard strategy, embodied in a typical form of discourse that has evolved for responding to a recurring type of rhetorical situation. Chandler (1997) further highlights that genre is now rather understood as a functional relationship between the linguistic structures and

situations. Based on these definitions above, the term “genre” can be conceptualized as a body of texts or discourses which share specific communicative purpose and have a typified structure. This confirms Crowston and William (2010) view that every genre can be identified on two main parameters- purpose and form.

It is clear from various scholars such as Swales (1981, 1990) and Bhatia (1993) that every genre has a communicative purpose which is embedded in the communicative event, and this purpose is mostly understood and easily identified by the discourse community. Swales (1990) again stresses that the discourse communities are the socio-rhetorical network that is formed to achieve a common goal and a communicative purpose has various discourse units within the text which are referred to as “moves” (Swales, 1990, p.25). According to Swales (1990, p.45), a move can be defined as “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.

Despite the primacy given to the communicative purpose of texts as the main determinant in categorizing texts into specific genres (Swales, 1981, 1990; Bhatia, 1993), other scholars like Askehave and Neilson (2005) are of the view that the communicative purpose of a particular genre cannot be the sole determinant for classifying a particular text as belonging to a particular genre but rather, the move structure, which is also referred to as the “generic integrity” by Bhatia (1993), helps in classifying a given text as belonging to a particular genre. “Genres are not only characterized by shared set of communicative purpose, they are also highly structured and conventionalized

in the sense that the genres represent or lay down the way to go about accomplishing particular communicating purpose” (Askehave & Neilson, 2005, p.122).

Eggin (1994) supports this claim by positing that “...we cannot make all the meanings we want to at once. Each stage in the genre contributes a part of the overall meanings that must be made for the genre to be accomplished successfully” (p. 36). Thus, one other criterion apart from the communicative purpose that can be used in identifying and distinguishing between genres is the rhetorical strategies used in the quest of accomplishing a specific communicative purpose in a particular text type (Swales, 1990). Despite the conventionalized nature of genre, it is evident in the literature that there is space for rhetorical variation. This means that the concept *genre* can be conceptualized as some sets of communicative processes that have a conventionalized structure. However, the conventionalized nature of genres is subject to deviations which make them dynamic. In other words, genres are inherently dynamic rhetorical structures that can be manipulated according to conditions of use, and that genre knowledge is therefore best conceptualized as a form of situated cognition embedded in disciplinary cultures (Berkenkotter & Huckin, 1995). Ventola (1994) supports this assertion by positing that the various instances of genres do not necessarily contain a fixed set of obligatory moves but rather, the genre texts select their structural elements from a common move repertoire.

Currently, the application of genre in the analysis of various texts from different professional and academic contexts is overwhelming; thereby making the term *genre analysis* a very popular term in various disciplines. The term

“genre analysis” can be defined as the act of investigating instances of conventionalized or institutionalized textual artefacts in the context of specific institutional and disciplinary practices, procedures and cultures in order to understand how members of specific discourse communities construct, interpret and use these genres to achieve their community goals (Lieungnapar & Watson, 2011). Bhatia (1991) also defines genre analysis as the analytical framework which reveals not only utilizable form-function correlations but also contributes significantly to the understanding of the cognitive structuring of information in specific area of language use.

From the above definitions, it is evident that genre analysts aim to understand the processes and why language is used uniquely in a given context. By drawing on Swales’s (1981,1990) and Bhatia’s (1993) idea of what actually constitute a genre, one can describe genre as having the following characteristics: (1) it represents a recognizable communicative event characterized by a set of communicative purpose: (2) it is identified and mutually understood by members of the professional or academic community in which it regularly occurs: (3) it is usually a highly structured and conventionalized communication event and (4) it is bound by constraints in terms of structure and linguistics that are readily noticed when broken (Swales, 1981, 1990; Bhatia, 1993) as cited in Upton (2002).

### **Genre Theory**

Three main schools can be associated with the genre theory. According to Hyon (1996), Hyland (2002c) and Afful (2005), these schools include the

English for Specific Purpose (ESP), The North American School (New Rhetoric group) and the Sydney School.

The New Rhetoric group consists mainly of North Americans working within a rhetorical tradition and mostly influenced by their work in universities and first language composition. Hyland (2002) posits that this school of thought draws mainly on the seminar paper by Miller (1984) which is represented in the works of Bazerman (1994), Freedman and Medway (1994) as well as Berkenkotter and Huckin (1995). Coe (2002), as cited in Hyland (1992, p.114), is of the view that this school of thought aims to investigate contexts and study genre as the motivated functional relationship between text type and rhetorical situation. Hyland (2002) argues that the methodologies from this theoretical perspective (New Rhetorical Approach) tend to be more ethnographic, rather than text analytic, with the objective of uncovering something in relation to the attitude, values and beliefs of the communities of text users that genres imply and construct. It is evident from this theoretical approach of doing genre analysis that it does not address itself to the classroom, and generally regard the classroom as unfavorable ground that lacks the condition for complex negotiation and multiple audience (Hyland, 2002). However, this assertion by Hyland (2002) has strongly been contested by scholars like Adam and Artemara (2002) as well as Coe (2002) who are of the view that some recent contributions of this theory have suggested pedagogical implications for academic writing. From the perspective of the new rhetoric genre studies, scholars like Miller (1984) argues that the term genre which is conceptualised as a rhetorical action based on recurrent situations are for an open principle of genre classification that is



based on rhetorical practice rather than a closed one based solely on structure, substance or aim. Genre analysis from the perspective of the new rhetoric focuses less on features of the text and more on relations between text and context often by employing ethnographic research or case study methods. While some definitions of genre have focused on textual regularities, especially in literacy works, such as comedies, tragedies and novels, new rhetoric genre studies in North America which tend to concentrate on non-literary texts, probe into details than this. In order not to abandon earlier conceptualization of the genre theory as “types” or “kinds” of discourse which is characterized by similarities in content and form, new rhetoric genre theorists focus on “typing these linguistic and substantive similarities to regularities in human spheres of activities (Freedman & Medway, 1994, p. 1). That is, the view of the new rhetoricians in conceptualising the genre theory is related to the regularities in discourse types with a broader social and cultural understanding of language in use. To a very large extent, the new rhetoricians see genre as a frequently repeated social action by an individual, social actor or group of actors for filling their rhetorical purposes.

Second, as meaningful action, the new rhetoricians see genre as interpretable by means of rules. Again, they tend to distinguish between genre and form. Miller (1984) highlights that “form” is a more general term than “genre”, and genre is a form at one particular level; that is the fusion of lower level forms and characteristic substance. They also see genre as recurrent patterns of language use and help constitute a culture. From this perspective, the new rhetoricians emphasize that genres are not only part of a culture but also in some way genres have the capacity to shape culture. In other words,

genre from the new rhetoric perspective is seen as a mediating force between the individual and society. Based on this, by examining genre, the new rhetoricians advocate that there is the need to explicate the social process in which writing by individuals is influenced or mediated by contextual factors. This means that genres can be defined as social artefacts in that they are bearers of knowledge of the aesthetics, economics, politics, religious beliefs and all the various dimensions of what we know as human culture (Miller, 1994). This suggests that to fully understand genres, scholars from the new rhetoric perspective argue that we should understand the culture of which the respective genres are constituents. Genre in this sense could be regarded as part of social processes by which knowledge and facts are made (Freedman and Medway, 1994). From a broader perspective, the new rhetoric genre theory pays particular attention to exploring socio-cultural aspects of genre. In this regard, two major perspectives of examining genres has been established; their advocacy of genre as a social action and their concern with connecting linguistic regularities in discourse type with a broader social and cultural understanding of language in use.

The second perspective is the one based on the theoretical work of Halliday's (1994) Systemic Functional Linguistics (SFL), which is popularly known in the United States as the Sydney School. It is evident in the literature that this school of thought emphasizes the social purposes of genre as well as the schematic structures that have evolved to serve these purposes. This school of thought perceives genre as staged goal-oriented social process (Martin, 1992) which emphasizes the purposeful, interactive and sequential character of different genres and the ways that language is systematically linked to context

(Hyland, 1992). This approach seeks to tease out the distinctive stages, or moves of genres together with the patterns of lexical, grammatical, and cohesive choices which “construct the functions of the stages of genres” (Rothery, 1996, p. 93) as cited in Hyland, (2002). This approach is mainly motivated by commitment to language and literacy education, particularly in the context of adult migrant programmes (Feez, 2001). The Sydney school view of genre is largely based on the work of systematic functional linguists such as Halliday (1994); Halliday and Matthiessen (2004), Halliday and Hassan (1985); and Martin (1992). The SFL largely considers language primary as a resource for making meaning rather than a set of rules. They have the notion that language consists of a set of systems which offers the writer/speaker choices in expressing meanings. Eggins (1994) stresses that the view of language with Systemic Functional Linguistics is both rich and complex. It is a modeling of language that seeds discourse as text-in-context and attempts to separate text from its context as an abstraction. This abstraction is therefore seen as useful for the purpose of analysis in order to deconstruct text in context and to put on and display different strata of meaning and the meaning – making resourced deployed to each stratum. According to Eggins (1994), the SFL outline four main theoretical claims about language. Thus, they consider language use as functional, that the function of language is to make meanings, meanings are influenced by social and cultural context and lastly, the process of using language is a semiotic process in which people make meaning by making linguistic choices.

The overall aim of Systematic Functional Linguistics is to account for how people use language and how language is structured for use. Within the

literature, it can be confirmed that Systemic Functional Linguistics has been employed as an analytical tool for a detailed and systematic description of language as a social semiotic. That is, they view language as a meaning making system. They also emphasize another structure of meaning associated with language in line with the wording (lexico-grammar) which allows the language utter to make an infinite amount of meanings from finite lexical and grammatical resources. Semiotic within this context according to Halliday and Hassan (1985) is not related to the study of signs alone but of the system or system of meaning. That is, the semiotic nature of language allows for language to be meaning creating. This establishes that we are not limited to a finite set of meanings or mirroring of fixed reality. Instead, language operates as a meaning generating system, a resource that is drawn upon by the speaker and in which the speaker is enmeshed through the need to communicate. To express meanings, the speaker then has to express in the semiotic environment (Halliday and Hassan, 1985).

Aside the aforementioned point, the SLF School also sees language as a social process. Relating language to the social context, Halliday (1985) states that language is “the only semiotic system that embodies all human experience and all human relationships” (Halliday, 1998, p. 2). The description of language as a socially situated entity foregrounds the need to see language not as some monolithic entity separated from its socially contextualized use, but to see it as part of the social system or culture.

They also advance the argument that the forms of language are shaped by key features of the context of situation which can be described in terms of register variables. These variables include field, tenor and mode (Eggins,

1994, Halliday & Hassan, 1985). Field refers to what is happening which is related to what is going on. Tenor on the other hand, refers to who is taking part in the ongoing discourse. It captures the relationship between participants. Mode on the other hand refers to what part the language is playing; that is in line with the channel of communication. From the perspective of Systemic Functional Linguistics, language has three metafunctions which relate to three meanings that people need to make in the social world. These are the ideational (constructing human experience, the interpersonal (enhancing human relationships, and the textual (creating discourse). Thus, the labels given to language featured in Systemic Functional Linguistics are described in terms of the functional role played by a given language in context, rather than grammatical terms. According to Halliday & Hassan (1985), the three metafunctions (ideational, interpersonal and textual) in systemic functional linguistics are the interface between language and what is outside language (that is field, tenor, mode in the context of situation).

With regards to genre studies, the major contribution of Systemic Functional Linguistics is the analysis of micro-genres; that is smaller text types such as “recounts”, “narratives”, “reports”, and “descriptions” that make up more complex texts, or macro-genres such as news stories, research reports, and classroom genres (Christie, 2002). As advanced by Eggins (1994), the Systemic Functional Linguists seek to develop both a theory about language as social process and analytical methodology which permits the detailed and systematic description of language patterns.

Also, the third perspective which has been widely used in the literature is English for Specific Purposes (ESP). Hyland (2002) emphasizes that the

ESP approach steers between both the New Rhetoric and the SFL. Thus, Hyland (2002) argues that, like the New Rhetoricians, ESP employs the Bakhtinian notion of intertextuality and dialogism and also draws heavily on Systemic Functional grammar understanding of text structure as well as relying on Vygotskian principle of pedagogy. Bloor (1998) argues that the ESP approach might be seen as an application of SFL although it lacks a systematic model of language and does not make extensive use of stratified metafunctional grammar. As evident in the literature, the ESP tradition has its origins in Swales (1981, 1990) studies of the discourse structure and linguistic features of scientific research article. The ESP approach to genre analysis has their main concern in describing the language and discourse features of specific genres. From the point of view Askehave & Nielson (2005), the information acquired in the analysis from the ESP perspective is then applied curriculum design an ESP teaching materials. From the ESP tradition, discourse structures are usually described in terms of moves and communicative purposes and these two concepts are given significant roles as far as genre from the ESP perspective is concerned.

To a very large extent, the ESP approach to the conceptualization of the term genre is influenced by the new rhetoricians genre studies and as such sides with Miller's (19984) notion of genre as a social action. That is the ESP approach to genre studies sees genre not in terms of "the substance or the form of discourse but on the action it is used to accomplish (Miller, 1984). The ESP genre approach also advocates for communicative purpose as a valuable and long term outcome of the analysis of a given text (Askehave & Nielson, 2005). The ESP approach to genre also place primacy on the concept of

discourse community as proposed by Swales (1990) as a network that binds people of the same purpose and practices together. The term “discourse community” has received considerable attention. Harris (1989), for instance, refers to “discourse community” as an institutional context of culture to focus attention on the role of language in the epistemological disposition of disciplines. Such conceptualisation of “discourse community” evokes a similar term, noted in the literature as “community of practice” (Lave & Wenger, 1991; Wenger, 1998). According to Bhatia (2004), the term “community of practice” differs from “discourse community” in terms of focus, as the former highlights the practices and values that hold a community together rather than their language. Swales (1990) proposed six defining characteristics for identifying a group of individuals as a discourse community. These six characteristics according to Afful (2005) include; a set of common public goals; established mechanisms of intercommunication; information and feedback through a participatory mechanism; one or more genres to further the community’s aims; specific lexis; membership includes both ‘apprentices’ and experts with suitable degree of relevant expertise.

Over the last 20 years, ESP genre analysis has been used largely as a link between the basic concerns of text and discourse analysis and ESP needs such as supplying a basis for elaborating materials for classroom use, for syllabus design and needs analysis (Bhatia, 1993). Initially, the ESP approach genre was tied to pedagogical concerns but working in the tradition of the genre analysis established by Swales (1990), Bhatia (1993) argues for combining language insights with socio-cognitive and cultural considerations and these factors contribute to genre construction, interpretation, use and

exploitation. That is, Bhatia (1993) attempts to move the focus of genre study from predominantly pedagogical direction to studying genres in their professional and institutional settings which give account of the real world of written discourse. The ESP tradition does not consider genre as something pure with distinctly established boundaries and limits, necessarily attributed to a specific discourse community. Bhatia (1993) argues that the tension between mixing and embedding of genres and yet preserving their generic integrity is the key to how professional expertise is acquired and this has not been put forth in available literature.

An analysis of these three schools shows that they try to do almost the same thing. Hyon (1996) refers to these three schools as complementary rather than contradictory. Hyland (2002) further confirms these arguments raised by Hyon (1996) when he postulates that the approaches of the three schools are a common attempt to describe and explain regularities of purpose, form and situated social action. Afful (2005) also asserts that these three schools show common grounds with regard to how they go about their text analysis. Thus, the rationale of these three schools stems from the dissatisfaction with previous writing pedagogy extolling the cognitive processes and expressiveness of the writer (Afful, 2005). They have a common aim to study how language has been used in a particular context at the level of both institutional and other professional settings.

Despite the closeness and similarities among these three traditions, Afful (2005), Hyon (1996) and Yunick (1997) have outlined some main differences that make each school unique from the other. The first difference is in line with the setting-educational and professional-context of the activities



of the three schools. The English for Specific Purpose (ESP) tradition specifically deals with non native speakers of English at the university whilst the Sydney school has the mother tongue education in primary and secondary schools and recently with immigrant education as their main focus. The American school focuses on advanced graduate students as well as writings in professional setting (Hyon, 1996 & Yunick, 1997).

The second difference with regard to these three schools draws on the theoretical disposition (Afful, 2005). Thus, “the ESP tradition draws on an eclectic model, ethnographic and lexico-grammatical features, showing concern for various patterns of structure, style, content and intended audience” (Swales, 1990a, p.58). Unlike the ESP school, the Sydney school is influenced by the Hallidyan systemic functional linguistics whilst the American school is influenced by the multidisciplinary approach: anthropological, social, literary, and rhetorical theories (Yunick, 1997). Afful (2005) stresses that the third difference is mainly related to the main activities of these three schools.

Hyon (1996) confirms that the ESP school focuses on identifying the formal features and communicative purposes in social contexts of genres. The American school is concerned with social purposes and actions and it is noted for using ethnographic methods to explore situational contexts while the Sydney school’s, primary focus is on the linguistic features of text. Thus, although the three schools have pedagogical orientation, it is evident that the ESP and Sydney schools have a strong pedagogical framework unlike the American school that is “less enthusiastic about an explicit instructional framework” (Afful, 2005, p.27). The rationale for the immense interest of both the ESP and SFL in providing explicit and instructional framework stems from

the fact that they find genre as relatively stable and as such can be taught (Miller, 1984). Therefore, the pedagogical and theoretical implication that underpins this research makes it quite appropriate for a consideration of both the SFL and the ESP approach in terms of analyzing the data. However, the study resorts to the ESP approach, which has been championed by Swales (1981, 1990). This is because it gives flexible view and also provides students with extensive knowledge of generic conventions as a useful step in socialization into a discourse community. Also, the “ESP ...is a linguistic approach applying theories of functional grammar and discourse and concentrating on the lexico-grammatical and rhetorical realization of the communicative purposes embodied in a genre...with an additional interest in organizational patterns at the discourse level” (Flowerdew, 2002, p.91) as cited in Puebla ( n.d, p.2). That is, the overall and main concern of the ESP is to assist students in recognizing and learning the pattern of language required in various academic and professional settings as well as to explore the accepted rules and practices of certain genres in respect to some unique features with the content, sequence of presentation as well as the rhetorical elements that are used to realize the overall communicative purpose of that genre (Angvarrah & Watson, 2011).

Moreover, it is also the ESP tradition that places particular emphasis on non-native speakers as their target by analyzing their language use, unlike the SFL that focuses on primary and secondary school native speakers of the English language as well as immigrants. Holmes (1997) also supports the primacy placed on non native speakers by ESP scholars when he points out that the ESP school has the aim of identifying models and descriptions of

academic and scientific texts to enhance non native speakers to apply and use them.

In addition to the aforementioned points, the research traditions of genre analysis are noted to have been framed within the English for Specific Purposes (Hyon, 1996 & Yunick, 1997) and as such, make it the most widely explored theory among the three schools. Even though it can be argued that the ESP approach of genre analysis first had as its prime focus to analyze academic related discourse (Holmes, 1997), it can be identified in the literature that most scholars have predominantly used the genre-based approach from the ESP perspective to analyze various types of discourse outside academia. This shows that the ESP approach to genre analysis is applicable to the analysis of various types of discourse outside academia. Therefore, with the prime focus of this research to study the schematic structures (moves) of sports news presentation programmes in Ghana, which is a non native setting, as well as describing the linguistic behavior that is predominant in the introductions of the SNPP, then it is deemed much appropriate to resort to the ESP approach as the analytical lens.

### **Criticisms Raised against the Genre-Based Theory**

This section of the research work seeks to cater for some criticisms raised against the genre-based theory. That is, the section stresses some weaknesses that have been associated with the genre-based approach in text analysis as evident in the literature.

Within the domain of applied linguistics, one main theory that has received much attention and as such has become so popular in the linguistic

literature is the genre-based approach in text analysis (Chandler, 1997). Paltridge (2006) describes genre as the way in which people get things done through their use of spoken and written discourse. To a very large extent, genres express the link between social context in which a particular text is produced and the culturally marked linguistic choices made by the speaker or writer (Badger & White, 2000). That is genre can be viewed as a conventional socio-cultural framework or schemata for discourse with a common purpose and function, although arguably, genres may vary in their typicality (Paltridge, 2006). Paltridge (2006) further advances his argument by stressing that genres manifest themselves in somewhat formulaic and structured formats such as those encountered in formal letter writing. It has been noted within the applied linguistic literature that genre analysis has become an important approach to text analysis especially in the field of English for Specific Purposes (ESP). That is, it has been considered as the analytical examination of discourse in which the underlying social and contextual factors are taken into consideration. The main concern of the genre-based approach in text analysis is to provide learners with procedural scaffolds for the production of texts. It seeks to discover not only similarities between genres but explores alternative configurations within a context (Hyland, 2003). Despite the significant contribution made by the genre theory in text analysis and the teaching of situated language use, many criticisms have been raised against the genre-based approach in text analysis.

The first criticism raised against the genre-based approach in text analysis is the difficulty in conceptualising the genre concept. Chandler (2007) criticizes the genre concept by highlighting that the classification and

hierarchical taxonomy of genres is not a neutral and objective procedure. From his point of view, there are no undisputed maps of the systems of genres within any medium and as such makes the classification texts into their respective genres very difficult.

Aside this, Chandler (2007) highlights that there is often a considerable theoretical disagreement about the definition of specific genres. That is, they see the concept genre as ultimately an abstract concept rather than something that exists empirically in the world (Feuer, 1992). As a result of this, Feuer (1992) further stresses that one theorist's genre may be another's sub-genre or even super-genre and even what is technique, style, mode, formula or thematic grouping to one may be treated as a genre by another that is the genre approach is one that has provoked its fair share of discussion as it is comparatively fuzzy concept (Swales, 1990) and has therefore been considered by others as a rather controversial one (Kay & Dudley-Evans, 1998).

Another criticism that has been raised against the genre-based approach to text analysis is centered on "the disjuncture between the claim that meaning is encapsulated in textual objects, genres as autonomous systems, and the avowal of a social constructionist functional model of language" Paltridge (2006, p.21). From a theoretical point of view, the objection raised by most critics is to the overemphasis on the formal features of genres and the consequent downplaying of the socially situated nature of writing, with its dynamic selection and deployment of a range of generic features to meet the demands of the particular rhetorical context (Kim, 2005).

From a pedagogical perspective, Hyland (2002) further stresses that the objection is linked to the advocates of genre-based pedagogy argument that text construction is embedded in, and responsive to, social context. However, in classroom practice, the study and use of specific genres tends to be approached predominantly from a linguistic point of view; instead of genuine interest and communicative purpose being the basis for working with a particular genre, the genre is assigned by the teacher and students are instructed in the relevant linguistic features and then required to use them in the construction of their own written texts. That is, despite genres' beneficial roles in helping learners to produce written work with confidence, there are two concerns about the genre approach raised by most critics. That is, it underestimates the skills required to produce content, and the other concern is that it neglects learners' self-sufficiency (Byram, 2004, p. 236). To a very large extent, the genre approach not only places too much emphasis on conventions and genre features but also is less helpful for students in discovering the texts' true messages due to the targeted aspects of the specified genre. That is, if teachers spend class time explaining how language is used for a range of purposes and with a variety of readers, learners are likely to be largely passive. The genre approach is blamed for limiting learners' creative thoughts about content and is criticized in that it overlooks natural processes of learning and learners' creativity (Badger & White, 2000, p. 157). Finally, Bawarshi (2000) emphasized that the genre-based approach interferes with the learners' creativity (p. 343). This, as stressed by Bawarshi (2000) means that students may end up writing genres as meaningless reproductions.

Despite the criticisms raised against the genre-based theory to text analysis, its contribution to the teaching of situated language use cannot be overemphasised. It is regarded as an analytical tool that provides students with models or examples showing specifically what they have to do linguistically. The idea of genres also provides students with an understanding of why communication style is the way it is through a reflection of its social context and its purpose (Kim, 2005). As highlighted by Swales (1990), rhetorical instructions play a pivotal role in writing improvements as prior knowledge. From this point of view, Swales acknowledges the genre-based approach in language teaching in that it brings together both the formal and functional properties of a language in writing instruction and acknowledges the strong association between them.

Aside these, Kim (2005) further argues that the genre-based approach to text analysis has the potential to encourage students to participate in the world around them, to comprehend writing as a tool that they can utilise and to realise how writers in different context manage content to promote logical organisation. Kim (2005) further advances his argument when he stresses the ability of the genre-based approach to allow students to become more flexible in their thinking and eventually to realise how authors organise their writing. Some scholars are even of the view that the genre-based theory in language teaching is more suitable for learners at the beginning of their language acquisition process as well as an effective tool through which students are encouraged to break the style of the existing genre and let it evolve (Byram, 2004). Hayland (2004) sees the advantages of a genre based approach in the teaching of writing instruction that can be summarized as follows:

**explicit** (makes clear what is to be learned to facilitate the acquisition of writing skills), **systematic** (provides a coherent framework for focusing on both language and contexts) **needs-based** (ensures that course objectives and content are derived from students needs), **supportive** (Gives teacher a central role in scaffolding student learning and creativity), **empowering** (Provides access to the patterns and possibilities of variation in valued texts), **critical** (provides the resources for students to understand and challenge valued discourses), **consciousness raising** (increases teacher awareness of texts and confidently advise students on their writing) (Hayland, 2004: 10-11).

From the arguments so far, it can be realised that despite the criticisms raised against the genre-based theory, it has proved to be an effective linguistic tool for studying situated language use as well as an effective tool in teaching and learning situated language use in specific contexts.

### **Definition of Concepts**

As far as the linguistic literature is concerned, it can be deduced that the definition of the word *discourse* varies from one scholar to the other. Thus, different scholars have different views about what discourse really is. In most situations, the definitions given by scholars from the field of linguistics, discourse analysis, genre analysis and other related areas in applied linguistic are influenced by their theoretical orientation. Some even go to the extent of using the terms *text* and *discourse* interchangeably. This difficulty in the conceptualization of the term “discourse” is as a result of its multi-disciplinary nature. “Given this disciplinary diversity, it is no surprise that the term “discourse”... has different meanings to scholars in different fields”



(Schiffrin, Tannen & Hamilton, 2001, p.1). As posited by many scholars, particularly linguists, “discourse” has generally been defined as anything “beyond the sentence.” For others (for example; Fasold, 1990, p. 65), the study of discourse is the study of language use. Candlin (1997) also defines discourse as language use and as a process which is socially situated.

Foucault's (1975) definition of discourse is “systems of thoughts composed of ideas, attitudes, courses of action, beliefs and practices that systematically construct the subjects and the worlds of which they speak” (p.2). Thus, the term discourse can be conceptualized as a set of meanings through which a group of people communicate about a particular topic. In most situations, the field or the subject matter based on which a discourse is generated usually gives that particular discourse its name. That is, discourse can be classified into different types which include religious discourse, political discourse, academic discourse, legal discourse and media discourse among other types of discourse.

Because of the powerful nature of the media (Amoakohene, 2004; Nasir, 2013 & Zlatar, 2013), the media has increasingly attracted the attention of many scholars. Scholars, specifically from the applied linguistic perspective, have predominantly resorted to the analysis of various types of discourse in the media – Edu-Buandoh (1999), Olorunnisola (2000), Lotter (2007), Sarfo (2011) & Coker (2012); . From the point of view of O’Keeffe (2006), media discourse refers to interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer. O’Keeffe (2006) further argues that though the discourse is oriented towards these recipients, they very

often cannot make instantaneous responses to the producer(s) of the discourse, though increasingly this is changing with the advent of new media technology. Crucially, the written or spoken discourse itself is oriented to the readership or listening/viewing audience. O'keeffe (2006) emphasizes that media discourse is a public, manufactured, on-record, form of interaction which is not ad hoc or spontaneous (in the same way as casual speaking or writing is). That is, it is neither private nor off the record. He further argues that obvious as these basic characteristics may sound, they are crucial to the investigation, description and understanding of media discourse.

An analysis of media discourse shows that it consists of various discourses from the domain of entertainment, health, reality shows, news, advertisement and sports. Of late, it is evident that sports have become one of the most popular genres within the media, mainly because of the increase in the interest of people in sports as well as the attention that sports news have been enjoying in the media (print media, broadcasting media and computer mediated).

Sports discourse can be defined as communication and interactions that are woven around sports-related issues. That is, unlike other types of discourse, sports discourse mainly centres on information in relation to sports. Of late, sports news and sports news programmes are mostly channelled through three main media for human consumption (written, spoken and computer- mediated).

Sports, which is considered as “a mimic warfare or war without shooting” (Orwell, 1945) as cited in Chipanga (2004, p.62), has become one of the most predominant social institutions in 21st century human societies. This

is as a result of the continuous increase in the interest of most people in sports as well as the continuous attention given by the media on various news related to sports. Thus, the continuous increase and popularity of sports in most societies in the world have reflected in the maximum attention that the media in various countries have been given to sports-related discourse and news all the world over and this has been confirmed by Raney and Bryant (2006) when he posits that the amount of coverage dedicated to international sporting events in traditional and the news media has been amplified during the past century. It is therefore not surprising that many scholars, especially in the area of applied linguistics, have paid much attention to the studying of various types of sports discourse.

Sports discourse can be divided into various genres which include commentaries, match preview, post-match panel discussions, sports news presentation and sports Encomia (O'keefe, 2006). It can be confirmed from the literature, as far as scholarship related to sports is concerned, that commentaries, to a very large extent, have taken the centre stage of numerous researches conducted in the area of sports discourse. It is based on this reason that this current research explores the schematic structure of one of the less explored sub genres of sports discourse (sports news presentation programmes).

Unlike the main stream news on both the television and radio stations that seek to provide information across all aspects of human activities – business, health, entertainment, sports, agriculture, education, religion, politics and national issues – sports news presentation programmes can be conceptualized as the presentation of only sports related news, specifically the

ones that make headlines in the sporting fraternity. It is mostly made up of news that cut across sporting activities like cycling, tennis, horse racing, swimming boxing, volley ball, basket ball, and football.

### **Some Studies that have Employed the ESP Approach**

This section of the chapter seeks to give a picture of how scholars have used the genre-based approach from the ESP perspective in analyzing different texts from different domains. This will foreground the possibility of using ESP approach of doing genre analysis to investigate the rhetorical structure of sports news presentation programmes which serve as the data set for this research. Specifically, this section seeks to review some works that within the academia, business setting, tourism and hospitality management setting as well as the health setting.

The literature on genre studies confirms that most of the studies in genre analysis are skewed towards the academia. Following the pioneering work of Swales (1990) on the introduction sections of research articles leading to the Create A Research Space (CARS) model, many researchers from various academic disciplines, specifically from the applied linguistics, have used the ESP genre-based approach in analyzing different text types. This CARS model has had a tremendous influence on genre analysis in ESP and on the teaching of academic writing to both international or L1 students and professional writers wishing to publish in international journals (Dudley-Evans, 1986).

Notable among these studies is the scholarly work of Tiainen (2012), which is a genre analysis of academic research blogs. The continuous

advances in technology have made it possible for people to communicate through different medium especially via the internet. One of these popular mediums, via the internet highly patronized, is blogs which can be described as frequently modified web pages where dated entries are listed in reverse chronological order. Currently, this mode of communication via the internet has gained a lot of popularity within academia. Being a new phenomenon which has not received much scholarly attention, academic research blogs were explored by Tiainen (2012) from the perspective of the genre-based approach with particular emphasis on identifying the generic features that characterize it, how they differ from blogs in general in terms of structure and language use as well as how the academic research blogs fit in the genre ecology of academic discourse. Thirty research blogs with specified characteristics – well established blogs, active blogs and text-based blogs – were randomly selected for the analysis. The analysis adopted the Swalesian approach.

The result confirms that academic research blogs have a conventionalized structure in the form of five moves; *the date of publishing for each entry, commenting section, a section for introducing the blog authors, organization of the blog entries in archives with tags and a section created for images in the entry*. As far as the linguistic features are concerned, Tiainen (2012) argues that the language of the academic research blogs is highly interactional and informal in nature but still possesses some aspect of academic language. Comparing Tiainen's (2012) findings to that of Biber (1998), who analyzed academic discourse in general, reveals that there were many lexico-grammatical features that are equally frequent in academic blogs

and academic discourse in general. However, the degree of interactivity and informality was more predominant in academic blog than in academic discourse. Tiainen (2012) further argues that the main rationale for the highly interactive and informal nature of academic blogs is as a result of the technical affordance of social media to offer the readers a chance to respond to communication in real time. As far as the difference between academic blog in particular and general blogs are concerned, Tiainen (2012) confirms that the major differences between academic research blogs and research in general is that, unlike the pseudonymous general bloggers, the authors of academic blogs in most cases reveal their real identity in their blogs; also, the amount of multimedia features and hyper linking was much more heightened in academic blogs than general blogs.

Thompson (1994) also used the genre-based approach from the ESP perspective to analyze the rhetorical structure of lecture introductions. This study is worthwhile to be reviewed because of its reliance on the genre-based approach from the ESP perspective as its theoretical bases. With the view that non-native speakers in higher education frequently face difficulties in understanding lectures, Thompson (1994) found it worthwhile to investigate the language used during lecture introductions in order to find out whether it has a specific structure for the realization of its communicative purpose. By making use of eighteen lecture introductions which were chosen from the areas of applied linguistics, engineering and medicine, Thompson (1994) confirms that the lecture introduction is characterized by two main rhetorical functions (communicative purposes). That is, the introduction's first communicative purpose is to set up the framework of the lecture as a textual

object. The other function is to establish a context of the content of the lecture. With regard to the rhetorical moves of lecture introductions, Thompson (1994) argues that there is no typical sequencing pattern of the lecture introduction but rather, a largely unpredictable mix of small sets of functions and sub-functions. Thompson (1994) further argues that the contradictory nature of his research from previous literature stems from the small nature of the data set that was used in his analysis.

Jalilifar, Firuzmand and Roshni (2011), still within the academic setting, also sought to analyze the rhetorical structure of MA Theses and proposals. Specifically, the main purpose of their study was to describe the generic integrity of the statement of the problem sections of MA Theses and Proposals, with specific focus on the variability in the organization of these genres within a single field of study (Applied Linguistics). Making use of 100 statement of the problem sections of Proposals and Theses as well as applying a modified version of Swales (1990) CARS model, the researchers identify very interesting findings. They realised that the Statement of the Problem Section of MA theses and proposals is characterized by three main rhetorical units in the form of *Establishing a territory*, *Establishing a Niche* and *Reviewing Previous studies* with each of these rhetorical units having three sub rhetorical units. *Claiming centrality*, *making topic generalization*, and *Reviewing previous research* were identified as the three steps under move 1 whilst *Limitations of previous research*, *Stating the problem* and *indicating a gap* served as sub-moves of move 2. Also, Jalilifar, Firuzmand and Roshni (2011) argue that the third move have three sub-rhetorical units in the form of *Announcing present research*, *Outlining purpose* and *Question raising*.

Outside of the academia, some scholars have used the genre-based approach to analyze various types of discourse from different settings and institutions. For example, as far as the business setting is concerned, Jalilifar and Beitsayyah (2011) investigated the rhetorical structure of enquiry letters across cultures. Thus, to have a fair view of how enquiry letters are structured in order to achieve their communicative purposes, Jalilifar and Beitsayyah (2011) investigated the schematic structure that typifies enquiry letters within the context of two different cultures, English and Persian. Jalilifar and Beitsayyah (2011) analysed 200 English and Persian business letters. The analysis was done by following Santos' (2002) model of negotiation. The analyses revealed that the two corpora are generally similar in the exchange of information though they differ considerably in the use of positive and negative politeness strategies and forms of directives. Four moves were identified in the enquiry letters of both set of data: *establishing the negotiation chain, providing information (Opening), Requesting information, and closing*. However, whilst the English use negative politeness strategies in applying different forms of directives, Persians, make use of positive politeness strategies in issuing directives.

Closely related to the work of Jalilifar and Beitsayyah (2011), Mehrpour and Mehrzad (2013) also did a comparative genre analysis of English Business e-mails written by Iranians and Native English Speakers, focusing on the generic structure and some lexico-grammatical resources that were predominant in the data set. They analyzed 60 English business e-mails written by Iranians and compared them to a corpus comprising the same number of emails written by the native English speakers. They found out that



all the English Business e-mails written by Iranians and native English speakers all serve the same communicative purpose of providing and requesting information and actions. Following Swales's (1990), Bhatia's (1993) as well as Santos's (2002) notion of genre analysis, Mehrpour and Mehrzad (2013) further argue that Iranian and native English business e-mail correspondents closely follow similar generic structures to exchange information. Moreover, Iranian correspondents favour the lexico-grammatical expressions that help them respect their interlocutors' negative face whereas the native English speakers encourage a friendly and intimate atmosphere.

Also, Upton (2002) used the ESP approach of genre analysis to describe the genre characteristics of a corpus of 242 fund raising letters. The main rationale for Upton (2002) study was to test the validity of the outcome of similar study performed by Bhatia (1998), which was based on a small number of data set. This micro study by Bhatia (1998) confirms six moves: *establishing credentials, Introducing the cause, offering incentives, enclosing brochures, soliciting supports and expressing gratitude*. Upton (2002) proves that several modifications to Bhatia's (1998) proposed genre structure for direct mail letters were necessary. However, the evaluation of Bhatia's (1998) model required two additional rhetorical units, with the first being *get attention* which has the communicative purpose of getting the readers attention at the start of the letter. The second rhetorical unit is *Conclude with pleasantries*.

Upton (2002) then argues that the schematic structure of fund-raising letters (direct mail letters) is made up of a seven-move structure. The moves are *get attention, introduce the cause and /or establish credentials of*

*organization, Solicit response, Offer incentives, Reference insert, Express gratitude* and *Conclude with pleasantries*. Upton then indicates that move 3 (Solicit response) had the highest frequency (97%), with move 7 (conclude with pleasantries) had the least percentage in terms of frequency (13%).

Mongkoljuck (2008) also applied the genre-based approach to investigate the generic integrity of tourist leaflets produced and distributed in Thailand within 2004. Specifically, the study comprised an exploration of three main aspects which included the exploration of the main communicative purpose, the schematic structure and some lexico-grammatical resources that were characterized in the data set. By using thirty data set, as well as using the Swalesian perspective of genre analysis in analysing the text, Mongkoljuck (2008) had very interesting findings. The study revealed that the main communicative purpose of the tourist attraction leaflets in Thailand is mainly informative. The analysis also revealed five obligatory moves which are *identifying the name of the tourist attraction, providing the background of the attraction, describing the tourist attraction, providing service information and providing further contact information*. Aside these obligatory moves, Mongkoljuck (2008) further argues that the data set revealed four optional moves ( providing background to province, indicating the regulatory authority of the tourist spot, providing instruction to tourists and claiming copy right) whose main purpose is to provide readers with additional information. As far as the lexico-grammatical resources are concerned, Mongkoljuck (2008) observed that the tourist leaflets is mostly characterized by complex noun phrases, modal auxiliary verbs, adjectives, and imperative sentences.

Closely related to the above discussed study in the field of tourist and hospitality management, Hou (2012) used the genre-based approach from ESP perspective, to analyze the schematic structures of restaurant reviews in newspapers. Specifically, the study focused on the distributions and functions of surface linguistic features including move analyses, analyses of communicative purposes in the text, vocabulary and typical lexicogrammatical realizations of these moves.

After analyzing 15 articles with a total number of 17,068 words, in the United States of America, Hou (2012) highlights that restaurant reviews in newspapers in America is characterized by five main rhetorical units: *Detailed description of the chosen restaurant (Move 1)*, *description of entering (move 2)*, *Establishing the dining experience (Move 3)*, *Mentioning of unpleasant experience (move 4)* and *Wrap Up (Move 5)*. Hou (2012) further argues that all these five rhetorical moves have other sub-rhetorical units (steps), with the exception of moves 4 and 5. With regard to the grammatical categories, Hou (2012) stresses that restaurant reviews in America setting use grammatical categories such as verbs, adjectives, nouns, number, emphasis, and adverbs. However, with all these grammatical categories, the analyses confirmed that adjectives are the most predominantly used grammatical category in restaurant reviews followed by nouns, verbs, adverbs, emphasis and number. Adjectives occupy much space in this genre mainly because of its descriptive nature.

However, despite the great effort by Hou (2012) to give a generic description of restaurant reviews in the American setting, his findings, to a large extent, are problematic. This is mainly because of the size of data set that he used in his analysis. That is, using only 15 data sets is too small for Hou

(2012) to present his findings as representative of restaurant reviews in America. The findings of the study would have been more reliable if the data set analysed was increased to 50. It is possible that by applying the genre-based approach in analyzing a large data size of restaurant reviews, one will witness a different result.

Within the health domain, Sarfo (2011) used the genre-based approach (Swales, 1990 & Bhatia, 1993) to analyse radio health talk by medical doctors. Sarfo (2011) sought to find out whether health talk given by medical doctors has a cohesive generic structure that allows for the fulfilment of a communicative purpose. The results confirmed that the presentation given by the medical doctors consist of three moves, namely: (1) Introduction, which has two steps – Definition and Thesis/Previewing; (2) Problem, with four steps – Definition, Epidemiology, Causes/Risk Factors, and Signs and Symptoms; (3) Solution, with two steps – Prevention, Treatment. Sarfo (2011) would have done readers and experts in the field of genre analysis more good if he had described some situated language use within the data set he explored within the health studies.

Closely related to the above mentioned study, Apedu (2013) also used the genre-based approach to study pharmaceutical leaflets. As an essential aspect of drug packaging, the pharmaceutical leaflet, a written document that is packaged together with the drug, encompasses all necessary information on the drug (Bernardini, 2000), are predominantly common with almost all drugs for sale. Apedu (2013) had as her main focus to explore the generic structure as well as some lexico-grammatical resources that were predominantly used in each of the moves identified on the pharmaceutical leaflets. Her analysis

affirms that pharmaceutical leaflets have eleven moves of which two were optional and the remaining nine obligatory. The obligatory moves include “Description”, “Indication”, “Pharmacology”, “Interaction”, “Dosage”, “Administration”, “Precautions” “Storage” and “Further Information”. “Purpose of leaflet” and “summary of content of leaflet” were the two moves that were tagged as optional. With regard to the lexico-grammatical resources, the analysis showed that pharmaceutical leaflets are predominantly characterised by simple present tense, negation, adjectives and imperatives. Apedu (2013) further argues that each of these grammatical resources was more predominant within some moves than other moves.

All the studies reviewed above are pertinent to the present study because of some similarities they share in terms of their theoretical underpinnings. The reviewed studies, just like the current study, used the genre-based approach as their main theoretical lens. The reviewed works will give the researcher an insight into how scholars use the genre-based approach to analyze various genres. To a very large extent, the reviewed works will help the analysis not to deviate from the accepted format for doing genre analysis from the perspective of English for Specific Purposes. Furthermore, the reviewed works above have created the awareness that the genre-based approach, specifically the ESP approach, can be used as an analytical framework to analyze various types of discourse outside academia. This foregrounds the possibility of using the genre theory as the analytical tool in analyzing sports news presentation programmes.

### **Some Related Studies in Sports Discourse**

This section presents review of some studies that have been conducted in the area of sports discourse. It basically seeks to bring to the fore some theoretical perspectives that have been used in analyzing various sports discourse, thereby foregrounding the limited number of scholarly works that have used the genre based-approach in analyzing various genres in sports discourse. Scholarly works that have been selected to be reviewed include studies that deal with dominant themes in sports discourse; metaphors in sports discourse, multi-tasked purpose of sports discourse, the language of sports discourse, language of sports discourse from a cross cultural perspective, gendered language of sports discourse and the rhetorical structure of sports discourse.

Within the context of metaphors in sports discourse, Chipanga (2004) explored the use of war metaphors in spoken commentaries of the 2004 edition of the Premier Soccer League (PSL) matches in Zimbabwe. According to Chipanga (2004), soccer, which is popularly known in many parts of the world as football, is characterized by war themes. From his point of view, soccer, like war, is a very competitive sport where people compete to win. By using the Interactionist and Cognitive theory of metaphor developed by Max Black (1962), Chipanga (2004) analyzed 19 PSL live broadcast match commentaries with specific emphasis on the match analyses and post-match highlights only. The commentaries analyzed also involved only high profile Premiership games in Zimbabwe. From the data, Chipanga (2004) argues that high profile matches in Zimbabwe are characterized by the “Battle of Zimbabwe” (showdowns between Dynamos and Highlanders), “Battle of Cities” (clashes

between CAPS United and Highlanders) and the Harare derby (Battle of Harare) between Dynamos and CAPS United are characterized by a lot of metaphors specifically military metaphors. Chipanga (2004) further stresses that the commentary of high profile matches in the data set were predominantly characterized by metaphors in relation to war. Predominant among these metaphors are collocations such as “explosive battles”, “epic battle”, “Herculean battle”, “private battle”, and “battling”. This highlights the intense competitive spirit and the fighting spirit between clubs which underscore the observation that “many of the things we do in arguing (competing) are partially structured by the concept of war” (Lackoff & Johnson, *ibid*: 04) as cited in Chipanga (2004, p.69). Other expressions such as “Battle of Zimbabwe”, “fortresses”, “position fortifying”, “marauding strikers”, “invasion of territories”, “missiles” and “massacres” are all references that are drawn from martial terminologies and further highlight the aggressive and competitive nature of soccer matches in the Zimbabwean Premier League. The analysis from the point of view of Chipanga (2004) portrays soccer as a formalized war on a small scale. It can be deduced from the various metaphors used in football commentaries that they are just a stylistic mechanism to make the commentary proceedings very interesting and lively.

The findings of Chipanga (2004) are confirmed in a similar work conducted by Bergh (2011) who sought to use the Cognitive Metaphor Theory (CMT) to explore football commentaries in order to test the validity of the master metaphor “football is war” which is predominantly used in the literature. Bergh (2011), therefore, makes a strong case for football being

conceived as a violent game; thereby supporting the Orwellian description of football as “mimic warfare” based on the numerous instances of the predominant use of war-related vocabulary in the football commentaries analysed by Bergh (2011). Instances of these uses of war metaphors as argued by Bergh (2011) are illustrated in the sentences below:

- a) Liverpool beat Arsenal after titanic battle.
- b) Former captain David Beckham named in England squad.
- c) Torres beats two defenders and bashes a shot at goal.

The underlined parts of the sentences above establish the idea of a great linkage between football and war.

In addition to the aforementioned scholarly works, some scholars have also explored how sports commentators use language to achieve different purposes other than describing on the field incidents of sporting activities. For instance, Georgiou (2009) explored the discursive means sportscasters used to construct national identity that promoted unification and solidarity amongst the audience of the Greek national team in Euro 2004. Sports can be seen as a complex system of human behaviour in society (Beard, 1998). It has the capability of uniting communities, strengthening social groups and producing and reproducing identities (Dimeo, 2001). From the view point of Georgiou (2009), sports have become one of the most powerful means through which national identity and unity can be expressed. This assertion is also supported by Alabarces and Rodriguez (2000) when they posit that sports, specifically football, have provided the basis for representing national identity. Thus, sport within the media goes beyond sports news reportage in both the print and



broadcasting media but it also represents the “cultural fusing of sport with communication” (Wenner, 1998, p.13).

Georglou (2009) argues that sports commentators show great support for their home team by forging points of identification with the audience (Blain *et al.* 1993), as cited in Georglou (2009). This finding confirms the ideological power that media sport has in generating, reinforcing and disseminating national identities (Georglou, 2009; Alabarces & Rodriguez, 2000). Thus, Georglou (2009) argues that the Greek sports commentators showed a sense of unity and national identity through the predominant use of the personal indexical “we” which is seen as a word that is used to connote sameness (de Cillia *et al.*,1999). Georglou (2009) further stresses that the predominant use of the personal indexical “we” by the sports commentator established bonds and solidarity among the Greek populace during the Euro 2004 tournament. A closed analysis of the findings shows that the personal indexical “we” was used by the sportscaster when references were being made to the Greece national team, Greece as a nation, and the fans in general.

Büyükkantarcıoğlu (1999) also explored how sports commentators use language to show favouritism towards their national teams. By using CDA, Büyükkantarcıoğlu (1999) analysed a report published in *Milliyet*– a popular newspaper in Turkey– after an international football match between Turkey and Moldova on March 28, 1999. The main focus of the study was to explore whether the writer who is Turkish objectively reported and commented on various incidents that happened during the match between Turkey and Moldova by focusing on the writer’s language usage. The writer of the report

used grammatical structures and vocabulary that showed favoritism towards the Turkish football team.

The use of grammatical constructions such as “doing the best against all odds”, “having individually skillful players”, “having good tactics and skills”, “prevented from displaying their real performance”, “scoring despite the referee and the severe rival”, and “being continually tackled by severe attacks” in the description of the Turkish football team on one hand and the use of grammatical constructions such as “severe”, “full of greed”, “lacking necessary tactics”, “no wisdom and demoralizing”, “mostly defensive”, “false courage and no wisdom”, and “lucky but not skillful enough to make use of the opportunities” to describe the Moldova team also showed favoritism towards the Turkish team.

Also, Waliaula (2012) sought to explore radio soccer commentary and evaluate whether the radio soccer commentaries in Kenya serve as a platform for accounting for only incidents related to a particular sport event or serve as a medium for performing other socio-cultural and political functions. Dwelling on Fabian (1997) inter-textual approach to text analysis as well as Schechner’s (2006) concept of restored behaviour in performance, Waliaula’s (2012) made very interesting findings. The basing of Waliaula’s (2012) work on the concept of restored behaviour, however, is questionable mainly because sports commentaries, to a large extent, are not rehearsed by commentators before they are delivered but rather it involves a spontaneous report of actions of sporting events at a particular time. Although sometimes the commentators may be informed about some dignitaries that will be present on the day of the sporting activities as well as investigating the profile of participants ( players)

of a particular sporting events, most utterances made during sports commentaries are based on live actions that occur in a particular match. "...commentaries represent examples of live usages of the language in natural situations carrying the semi-formal tone. Characteristically, commentaries are spontaneous and extemporaneous speech events in which thought and speech are often symbiotic" (Medubi, n.d, p.59). The analysis revealed that football commentary is not limited to only incidents and reports that are solely limited to reports on incidents that unravel at the run of play but also serves as an avenue to highlight and cover elements of geographical, socio-cultural, and political realities of Kenya.

This finding confirms the perception of Reaser (2003), Ryan (1993) and Mehler (2000) that sports discourse covers social-cultural issues, the preaching of peace and politics. It also confirms Blain et al. (1993) assertion that media sport constitutes a significant arena within which discourses about national identities are continually articulated. Thus, sports-related discourse, specifically on soccer, serves as an "ecosystem" involving soccer as a sport, and the socio-cultural realities of its immediate context (Muponde & Zegeye, 2011). Waliaula (2012) further argues that the capturing of socio-cultural issues like politics, aside narratives of the actual sports events, are not done in an extrinsic and intrusive manner but are mostly part of the preamble of the commentary.

Within the context of the language of sports discourse, Dzahene-Quarshie (2012) explored English loans in the language of Swahili sports newspapers. The data set for Dzahene-Quarshie's (2012) study consisted of a corpus extracted from Swahili newspapers dated between 2006 and 2008 and

it encompasses terms for player positions, football functionaries, and miscellaneous standard football-related expressions and terminologies. The findings of the study confirmed that three main strategies— adoption of English words, semantic extension, loan blends and loan translation— are employed to expand the vocabulary of the Swahili language, especially Swahili football vocabularies.

Out of these three strategies, Dzahene-Quarshie (2012) confirmed that loan blend is the highest strategy that is employed to expand the football vocabulary in the Swahili language whilst the adaptation of the English words was the least strategy adopted. He further stresses that the predominant grammatical category of borrowed words from English to Swahili are nouns, although other grammatical categories like lexical verbs and phrasal verbs are predominant. This confirms Matras' (2007) argument that nouns are more borrowable than other grammatical categories mainly because of the fact that nominal tokens occur in a corpus more frequently than other categories. For example, nouns like “kocha” (coach) ukocha (coaching), “timu” (team) “ligi” (league), benchi (bench), “Kipa” (keeper), “winga” (winger) were predominant in the data set. Thus, Dzahene-Quarshie (2012) argues that out of the 223 isolated items identified in the data set, 173 forming 77.6% are nominal which are made up of both lexical, compound nouns of hybrid nature and noun phrases. This finding, to a large extent, is also comparable to the study conducted by Pintaric (2008) who also explored football terminologies in Croatia and argues after his analysis that nouns are the most dominant grammatical categories in borrowed football vocabularies in Croatia.

Closely related to Dzahene-Quarshie's (2012) study is Medubi (n.d) that explored the semantics of Nigerianism in radio soccer commentary in Nigeria. In the context of the non-native users of English, they mostly go by the word formation processes in creating their own variety of English. That is, they base on elements from first language and subsequently transfer to the second language which according to Medubi (n.d.), are sometimes "laughable if not downright offensive" (Medubi n.d, p.62). As one of the non-native varieties of English, Nigerian English, especially the Nigerian language used in sports, can be argued to be influenced by the local languages and sociological factors in the Nigerian setting. The study reveals that Nigerianism is expressed through communicative processes such as over explication, conversion, ellipsis, elliptical conversion, semantic code-switching analogy, semantic transfer, and acronyms.

As far as over explication, which is considered by Bamiro (1994) as semantic under-differentiation, is concerned, Medubi (n.d) postulates that Nigerian users exaggerate; thus, making a word, though used correctly, to do more than it is intended. Typical examples evident from the text are words like "suspended" and "held up" instead of "stop" as well as words like "dominated", "controlled", "masterminded" in the expression "...KB boys have been caught pants down, dominated, controlled, masterminded" which could have been expressed as "KB boys are in total control of the match"

Focusing on language use in sports discourse from a cross-cultural perspective, Chanh (2011) conducted a linguistic analysis of adjectives and their collocations as modifiers of noun phrases in football commentaries in English and Vietnamese. Specifically, Chanh (2011) examined, categorized

the syntactic and semantic features of the adjectives and pointed out the similarities and differences between English and Vietnamese adjectives and then offer some suggestions for using them. The analysis revealed that the English commentaries are characterized by the predominant use of attributive adjectives as both pre modifiers and post modifiers. A sentence like “Chelsea has maintained its superb start to the season with a 2-0 win over Stoke” is an instance of the use of an attributive adjective, “superb” as a pre-modifier of the noun “start”. On the other hand, some sentences from the data that demonstrate the use of adjectives as post modifiers are listed below:

1. The Turkey international fired an acrobatic effort from outside the box which Schwarzer was equal to and Etherington also tried something spectacular soon after.
2. Carlton Cole, Peter Crouch and Darren Bent are the only forwards available.

From the above examples, it is evident that the adjectives “spectacular” and “available” are some instances of the use of adjectives as post modifiers in the corpus of the English commentaries. In terms of the collocations of adjectival phrases and noun phrases, Chanh (2011) stresses that the English commentaries demonstrated different types of collocations. In some instances, there were the use of Adverb + Adjective + Noun. Those, adverbs of degree often, combine with qualitative adjectives before a noun is introduced. “Luxembourg enjoyed another relatively successful spell in qualification for Euro '96” and “The Magpies released a statement confirming they had written A strongly-worded letter to the FA asking for” are all instances that demonstrate adverb + adjectives + noun collocation. In the first example, the

noun “spell” is preceded by the adverb “relatively” and the adjective “successful” in the noun phrase “relatively successful spell” whilst the noun “letter” in the noun phrase “strongly worded letter” is preceded by the adverb “strongly” and the adjective “worded”. In some cases too, the collocations of adjectives and noun phrases were captured in the form of adjectives and nouns (adjectives + nouns) as illustrated in the sentences below:

1. A move featuring the skilled touches of Tomas Rosicky and Andrei Arshavin.
2. Including a superbly-taken penalty in the League Cup final triumph over Chelsea.
3. It was an extremely challenging match to handle, but it would have been so for any referee.

That is, the above examples indicate instances where collocation comes in the form of adjectives and nouns. It is evident from the examples as posited by Chanh (2011). Sometimes, the adjectives in the English commentaries appeared in the form of compound adjectives, as demonstrated in example two (superbly- taken); present participles adjectives (challenging match) as in example three; and past participle adjectives (skilled touches) as in example one.

As far as the Vietnamese corpus is concerned, Chanh (2011) posits that where the collocation of noun and adjectives come with the adverbs, the adverbs often precede the adjectives whilst in some cases the adverbs come after the adjectives. Chanh (2011) further argues that most adjectives in the Vietnamese corpus function as pre-modification of nouns. As far as the similarities in terms of the use of adjectives in the two languages are

concerned, Chanh (2011) confirms that there are some adjectives in both languages which can function as pre-modifiers and post-modifiers of nouns. Secondly, in both languages, there are adverbs of degree which combine with adjectives as well as measure adjectives always functioning as post modifiers.

Roohani and Esmaeili (2010) also conducted a contrastive analysis of sports headlines in two English newspapers. The study compared the headlines in two daily news papers, “The Times” (a non-Iranian English newspaper which is published outside Iran) and “Tehran Times” (an Iranian English newspaper published in Iran). By using the theory of Contrastive Rhetoric which is considered by Connor (1996) as capable of addressing the ways various text types or genres may differ across cultures and languages. The analyses of syntactic and lexical features revealed that sports headlines of both newspapers are similar in using types of verbs (dynamic and stative), headlines type (verbal and nominal), voice (passive and active), tense (simple, past, present, progressive, and future) and functional sentence types (statements, questions and command). Roohani and Esmaeili (2010) also found that there is a significant difference in their quantitative use of headline types and the use of the modifications, nouns (proper, common and acronym) and exclamation of headlines.

Munday (2004) also used the systematic framework of appraisal or evaluation to analyze the reports from the 2002 world football cup which appeared in two newspapers from different socio-cultural settings – “The Guardian” in the United Kingdom and “El Pais” in Spanish. Munday (2004) found some similarities in the frequent use of appreciation. However, the two newspapers depicted subtle forms of evaluation such as attitudinally marked



verbs in English, Metaphors and argumentative suffixes in the Spanish context. Most interestingly, the analysis also revealed that “El Pais”, make predominant use of intertextual evaluation that leads the present onto a presumed shared knowledge based on past football experience and a shared ethical perspective of what football should actually be. That is, reports from “El Pais” frequently use metaphors and argumentative suffixes (cabezazo, alaejadizima etc.) whilst the English reports, rely to a very large extent on what Ghaddessey (1998) termed as attitudinal marked verbs (stride & power).

As far as gendered language in sports discourse is concerned, Kuo (2003) investigated gender differences in the use of personal pronouns in televised sports in Taiwan. She found that regardless of their speaker role, male sports reporters use the second person singular pronoun “ni” much more frequently than their female counterparts. The study also revealed a significant difference in the distribution of pragmatic functions of “ni” between men’s and women’s reporting. Whilst male sports reporters use “ni” in more varied ways (to refer to the TV audience, a specific athlete or team, an indefinite or non-specific athlete, or to include this pronoun in direct speech to dramatize their reporting), female reporters use this pronoun predominately to refer to a non-specific athlete. In other words, male sports reporters tend to employ impersonal “ni” and dramatic “ni” to signal their strong self-involvement, their interpersonal involvement with the athlete and the TV audience, and their involvement with the reported sports event. Finally, male sports reporters’ frequently use of the second-person pronoun “ni” in the data also mark their informal and conversational speech style.

Again, Helbert and Latimer (1994) also explored gendered language used by sports commentators in televised tennis competition. They examined whether women athletes' abilities and achievements are really minimized or trivialised as compared to their male counterparts in the 1992 tennis competition between Martina Navartilova (a female athlete) and Jimmy Cannors (a male athlete). By making use of content analysis to analyse comments made by three main commentators of the above mentioned game, it was realised that the female athlete, Martina Navartilova, was extremely marginalised through the commentators' discourse. This was mainly deduced from naming practices and some linguistics choices used to describe the two athletes involved. Martina Navartilova was frequently addressed as "lady" and "girl" but the number of occasion she was referred to as "a girl" was more frequent than when she was referred to as "lady". However, her male counterpart was referred to as "gentleman" and most frequently as "guy" but was never referred to as "a boy". Helbert and Latimer (1994) emphasizes that the predominant reference to the female athlete as a "girl" depicts the vulnerability and weakness of the female counterpart and as such creates a mental picture of not being on the same strength with her male counterpart to compete. Phrases like "punish the ball", "play smart" and "pounce on the ball" in the description of the male athletes depict the act of power and control while the female athlete being described with phrases like "hesitant", "lucky, at the point of desperation", and "lost her confidence" are all instances that show weakness on the side of the female athlete.

Concentrating on the rhetorical structure of sports news, mention can be made of, Ying (2011) who conducted a comparative genre analysis on

newspaper sports news on “China Daily” and “The Guardian”. Twenty pieces of sports news about the same ten football matches of 2010 South Africa World Cup were selected from “China Daily” and “The Guardian” as the corpus of the study. Ying (2011) further did a move analysis on the newspaper hard sports news of both “China Daily” and “The Guardian” with the intention of accounting for the similarities and differences of moves and their occurrence as present in the data sets. By using the genre-based approach in the analysis of the data set, Ying (2011) argues that four moves (Move 1: “Presenting the case”, Move 2: “Arguing the match”, Move 3: “Explicating the match” and Move 4: “Sensationalizing the reader”) were present in the hard sports news of “China Daily”, while only two moves (Move 1: “Presenting the match” and Move 2: “Arguing the match”) were identified in “The Guardian”. The comparative analysis indicates that “China Daily” and “The Guardian” share two common moves: Move 1 and Move 2. However, Move 2 of “The Guardian” is the combination of Moves 2 and 3 of “China Daily”. Move 4 of “China Daily”, which cannot be found in “The Guardian”, is the biggest differences between these two newspapers.

Hester (2005) did a rhetorical analysis of presidential sports encomia – White House ceremonies in which the U.S. President honours an individual or team that has most recently won a championship – and the symbolic power of sports in the articulation of civil religion in the United States. By doing a rhetorical analysis of twenty randomly selected episodes of sports encomia given at the White House, Hester (2005) confirms that sports encomia given by U.S. Presidents are remarkably parallel in both the content and form. Thus, the presidential sports encomia follow a common trajectory: an opening

welcoming of athletes and attending dignitaries, a recitation of a particular achievements of the champions with few individuals singled out for their contributions and concluding remarks explaining the significance of the honouree's accomplishments as they relate to the larger issues facing the nation. Hester (2005) further confirms that other than merely a commemoration of athletic achievements and political opportunism where presidents bolster their own image and tout policies of their administration, sports encomia gives U.S. presidents the platform to cite the efforts of the heroes as exemplary characteristics of national identity.

Alimsewen (forthcoming) also investigated the rhetorical structure and lexico-grammatical resources of one of the most currently predominant online sports discourse – football match preview. The study employed four match previews taken from an online sports website and applied the Swalesian framework of move analysis. The match preview was found to employ six moves in the realisation of its communicative purpose: introducing the fixture (move 1), team line up (move 2), team formation (move 3), assessing squad strength (move 4), discussing the contest (move 5) and naming preview (move 6). Alimsewen (forthcoming) further argues that the online match preview is characterised by compound and complex sentences.

The literature reviewed so far confirms that sports discourse in the media has gained a lot of scholarly attention both within and outside Africa. It has been explored from different thematic, theoretical, and different genres of sports discourse. The review of related literature, as far as this study is concerned, shows that within the last two decades, sports discourse has been explored from six main thematic perspectives – metaphor in sports discourse,

language of sports discourse, language of sports discourse from a cross cultural perspective, gendered language in sports discourse, rhetorical analysis of sports discourse and multi-tasked purpose of sports discourse.

As far as the theoretical lens in the empirical studies explored so far is concerned, it can be deduced from the literature reviewed that theoretical frameworks like cognitive metaphor (Chipanga, 2004 & Bergh, 2011), discourse analysis (Georglou, 2009 & Kuo, 2003), critical discourse analysis (Buyukkantarcioglu, 1999) inter-textual analysis (Waliaula, 2012), linguistic analysis (Dzahene-Quarshie, 2012; Medubi, n.d, & Chanh, 2011), Content analysis (Helbert & Latimer, 1994), Appraisal theory (Munday, 2004), genre analysis (Ying, 2011; Alimsewen (forthcoming) and rhetoric (Roohani & Esmaeili, 2010; Hester, 2005) have been used in the exploration of sports discourse. Out of these theoretical frameworks, the literature reviewed confirms that linguistic analysis (occurring three times), as far as this study is concerned, has predominantly been used in analyzing sports discourse followed by genre theory, discourse analysis, cognitive theory of metaphor and rhetoric which all have a frequency of two. Other theoretical perspectives include appraisal theory, content analysis, inter-textual analysis, critical discourse analysis and rhetoric.

From the picture given so far with respect to the empirical studies of sports discourse reviewed in this study, it can be confirmed that the genre based approach in text analysis has been under utilized with respect to analyzing sports related discourse, specifically, sports news presentation. That is, despite the potential that the genre theory has in helping people appreciate sports news presentation programme, the literature revealed that scholars have

not paid much attention in using the genre-based approach in analyzing sports news presentation programme. This confirms the argument in the literature that the use of the genre-based approach in the analysis of news in the media, specifically sports discourse, is very limited and as such backs the assertion made by Ying (2011) that most of the previous studies on sport news were conducted from the stylistic perspective, while few of them were taken under the genre theory which has been repeatedly proved as an effective tool in discourse analysis. Again, the literature reviewed, within the context of this study, indicates that within the last two decades scholars have explored sports discourse from five main sub-genres; sports commentaries, newspaper sports news, sports review, sports encomia and televised sports—with sports commentaries occurring as the most predominantly explored sports genre. However, I did not come across any study that had explored sports news presentation programme as a genre. It is the quest to fill this gap that this study is undertaken to analyze the schematic structure of sports news presentation programmes in Ghana.

### **Summary of Chapter**

This chapter sought to provide a framework within which this current study is situated. In order to achieve this aim, the theoretical framework was discussed while attention was also paid to some concepts that underpin this study. Again, the section accounted for empirical studies that have been conducted within the field. These studies reviewed were organized thematically to show, first, the lack of studies investigating the rhetorical structure of sports news; second, the underutilization of the genre theory in

analyzing sports news as well as inadequate study on sports news presentation programmes – one sub genre of sports discourse. The lacunae spelt out above are what motivated the current study. The subsequent chapters discuss the methodological processes used in the study, discussion of the data gathered as well as accounting for the summary, conclusions and recommendations of the study.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **Introduction**

The previous chapter dealt with the theoretical framework which served as the analytical lens for this study. It also reviewed related previous studies that have been conducted on sports discourse. The chapter also highlighted the lacuna in line with the under utilization of the genre theory in analyzing sports related discourse especially sports news presentation, thereby foregrounding the need for this current study to be conducted. This present chapter describes the research design of the study, setting, population, sampling procedure, source of data, data collection procedure, and data analysis procedure.

#### **Research Design**

The study employs the qualitative research design mainly because the study is more descriptive although the analysis, on a few occasion, will make use of some statistics in accounting for the keywords and their collocates in the data. From the point of view of Priest (1996), as cited in Gborsong (2001), the qualitative research design refers to any method for doing research that uses general observations, depth and verbal descriptions in place of numerical measure. This assertion is supported by Muijis (2004, p.3) when he posits that



“while the quantitative research is based on numerical data which is analysed statistically, qualitative research uses non numerical data.” Thus, the study employs the qualitative research design which allows an in-depth analysis, description and interpretation of verbal behaviour (Afful & Tekpetey, 2011). Willig (2008) adds that qualitative methods help the researcher to study the variations of complex human behaviour and behaviour changes in context.

The reliance on the qualitative research methods as the main research design for this study is justified by the fact that the focus of this research involves studying and describing situated language use in sports news presentation in Ghana by accounting for the schematic structure and some lexico-grammatical resources that typify the introduction sections of the aforementioned programme.

### **Source of Data and Data Collection Procedure**

To collect the data, I went through two main processes. First, an introductory letter was obtained from the Department of English, University of Cape Coast, and sent to the various heads of the sports sections of the selected television stations for this current research. Secondly, I met the heads of the sports sections of TV3, GTV and Metro TV as well as the Human Resource Divisions to explain the purpose of accessing the data that the researcher required from these stations. After these meetings, I was given the permission to bring CDs for the recordings of sports news presentation programmes in the selected television station. After this, I carefully listened to these recorded versions of sports news presentations and transcribed all the 50 episodes that comprised the data set for this study. The transcripts and the CDs were given

to two other postgraduate students to check for validity and reliability of the transcripts that were given to them. Issues that were raised from these two postgraduate students were crossed checked and corrections were made where necessary. In transcribing the data, I did not consider regular features of spontaneous oral discourse like hesitations, pauses and rephrasing and repetitions. This is because, they did not constitute the focus of the analysis. To a very large extent, the omission of these regular features of oral discourse did not affect the analysis in any way. That is, the study did not need these features before the schematic structure and lexico-grammatical resources of sports news presentation programmes of the selected television stations could be explored. The transcripts were critically analysed by using the semantic functional approach and each move was given a code. Move 1 across the data was coded as “m1”, Move 2 (m2), Move 3 (m3), Move 4 (m4), Move 5 (m5) and Move 6 (m6). The researcher was also allowed to access information about the television stations.

There are two data sources for this current study – sports news programme and interview. In spite of the numerous sports news programmes that are telecast on the selected television stations which serve as the data set for this research, I used the “Sports Highlight Programme” on GTV, “Sports Cafe” on Metro TV and “Sports Station” on TV3. These sports programmes were selected because, they are full programmes that have their content based on only the presentation of sports news which range from athletics, boxing, rugby, basketball, netball, tennis, soccer and other notable sporting events within and outside Ghana.

I also used the unstructured interview in the collection of interview data from the three television stations. Harwood (2008), as cited in Twumasi (2012) the use of the unstructured interview ensures that richer and more substantive data is collected. The unstructured interviews were done in order to elicit additional information that was relevant in the analysis. Questions in the interview ranged from the kind of sports news programmes telecast on these television stations, the years that these sports programmes were introduced as well as enquiring the rationale for telecasting these sports news presentation programmes (“Sports Café” from Metro TV, “Sports Highlight” from GTV and “Sports Station” from TV3) by the three stations. As far as the interview data is concerned, I met the respective heads of sports at the three television stations and through the interview, the needed information that was solicited for was written down and later used in the analysis. In general, through the unstructured interview, probing and prompting were made where clarifications or the need to get some information from the heads of the sports units of the respective television stations were needed.

### **Sampling Technique and Sample Size**

This sub-section seeks to provide an overview of the procedure adopted for the selection of the three television stations that served as the source of data for this study. It also has as its aim to account for the size of data that will be used in the study.

With respect to the selection of the television stations, I made use of the non-probability sampling procedure, specifically the purposive sampling method, for the selection of three television stations for this study. These

television stations are Ghana Television (GTV), TV3 Network Limited (TV3) and Metropolitan Entertainment Television (Metro TV). The selection of these television stations stems from three main reasons: year of establishment, medium of communication with respect to the programmes that serve as the data for this current scholarship as well as the degree of their nationwide coverage. That is, I used three earliest television stations in Ghana as well as television stations that have more than fifty percent nationwide coverage. It was also the aim of this current research to use television stations that use English language as their medium of communication with respect to their sports news presentation programmes. Out of the numerous television stations in Ghana, the National Communication Authority (2011) affirms GTV, Metro TV and TV3 as the television stations that satisfied the three parameters that informed the selection of the target group.

The data set for this study comprised 50 episodes (18 from Metro TV, 16 from TV3 and 16 from GTV) of sports news presentation programmes within 2013 for the analysis. I aimed at using as many data as possible for the analysis but by the time I analysed the 45<sup>th</sup> to the 50<sup>th</sup> data, the point of saturation was reached. That is, at that stage, no new or relevant information was emerging with respect to the data set that was analysed. The reason for the variation in number of data set collected from the three television stations is as a result of the number of data set that each television station was willing to provide. Out of the total 50 data sets that were used for the analysis, Metro TV provided 18, whilst GTV provided 16 out of the 50 data set that was used. Tv3, on the other hand, provided 20 of the data sets but four of the episodes

were not audible for transcription. I limited the scope of the data set to 2013 purposely to ensure recency.

### **Research Setting**

The study is carried out within the Ghanaian broadcasting media, specifically the television stations. The focus of the study is on Ghana Television (GTV), TV3 Network Limited (TV3) and Metropolitan Entertainment Television (Metro TV). These three stations are based in Accra, the capital town of Ghana.

GTV (Ghana Television) is the national public television broadcaster of Ghana, run by the Ghana Broadcasting Corporation. It commenced operations on July 31, 1965 and was originally known as GBC TV. GTV broadcasts mainly local programmes, with over 80% of the schedule consisting of original productions. Although its main production studio is located in Accra, the capital city of Ghana, it has affiliations nationwide and covers 98% of the airwaves in Ghana, making it the most powerful mode of advertisement ([www.gbcghana.com.gh](http://www.gbcghana.com.gh), p.7). It runs interesting programmes for its viewers and this current research will make use of the “sports highlight programme” which is telecast every Monday by one of the veteran sports journalists in Ghana, Kwabena Yeboah. The rationale for selecting the Sports Highlight Programme on this television network stems from the fact that the Sports Highlights Programme is the oldest sports news programme on this television network (Personal communication by the head of sports, GTV on 23<sup>rd</sup> of March, 2013).

TV3 is also a well-known private television station in Ghana and it is situated at Kanda in the Greater Accra region of Ghana. This television station is a private free-to-air television broadcaster. Launched in 1997 by the Thai company BEC-TERO (personal communication by the head of library section at TV3 on the 23<sup>rd</sup> of March, 2014), TV3 Ghana airs and produces a variety of television programmes including acclaimed news bulletins, dramas and successful reality television and entertainment shows. In the year 1999, it was sold to Media Prima, a Malaysian company, and then taken over by a Ghanaian company in 2011([www.tv3network.com/gh](http://www.tv3network.com/gh), p.2). This current research made use of some data set from a sports news programme known as “Sports Station” mainly because of it being one of the most popular sports programme in Ghana as well as being the first sports programme to be telecast on TV3 television network. The programme, “sports station” on TV3 is presented by Elloy Amandey. TV3 Ghana establishes itself as the most watched free-to-air television station in Ghana, having achieved 65% nationwide coverage at the end of 2006. It aims to reach 90% of coverage by the year 2015 ([www.tv3network.com/gh](http://www.tv3network.com/gh)).

Finally, Metro TV is another very popular private television station in the country. It is situated in Laboni in the Greater Accra region of Ghana. Noted for providing interesting and variety of programmes to its viewers, especially in the area of sports, it has been considered as one of the most popular television stations in Ghana. Notable among the sports programmes telecast on Metro TV is “Sports Cafe” and this sports programme was used as part of the data set for this current research. The rationale for the selection of this sports programme at the expense of the other sporting programmes

telecast on this television network is as a result of it being the oldest sports programme on Metro Television as well as its popularity in Ghana. The popularity of this programme is as a result of it being telecast four times a week. The show is presented by Michael Oduro, a sports journalist at Metro TV.

The selected sports programmes from GTV and TV3 are telecast on Mondays while the Metro TV sports programme that was selected is telecast from Monday to Friday. Metro TV and TV3 are private television stations whilst GTV is a public station. However, all the three stations have the general populace as their target audience and as such telecast variety of programmes to suit the interest of the different groups of people in Ghana.

### **The Target Population and Participants**

The target population for this current research was the broadcasting media in Ghana. Thus, this research aimed to use the broadcasting media, specifically the television stations in Ghana, as its target population for the study. In Ghana, access to television and television programmes has increased remarkably in the last decade ([www.ghanaweb.com](http://www.ghanaweb.com), p.4). According to statistics given by the National Communication Authority (NCA) in 2011, a total number of fifty-six television networks are currently present in Ghana. Out of this number, there are twenty-eight (28) authorised TV operators, twenty (20) free on air TV operators, seven (7) pay preview TV operators and one TV purposely meant for research (NCA, 2011). Through these television stations such as TV3, TV Africa, Ghana Television, Metro TV, Adom TV, and Coastal TV, among other recognized television stations in the country,

Ghanaians are offered a variety of programmes on education, entertainment, and sports. This study will use sports news presentation specifically “sports café” (Metro TV), “sports station” (TV3) and “sports highlights” (GTV).

### **Procedure of Analysis**

This section seeks to account for the analytical procedures that were employed in this research. Specifically, it made use of the genre theory (Swales, 1990 & Bhatia, 1993), Huttner’s (2010) model for the identification of the status of moves in a text as well as an aspect of corpus linguistics (Keyword analysis and their collocations). The analysis was also backed by the semantic functional approach in the identification of the moves.

The study used the English for Specific Purposes (ESP) approach to text analysis, specifically the approach of Swales (1990) and Bhatia (1993) to analyze the generic integrity of sports news presentation programmes in the selected television stations. Thus, this current research sought to employ Bhatia’s (1993) move analysis to identify the rhetorical structure and the textual space that typify the introduction sections of sports news presentation programmes on the selected television stations. This was backed by the semantic criteria approach which has been proved to be a useful means of identifying the rhetorical structures of a text.

From the point of view of Swales (1990) and Bhatia (1993), a move can be defined as a rhetorical section of a text that performs a specific communicative function but each move does not only have its own purpose but also contributes to the overall communicative purposes of the genre.



Before the analysis was done, the recordings of sports news presentation programmes taken from the selected television stations were transcribed and coded in line with the various moves that were identified in the data set. These moves identified were then interpreted with respect to core moves, optional moves, obligatory moves and sub-moves. The analysis of the data then progressed from the identification of the moves to account for the textual space that were identified in the data set.

With respect to research question one, the analysis was done from three main perspectives. First, I sought to identify the schematic structure of the data set, second, accounted for the textual space for each move in the data set and finally explored the sequence of moves that typify the introduction sections of the selected television stations.

In the course of the analysis, it was realized that the semantic functional approach is a very useful approach for identifying the moves in a given text. The choice of the semantic functional approach was very effective in determining the boundaries of the moves that were identified in the data set. That is, it was useful in demarcating where one move ends and another begins.

### **Samples of Analyzed Episodes of the Introduction Sections of SNPP**

#### **Excerpt 1**

**Good evening and welcome to the sports station here on TV3 with me Elloy Amendey and the rest of the clue. It our pleasure to have you for company over the next hour and half. We will bring you all the highlights that matters from the world of sports. (MOVE1: OPENING) *Tonight we've got***

*quiet a packed show because we will be taken you to our traditional destination. I am talking about Germany, Spain and England. And we will bring you highlights from the league in those countries but well we've got some interesting stuff to be showing tonight as well with some UBA actions as well as action erm from the world of wrestling so a lot of exciting stuffs to look forward to plus to building up to some local events here. Also tonight we bring you the pictures from the airport here in Accra as the local Black Star arrived from South Africa where they unfortunately were beaten in the final of the CHAN tournament by Libya. We will recap a bit of all of that for you on the show tonight so exciting stuffs all round to look forward to. (MOVE2: OUTLINE OF PRESENTATION).This programme is brought to you by the kind courtesy of cowbell erm there is something for everyone. Also brought to you by Tigo, smile you've got tigo and also brought to you by Omo. For tonight as always, our international highlight will be by courtesy of DSTV our world of champions. (MOVE 3: ADVERTISING) (TV3)*

## **Excerpt 2**

**Hello everyone out there, it is always my great pleasure welcoming you to the show. (MOVE 1: OPENING). This evening, the show is loaded with lots and lots of action. We bring you items on Association football and on hockey. And on**

*tit bits, Bayern Munich's 53 match unbeaten run was ended over the weekend by goal from Moldes who scored for Uzbek who won the match by one goal to nil and in the premiership well it's getting quite interesting my very good friend Felix Abayitey of Graphic Sports very excited indeed King Edward of Hello FM all the Liverpool fans very very excited indeed they're back on top of the premiership and I guess the season is going to be defined on Sunday when they come face-to-face with Manchester City, and Barcelona won their match. All the big teams in the Spanish la Liga won their matches. Real Madrid, Atletico Madrid, the team still topping the league table and are determined to shatter the duopoly of as you're aware Real Madrid and Barcelona in the Spanish la Liga. Very very packed programme indeed. (MOVE 2: OUTLINE OF PRESENTATION). We shall be back with all the details don't go away. (MOVE 5: ASSURANCE). (GTV)*

### **Excerpt 3**

**Hello and welcome to another edition of sports café. I am Michael Kofi Oduro a privilege coming your way with this edition of sports café.**(MOVE 1: OPENING) *This is where all the news making the headlines in the world of sports live; right here on this show, sports café. Today, the spotlight is on the Black stars and us we await coach Kwasi Appiah to name his squad there are some concerns in the black stars team that we*

*all wish coach Kwasi Appiah will address before naming his final 23 man squad ((MOVE 2: OUTLINE OF PRESENTATION) so if you have any concerns that you feel coach Kwesi Appiah must take a critical look at just join the conversation on our social media platforms. On Twitter follow us at Metro sports TV and on facebook;www.facebook.com/metrosportsgh*

**(MOVE 4: INVOLVEMENT OF THE VIEWERS) once again the show is sports cafe powered by Metro sports and Omo. Let's do a quick commercial break (MOVE 3: ADVERTISEMENT) when we come back, we share all the excitement in the world of sports with you stay tuned (MOVE 5: ASSURANCE). (MTV)**

A problematic issue encountered in the identification of the moves was with respect to a move repeating itself. For a move to repeat itself in one episode of the data, it was counted as one. That is, if an introduction begins with Move one (Opening) and then followed by Move 2 (Outline of Presentation and then return to Move 1, it was coded as having two moves.

In deciding the status of each move identified in the introduction sections, the study used Huttner's (2010) guidelines of deciding on the status of individual moves. According to Huttner (2010), a rhetorical unit in a text with 90%- 100% frequency of occurrence is tagged as an obligatory move. This means that that rhetorical unit is regarded as genre exemplar usually considered inappropriate or in some way "flawed" without its presence. He also categorized rhetorical moves with the frequency of occurrence from 50%-

89% as core moves. In this respect too, it is argued by Huttner (2010) that rhetorical moves that are classified as core moves are regarded to be typical of the genre and also considered as part of an appropriate and acceptable genre exemplar. Huttner (2010) further argues that rhetorical moves with the frequency of 30%-49% are considered to be ambiguous and as such their status can only be decided with further expert information. That is, they can either be core or optional moves after further consultation with experts in the field. Rhetorical moves with the frequency of occurrence from 1%-29% are also considered to be optional. This means that they are not considered as typical feature of the genre and as such they can be considered in some situations as an acceptable addition. The rationale for using Huttner's (2010) model of determining the status of moves in a given text is that it provides a scope that makes all moves regardless of their frequency accounted for in a given text. It is able to account for all moves ranging from those with low representation (1%) to those with highest representation (100%).

Again, the data was analyzed to identify lexico-grammatical resources that typify the introduction sections of the sports news presentation programmes on the selected television stations. The analysis of the lexico-grammatical resources involved two level analyses. It followed the traditional approach of accounting for lexico-grammatical resources that was found in each move identified. It further applied the corpus-based approach in text analysis to do a keyword analysis of the introduction sections of the SNPP. This was done by the use of the AntConc software to account for keywords and their collocates as evident in the data set. The AntConc software was developed by Lawrence Anthony. From the point of view of Anthony( 2012),

the AntConc software started as a relatively simple concordance programme that has slowly progressed to become a rather useful text analysis tool. It contains eight main tools which include concordance, concordance plot, file view, clusters, N-Grams, collocates, word list and keyword list. The AntConc software is downloaded as a single .exe file which can be run simply by double-clicking the file from wherever the user chooses to store it on the computer. Anthony (2012) further posits that before the corpus under study could be loaded onto the software, the corpus must first be transformed into a plain text. A reference corpus must also be loaded onto the AntConc software before the analysis could be done.

In using the AntConc software to generate the keywords and their collocates, first the data for the study was transformed into a plain text and was loaded on the AntConc software. This was followed by the loading of a reference corpus (Brown/LOB corpus) on the AntConc software before the keywords and their collocates in the data set were generated. All functional words that were selected as being key in the data were neglected from the analysis. The rationale for neglecting these functional words stems from the fact that the study had as its aim to focus on meaningful collocates but not on collocates that formed grammatical frames. The AntConc software was first used to generate the keywords that typify the introduction sections of the SNPP. After this, the software was also used to explore meaningful collocates of the keywords in the introduction sections. The frequencies with which these meaningful collocates co-occur with their respective nodes were then accounted for.

Martynska (2004) indicated that the term “collocation” was first used by Firth in 1957 to define a combination of words associated with each other. Thus, the term “collocate” has its origin in the Latin verb “collocure” which means to set in order or arrange. Skorupka (1967) also sees collocation as a highly cohesive combination of words which are not lexicalised. This means that the meaning of the whole combination is a sum of the meanings of its individual elements. Sinclair (1991), calls an item whose collocations are studied the “node”, the number of relevant lexical items on each side of a node is defined as a “span” and those items which are found within the span are called “collocates”. Sinclair (1991) divided collocation into two categories which include the “upword” and “downword” collocations. The first group (upword collocation) consists mainly of words which habitually collocate with the words more frequently used in English than they are themselves. The downword collocations on the other hand are words which habitually collocate with words that are less frequently used in English than they are. Sinclair (1991) further identifies a distinction between those two categories. He claims that the elements of the upward collocation (which are mostly prepositions, adverbs, conjunctions and pronouns) tend to form grammatical frames while the elements of the downward collocation (mostly nouns and verbs) by contrast give a semantic analysis of a word.

The interview data provided information on the name of the presenters who host the programmes, as well as the reasons for telecasting those sports programmes.

### **Validity and Reliability**

To ensure objectivity in the analysis of the data especially with the identification of the schematic structure of the introduction sections of the SNPP, I asked four post graduate students to assist in the identification of the introduction sections of the SNPP and also help in the coding of the various rhetorical units of the introduction sections of the SNPP. The choice of post graduate students from the Department of English took into account their interest and availability. First they were oriented on the background of the research in order to ensure that they understood the rationale and motivation for the study. I also made known to them the main task for the research and finally trained them in identifying the introduction sections as well as coding the transcribed version of the SNPP introduction sections.

In general, the quest to settle and correct the differences in terms of the identification of the moves as well as the identification of the introduction sections of the SNPP made the research team achieve high sense of inter-rater reliability. Inter-rater reliability rate was noted to be 92% for the identification of the introduction sections of the presentation; and for the identification of moves in the introduction section, it was 88%. Inter-rater reliability percentage for the identification of the introduction sections of the selected SNPP was high because the introduction sections of the SNPP come first of the programme. They involve all the proceedings that initiate the programme until the programme breaks for commercials. This as such, makes the introduction section very easy to be identified.



### **Difficulties**

This section of the study accounts for some difficulties that I encountered while collecting the data from the three television stations.

I initially found it very difficult to meet the heads of sports as well as the Human Relations Officer at the selected television stations whom I wanted to brief them on why I needed the recorded version of sports news presentation programmes from the respective television stations. I was told by the workers at the Recording Unit that for ethical and legal reasons, it was through these meetings with the Heads of sports and the Human Relation Officers of these station that I would be given access to the data but it took me about two months before I was able to finally meet all these people from the selected stations.

I also faced challenges with the technical section of the selected television stations. This is because, it took about two months before the staff tasked to give me access to the data made it available to me. In some cases, the CDs of the recordings of the sports news presentation programmes, particularly from GTV, did not have the required number of episodes needed for the work and I had to go back for rectification. Also, some of the workers at the recording room of GTV did not see the need to give me twenty episodes of sports news presentation programmes. This was because they thought since the programme was repeatedly presented by one person, it will be appropriate if I had only three of the recordings instead of the twenty I requested for.

### **Summary of Chapter**

In this chapter, the research methodology was presented. Specifically, it paid attention to the research design, the setting, and population that were involved in the study. Again, the procedures that were used in collecting the data have also been catered for. In addition to these, the researcher accounted for the approaches that were employed in the analysis of the data. The next chapter will present the analysis and discussion of the data.

## CHAPTER FOUR

### DATA ANALYSIS AND DISCUSSION

#### Introduction

The previous chapter accounted for how the data was collected and the procedure used in the analysis of the data. However, this chapter will pay attention to the analysis and discussion of the data. The presentation and discussion of the data answer the two research questions that guide this current study –to do a move analysis of sports news presentation programmes (SNPP) on the selected television stations, as well as explore the lexico-grammatical resources that typify the data set.

#### **Schematic Structure and Lexico-Grammatical Resources in the Introduction Section of SNPP**

The first section of the discussion of the data set sheds light on the schematic structure of the introduction sections of SNPP on the selected television stations. It also accounts for the lexico-grammatical resources within the moves identified. That is, the study aims to account for the moves that typify the introduction section of sports news presentations by using Bhatia's (1993) move analysis which makes it possible to do an analysis of various types of discourses within and beyond the academic setting. The analysis was also backed by the semantic functional perspective which

considers a move as “a functional semantic unit whose length depends on the writer’s purpose” (Dubois, 1997, p. 25). The analysis of the data confirmed a six move structure. Table 1 presents a general picture of the various moves and their sub-moves identified in the data set.

**Table 1: Move Structure of the Introduction Sections of SNPP**

Moves	Rhetorical Names
MOVE 1	OPENING
Step 1	Greeting
Step 2	Welcoming
Step 3	Announcing the identity of the presenter
Step 4	Indicating purpose of presentation
Step 5	Acknowledging Viewers
MOVE 2	OUTLINE OF PRESENTATION
MOVE 3	ADVERTISING
Step 1	Advertising the sponsors of the programme
Step 2	Announcing the programme
MOVE 4	INVITATION TO VIEWERS TO JOIN THE PROGRAMME
MOVE 5	ASSURANCE
MOVE 6	QUOTE OF THE DAY

The following moves, *Opening* and *Outline of Presentation*, can be tagged as obligatory moves because they occurred in all the data set from all the three television stations. *Advertising* and *Assurance* were noted to be core moves whilst moves 4 (Invitation to viewers to join the programme) and 5 (Quote of the day) served as the optional moves, given their less frequent

occurrence in the data set as well as their presence in only the sports presentations of TV3 and Metro TV.

### **MOVE 1: (Opening)**

The opening move is the starting point of the sports news presentation. This move runs through the entire data set; therefore, can be tagged as an obligatory move. Out of the fifty data sets used for the analysis, Move 1 (Opening) had 100% occurrence. As one of the obligatory moves, Move 1 (Opening) is characterised by five sub-rhetorical units known as steps, in the form of *Greetings, Welcoming, Announcing the identity of the presenter, Indicating Purpose of presentation and Acknowledging Viewers.*

#### **Step1: Greeting**

The programme opens with the host greeting his viewers to introduce them to the programme. Greetings show respect to the viewers and establish intimacy between the hosts and viewers before the programme proceeds. Through greetings, the interaction between the hosts and the viewers is initiated. As a sub-move of Move 1, greetings frequently occurred in the data set since it is widely acknowledged that greetings serve as an important strategy for the negotiation and control of social identity and social relationships between participants in a conversation (Akindele, 1997). That is, greetings are important part of the communicative competence necessary for being a member of a speech community (Duranti, 1997). Duranti (1997) argues that despite the numerous works on greetings, there is surprisingly no generalizable definition of greetings in the context of any speech community.

This might be based on the fact that greetings are considered as verbal formulas with virtually no propositional content (Searle, 1969) or Zero referential value (Youssouf et al. 1976).

Searle (1969, p.16) conceptualises greetings as a “courteous indication of recognition” which are routinely expected to occur at the beginning of a social encounter although they may not always be the very first words that are exchanged between parties. Given the role of greetings in numerous cultures, particularly in the Ghanaian cultural context, it is not surprising that step1 (greetings) occurred 46 (84%) times out of 50 throughout the data set. Some of the grammatical constructions through which this sub-rhetorical move was realised are highlighted in the excerpt below:

**Excerpt 4:**

1. **Hello**, everyone out there... (GTV)
2. **Hello** everyone... (GTV)
3. **Hello** viewers out there... (MTV)
4. **Hello** good evening... (MTV)
5. **Good evening**... (TV3)
6. **A warm good evening**... (TV3)

The host uses the linguistic structure, *Hello*, as a form of greeting to the viewers in order to set a friendly tone and mood for the commencement of the programme. This function of greetings confirms Leech’s (1983) assertion that greetings have a social goal. Although the initial word *Hello* does not have any specific meaning, it is mostly used as a form of greeting and linguistic strategy to set the tone and initiate the platform for an interaction between people.

The semantic emptiness of most linguistic units used as a form of greeting is confirmed by scholars like Searle (1969), Kasper (1989), Bowen, Madson and Hilfenty (1985) who see greetings as a semantically empty and frozen formulaic routine items. Hosts predominantly use general greetings to mark the three main demarcations of the day referred to by Dzameshie (2002) as “time-of-day greetings”. Some instances of “time-of-day” greetings as evident in the data set can be deduced from Excerpt 4, Examples 4, 5 and 6. In all these instances, the host greets the viewers by indicating the time of the day. Since the programme takes place in the evening, the grammatical construction, *good evening...*, dominates the entire data set. However, there were a few cases where the presenters used formulaic expressions that were similar to the findings of (Hang, n.d.) who explored the type of greetings used in the English context. Hang (n.d.) stressed that within the English setting, especially in informal context, speakers mostly use expressions such as Hi+ (the first name of the addressee) and Hello + (the first name of the addressee). With respect to the current study, presenters sometimes used the expression Hi+ (the personal pronoun, “everyone”) or the noun “viewers” as in *Hello everyone* and *Hello viewers*. The use of the indefinite pronoun “everyone” makes the greetings not limited to any specific individual but rather all viewers that the presenter believes would be watching the programme.

## **Step 2: Welcoming**

This second step of the opening move takes the form of a welcome, where the hosts welcome their viewers to be part of the programme. This sub-rhetorical unit has a main communicative purpose of preparing the minds of

the audience for the impending sports news presentation programme for the hour. This sub-move (step 2) was realized in thirty-seven (37) instances out of the total 50 data set that was analysed. This represents 74% of occurrence out of the entire data set. Linguistic structures as indicated in Excerpt 2 give instances of the realisation of the sub-rhetorical unit, “welcoming”.

#### **Excerpt 5**

*1... have a pleasant **welcome to the show**, (GTV)*

*2...you are **welcome to the show**, (GTV)*

*3... **welcome to the sports station here**, (TV3)*

*4...**welcome to the sports station on TV3** (TV3)*

The above examples cited from the data depict some instances where the sub-rhetorical unit (welcoming) was realised in the data analysed. A study of the opening sections of the sports news presentation in the three television stations shows that the programme is packaged as a form of interaction between the viewers and the presenters. The speech act of welcoming has the main communicative purpose of accepting and settling the viewers for the commencement of the programme. “Welcoming” can be considered under the category of a directive (Austin, 1962) where the presenters demonstrate themselves as sincere performers of the act of welcoming. Thus, the presenters are genuinely delighted to have the hearer in their company. In other words, the speaker indicates the present situation (during the sports news presentation) as a situation where the act of welcoming is sincere and substantial (Olishi, 2006). Instances from Excerpt 5 show that the speech act of welcoming is expressed in the performative verb, “welcoming” which is



mostly followed by a prepositional phrase, as in “to the show” and “to the sports station”.

### **Step 3: Announcing the identity of the presenter**

In addition to the sub-rhetorical units *greeting* (step1) and *welcoming* (step 2), another step that was realised in the Opening move of SNPP on the selected television stations was *Announcing the identity of the presenter*. This sub-rhetorical unit was present in the data gathered from the two private television stations, TV3 and Metro. In this sub-rhetorical unit, the presenters emphasized their identities to the viewers by mentioning their (presenters) names. This sub-move has the main communicative purpose of making the interaction between the viewers and the presenters natural and friendly. Through that sub-move, viewers can even forget about the fact that they are interacting with the presenters through a media network and they can probably regard the conversation as face-to-face interaction. *Announcing the identity of the Presenter* occurred 21(42%) occasions.

Excerpt 6 gives some of the instances that affirm the presence of this sub-rhetorical unit in the data set. It also serves as a means through which the presenters project their identities.

#### **Excerpt 6**

1. I am **Michael Kofi Oduro** (MTV)
2. The name is **Michael Kofi Oduro** (MTV)
3. This is a mid week edition of the sports show **with me Elloy Amandey** (TV3)

4. Welcome to the sports station here **with me Elloy Amandey (TV3)**

As indicated above, presenters emphasize their identities by continuously mentioning their (host) names. The presenters, by mentioning their names, create identities for themselves which differentiate them from other sports news presenters within and outside their respective television stations. Instances from the data denote that each of the presenters has a unique style of the realisation of this sub-move (Announcing the identity of the presenter). That is, the presenter from Metro TV announces his name immediately after the main verb in the sentence is introduced. This occurred on 41 instances in the data set. On the other hand, the name of the presenter from TV3 is introduced after the name of the programme has been announced. This was realised on 37 instances in the data set. That is, announcing the name of the presenter is preceded by the prepositional phrase “with me” as in “welcome to the sports station **with me Elloy Amandey**.”

**Step 4: Purpose of Presentation**

The fourth sub-move that is embedded within move 1 (Opening) was realised as *Purpose of presentation*. The three television stations shared some similarities with respect to the occurrence of this sub-move. The main communicative purpose of this sub-rhetorical unit is to stress the focus or aim of the entire presentation. Step 4 (Purpose of Presentation) occurred thirty-four (68%) times. Excerpt 7 gives instances of the realisation of the communicative purpose of step 4.

### Excerpt 7

1. This evening, we will be bringing you all the best from the sporting fraternity (GTV)
2. It is our sports hour of the day. We will bring the best from the sporting world (GTV)
3. As always, we are taking you around the world of sports (TV3)
4. We take you around the world of sports and bring you all the highlights that matter (TV3 )
5. ... but right about time to bring you the latest and finest in the world of sports (MTV)
6. We bring you the latest and finest in the world of sports (MTV)

The expressions in excerpt 7, example 1, in the form of “*This evening, we will be bringing you all the best from the sporting fraternity*”(GTV), the presenter tries to create awareness of the focus of the entire presentation. He makes it clear to the viewers that the main objective of the programme is to provide information on sports news to viewers and even with the numerous sports news that are making headlines, it is only the best ones that will be delivered. In the realisation of Move 4, sports presenters from the three television stations predominantly used two personal indexicals in the form of “we” and “you”.

From the context in which these two personal indexicals are used, it can be inferred that the inclusive “we” makes reference to the sports presenters as well as their supporting staff who help in making the live telecast of the

programme possible. On the other hand, the personal indexical “you” in the data set refers to the viewers who have made it a point to watch the sports news programme. In making the purpose of the presentation clear to the viewers, the sports presenters typically use some specialised vocabulary—phrases like “sporting fraternity”, “world of sports”, and “sporting world” to indicate that the programme focuses on news related to sports. In order to whet the appetite of viewers and get them stay tuned to their television sets, presenters present the aim of the programme in a more interesting and attractive manner by the use of expressions such as “highlights *that matter*” and “highlights that are making headlines”. They also use adjectives such as “finest”, “the best” and “latest” All these show that despite the numerous sports news, only the best and interesting ones will be delivered to the viewers.

### **Step 5: Acknowledging Viewers**

The fifth and last sub-rhetorical unit that was realised within the first move (Opening) was *Acknowledging Viewers*. Using this rhetorical sub-unit, the hosts try to acknowledge the effort of their viewers for choosing to listen to them (hosts) instead of other hosts on different television networks. As the competitive ethos of television stations is increasing (Erich, 2005), it is only proper they do that. Expressing gratitude is considered as very important in most cultures. Eisenstein and Bodman (1986) stress that expressing gratitude has important social values. A mark of its importance is evident in the amount of time and effort invested by adults in teaching small children how and when

to say “thank you” (Eisenntein & Bodman, 1986). In terms of the frequency of occurrence, sub-move five occurred twenty-three times (46%).

This sub-move, which is only present in transcripts received from GTV and TV3, is realized linguistically in the Excerpt given below:

**Excerpt 8**

1. Thanks for tuning in ... (GTV)
2. We acknowledge you for being part of the show (GTV)
3. It is our pleasure for you being part of the show (GTV)
4. It is our pleasure to have you for company over the next  
hour and half (TV3)
5. It is our pleasure here on the sports station to welcome you  
to our programme (TV3)

The Excerpt above indicates how the communicative purpose of sub-move 5 was realised. In extract 8, example 1, the host shows appreciation to his viewers for making the right choice of staying tuned to GTV, and not any other station at that moment. Sub-move 5 (Acknowledging Viewers) was present in only GTV and TV3 Network Ltd, but not Metro TV. The reason for this phenomenon might probably be related to the severe competition that always exists between GTV and TV3 Network Ltd for viewership of their sports news presentation programmes. This is mainly because the sports news presentation programme of these two stations is run the same day and at the same time (every Monday at 8:00pm). This is unlike Metro TV that runs their sports news presentation programme (Sports Cafe) on different days (from Tuesday to Friday). As a result of the keen competition between both Ghana Television and TV3 Network Ltd, the sports presenters may see it as very

appropriate to thank and acknowledge the viewers for choosing to watch their (presenters) sports programme instead of other stations.

The Excerpt above shows that expressing acknowledgement was done by using varying linguistic strategies. In some instances, expressing acknowledgement was done by using of the performative verb “acknowledge”, as in example 2 of Excerpt 8. At sometimes, it was expressed by the use of the word “thanks”, in Example 1 of Excerpt 8. Another strategy employed by the presenters to express gratitude was the use of the simple sentence, “it is our pleasure”.

### **Move 2: Outline of Presentation**

In this move, the hosts talk about what the entire presentation is going to deal with. It prompts viewers about what they should expect in the actual presentation. It is an obligatory move as it occurred in all the data, recording a frequency of 100%. The Excerpt below indicates some instances in which this rhetorical unit was realised from the data analysed.

#### **Excerpt 9**

1. ... today the focus of the show is on the Black stars and as we await Kwesi Appiah to name his final 30 man squad, we take a look at some concerns that must be addressed by the Black Stars head coach before he names his squad and remember that there are a lot of issues that have been raised about our right and left full back positions. The sort of confidence in the central defense, I'm sure is on the low so we will take a look at the Black Stars team and find out what concerns must be

addressed by coach Kwesi Appiah as he prepares to name his final squad. We would also be bringing you a comprehensive report on the Ghana Premier league where Asante Kotoko stands as favourites to win the Ghana Premier league and also the battle to survive relegation is on. We take a look at the teams and their chances of avoiding relegation. (MTV)

2. Well, this evening, we will bring you items on association football, on boxing and on tit bits. Tottenham's run of form in the English premiership came to a surprising halt over the weekend when they lost zero-one to Wigan. We will bring you all the highlights on the premiership, the Italian Serial A and the Spanish La Liga where Michael Essien scored his first goal for Real Madrid in their four nil demolishing of Vigo over the weekend. (GTV)
3. ...those communities around the country watch out for the Tigo community championship. It's back. Tonight, we will be talking about it. But we will be talking professional football around the world. We will take you to Spain where last night was a seven goals encounter between Real Madrid at home to Barcelona. We will give you the highlight of this game. We also take you to England where we will bring you highlights from the English premier league and what a weekend it was, especially Saturday kick lunch time off game where Arsenal played err against Chelsea at Stanford Bridge. And well, Chelsea gave Arsenal all sorts of problem. Tonight, we relive those moments which seems good for Chelsea fans but if you are an Arsenal fan probably when we bring you the highlight time for you, you can

choose to close your eyes and look away from the screen but we begin the show as always with the Uefa Champions league and what a week it was for big teams around Europe getting results that meant that they were going to make it through to the next stage. (TV3)

Excerpt 9 indicates instances where the second move (Outline of Presentation) was realised. For example, in Excerpt 9, Example 1, the host makes viewers aware of the content meant to be delivered in the main presentation of the programme. He makes viewers aware that the presentation focuses on issues relating to the naming of the thirty-man squad of the Black Stars by the head coach, Akwasi Appiah. He also mentions his intention to address some of the problems associated with the Black Stars team in general and in collaboration with the viewers, look for remedies that can be used to curb this problem. The host again announces to the viewers to expect some up to date information on the Ghana Premier League so that viewers will be aware of the teams that are making the effort to win the league and those struggling to avoid relegation. That is, in this rhetorical unit (Outline of Presentation), the host makes known to the viewers about the scope of the main body of the sports news presentation. In example 2 of Excerpt 9, viewers are made to know the particular sports related news that is going to be delivered in the actual presentation of the programme.

In outlining the presentation, the presenters typically use the modal auxiliary verb “will” plus the verb “be” and the progressive aspect of the main verb as in **will + be + progressive aspect**. Expressions like “we will be talking about it” and “We will be talking professional football” are some of the instances that are available in the text. The use of the modal verb “will” marks



futurity and with its attachment to the progressive form of the verb to serve as the main verb phrase in the sentence indicates that the outlined sports related news is yet to be presented. There were some cases too where the presenters used the modal verb “will” plus the bare form of the main verb (**will + bare form of the verb**). Examples from the text include; “we will give you the highlights of these games” and “we will take you to Spain”. All these expressions mark futurity and serve as an indicator that the details of the sports news presenting are yet to be given.

In the realisation of this move, the host crates suspense in the form of surprises in order to make the presentation interesting. Suspense is created when presenters make known to the viewers about providing highlights of surprising scenes within the world of sports in the main presentation. It is also done strategically to make viewers stay glued to the respective television stations of the hosts without changing their channel as the programme breaks for commercials. As viewers stick to the respective stations of the hosts without changing their channel, the stations indirectly do effective marketing.

In the expression, “We will take you to Spain *where last night was a seven goals encounter between Real Madrid at home to Barcelona*”, the host gives a surprising news in the sporting world. He then seeks to account for the highlights of the match that took place between Real Madrid and Barcelona where seven goals were scored in that encounter. This news is very surprising because as two main great and formidable teams in Spain, it is very difficult for many goals to be scored when the two teams meet. Therefore, for seven goals to be scored within an encounter between the teams makes it very surprising in the sporting fraternity. This move therefore raises the zeal of

viewers to have a view of the match proceedings yet to be telecast on the programme as mentioned by the presenter. To a very large extent, suspense is created when the viewers develop the zeal to get a view of how the match unfolded as well as how the match ended.

### **Move 3: Advertising**

One major rhetorical unit that the presenters used in their sports news presentation programmes is tagged as *Advertising*. According to Dunn (1985), advertisement refers to all the activities that are undertaken to increase sales or enhance and promote the image of a product or business. Dunn (1985) stresses that the primary focus of advertising is to inform the potential customer of the availability of products or services, where to get access to the products and everything special about the products.

As an effective medium for information dissemination, the media has received much attention as far as advertisement of products and services is concerned. Most programmes that are given space in the various media are mostly sponsored by companies and institutions. The products of those companies are advertised in the course of the radio and television programmes including sports news presentations. This rhetorical move has the communicative purpose of creating awareness of the products and services of companies that serve as sponsors to these sports news presentation programmes.

The rhetorical unit, *Advertising*, is characterised by two main sub-rhetorical units which can be identified in the data set as *Advertising the Sponsors of the Programme* and *Announcing the Programme*. Advertisement,

as it manifests in the data set, can be tagged as a core move. Out of the fifty data set, advertisement occurred in 35 (70%) instances of the entire data set.

### **Step 1: Advertising the Sponsors of the Programme**

The sub-rhetorical unit, *Advertising the sponsors of the programme*, creates awareness of the products and services of the companies and institutions that serve as the sponsors of the programme. Advertising the products and services of companies who sponsor the programme is done by the presenters to gain more market for these companies. The two private television stations TV3 and Metro TV create more space for the advertisement of the products of their sponsors than GTV does. GTV only advertises the product of their sponsors after the introduction section of their sports news programme ends. Excerpt 10, as indicated below, gives instances at which this sub-rhetorical unit manifests in the data set.

#### **Excerpt 10**

1. We will go for a commercial break... (GTV)
2. We will take a very short break after the commercials (GTV)
3. We will take a commercial break (GTV)
4. Now the sports station as always is brought to you by Cowbell.  
(TV3)
5. Remember that the programme is brought to you by Cowbell, get something for yourself. It is also brought to you by Tigo, “smile because you’ve got Tigo” and also tonight, we welcome L79 tomato Paste. Well, they say that they are everywhere and

they have something for everyone and also by Tigo, “smile because you’ve got Tigo”. (TV3)

6. ...and also, our international highlights will be brought to you by kind courtesy of DSTV, your world of champions(TV3)
7. ... the show is sports cafe show powered by Metro sports and proudly brought to you by Omo. Omo remember it is the detergent that removes all dirty or all stains in just one step (MTV).
8. ... With you on this edition of sports cafe brought to you by Omo (MTV).

Excerpt 10 shows instances that the presenters, in the context of Metro TV and TV3, use in the realisation of the sub-rhetorical unit (Announcing the sponsors of the programme). A linguistic analysis of the Extract above indicates that the presenters typically use passive constructions in advertising the sponsors of their programme. As shown in Example 4 of Extract 10, the noun phrase “the sports station” which is supposed to be the object of the sentence has been used in the subject position whilst “Cowbell” which is the logical subject of the sentence has been moved to serve as the object by the introduction of the preposition “by”. The linguistic literature confirms that communicatively, the most important positions in a clause are the beginning and the end (Rafajlovicova, 2002). That is, when a speaker structures a message, the information is processed into units and ordered in such a way as to produce the kind of message that is desired and one of the ways of structuring information in a clause is by the use of passivization.

From a semantic point of view, each information unit typically carries both the new information (what is thought to be new to the hearer or reader) and old/given information (already known to the hearer). From the given new principle, the typical unmarked sequence is for given information to precede new information. New information is typically the most important part of a message and it is usually placed towards the end of the clause in order to draw attention to it (Rafajlovicova, 2002). Instances from the data set indicate that presenters strategically placed the names of the products they advertise towards the end of the sentence. This is because the names of the products are considered as the new and most important information that presenters try to make known to viewers of the programme. From the Extract above, GTV presenters do not directly advertise in the introduction section but rather give a hint, create awareness of an impending advertisement that they are about to make after the introduction section of the programme. The presenter of GTV mostly uses the auxiliary verb “will” plus the bare infinitive, “go” and “take”. The use of the auxiliary verb “will” marks futurity thus, announces an impending advertisement yet to take place.

Instances through which GTV presenters make advertisement are found in Examples 1, 2 and 3 in Excerpt 10. Examples 4, 5, 6, and 7 and 8 indicate how presenters make advertisement on TV3 and MTV respectively. In Example 5 of Excerpt 10, the presenter tries to popularise Cowbell, Tigo and DSTV that all help in sponsoring the sports news programme.

## Step 2: Announcing the Programme

The data confirmed *Announcing the programme* as the second sub-rhetorical unit that was used in the realisation of Move (3) *Advertising*.

This step was predominant in the presentations of the two private stations MTV and TV3; it was absent in the sports presentations of GTV. Step 2, *Announcing the programme* has the main communicative purpose of popularising the sports news programmes of these television stations (MTV and TV3). Presenters therefore invariably highlight the sports programmes while presenting the introduction sections. Instances of the realisation of this sub-rhetorical unit are illustrated in Excerpt 11 below:

### Excerpt 11

1 ...once again the show is Sports Cafe... (MTV)

2....the show is Metro Sports Cafe... (MTV)

3. This is the Sports station here on TV3 (TV3)

4. Well, this is sports station (TV3)

Excerpt 11 shows samples of ways in which this sub-rhetorical unit (*Announcing the programme*) was realised in the data set. This sub-rhetorical unit is realised in the introduction section by the repetition of the name of the sports programme being telecast, as in “Sports Station” on TV3 and “Sports Cafe” on Metro TV. The rationale behind this is to popularise and make viewers aware of the specific sports programme that the viewers are watching. The excerpt above shows that the realisation of this sub-rhetorical unit was typically done through the use of simple sentences. Typical grammatical constructions like “the show is”, and “this is” followed by the names of the sports programmes in the respective television stations characterised the

expressions by the presenters in the realisation of step 2 of Move 3. Clausal elements of sentences used in the realisation of Move 3 follows the SVC (Subject + Verb + Subject Complement) constructions. Thus, the sentences typically use the linking verb “is” as the main verbal element of the sentence and picks subject complements as its complementation. However, there were a few cases that the sentences make use of adverbials as evident in example 3 of Excerpt 11.

#### **Move 4: Invitation to Viewers to Join the Programme**

Unlike Move (1) and Move (3), Move (4) *Invitation of Viewers* to join *the programme* has no sub-rhetorical units. In this move, presenters invites viewers to play an active role in the programme by giving the viewers the chance to share their views on some issues raised in the course of the presentation via telephone and other social networks like facebook, whatsapp, viber etc. Through these social networks, viewers’ comments are read and taken note of during the presentation. This move is an optional one mainly because it occurs only on Metro TV but not on GTV or TV3. In terms of frequency, this rhetorical unit (Move 4) occurred 15 (30%) times out of the total number of 50 data set analysed. Some instances of the realisation of this rhetorical move are indicated in the Excerpt below;

#### **Excerpt 12**

1. ...just join the conversation on our social media platforms on Twitter. Follow us at Metro sports TV and on Facebook [www.facebook.com/metrosportsgh](http://www.facebook.com/metrosportsgh) (MTV)

2. but we already have started a conversation on our social media platform. You can join the conversation by logging on to our twitter page. Follow us on twitter and on facebook it's [www.facebook.com/metrosportsgh](http://www.facebook.com/metrosportsgh) (MTV)
3. share your expectations with us by just logging on to our social media platform <http://www.facebook.com/metrosportsgh> you do the comments on the page and I do the reading here in the studio (MTV)

All the above examples in Excerpt 12 are instances whereby the host invites the viewers to express their thoughts and opinions about some arguments or issues being raised through the course of the presentation. This rhetorical unit, to a very large extent, makes the programme very interactive. The viewers are given space to send their comments and views on issues being raised through the social media like facebook. Imperatives such as “join the conversation”, “share your expectations with us”, and “follow us on twitter” are all means through which the presenters invite the viewers to play an active role in the ongoing sports news presentation.

#### **Move 5: Assurance**

Another move in the introduction sections of sports news presentation programmes was identified to be *Assurance*. The rhetorical unit *Assurance*, can semantically be linked to the speech act of promising. That is, the presenters promise the viewers the immediate commencement of the programme after the commercial break. According to Searle's (1969) speech



act theory, making a promise requires that the person making the promise intend to do so. This means that the speech act of promising is an act undertaking to do a certain future act.

This move was predominant in the sports news presentation programmes of both GTV and Metro TV but was scarcely found in the sports news presentation programmes of TV3. There were only three instances that this move was identified in the sports news presentation of TV3. Out of the total 50 data set analysed, Move 5 occurred 36 (72%) times. Based on Huttner's (2010) description of the status of the realisation of each move in a text, Move 5 is tagged as an obligatory move. Move 5 has the communicative purpose of assuring the viewers of the immediate continuation of the programme after the commercial break. By this Move, presenters indirectly tell viewers to stay tuned to their television sets as the programme goes for a commercial break.

With the advent of numerous television stations in Ghana, presenters are aware of the likelihood of their viewers switching to other stations. Consequently, the presenters use this rhetorical unit to maintain the attention of viewers so as to prevent them from tuning to other stations when the programme goes for commercials. Excerpt 13 below indicates ways in which this move was realised.

### **Excerpt 13**

1. We have got all these stories and other exciting news to share with you but we will do that after this short break (MTV).

2. ...when we come back we have all the exciting sporting news to share with you (MTV).
3. When we come back we have all the news and excitement to share with you (MTV).
4. ... we will be back with the details (GTV).
5. ... we will be back with the detail (GTV).
6. The details follow after this commercial break (TV3).

The expressions in Excerpt 13 show instances through which the rhetorical unit (Assurance) was realised in the data set. It can be deduced from example 2 of Excerpt 13 that with this move, presenters inform the viewer about the continuation of the programme and also assure viewers of showing all the exciting news that occurred in the world of sports within the week under review. In example 4, of Excerpt 13, the presenter signals the return of the programme after the commercial break. The realisation of this move was not expressed through the performative verb “promise” but was typically expressed in the adverbial phrases of time such as, “after this commercial break”, and “after this short break”. There were also a few cases, especially in the context of GTV, where the presenters use simple sentences to make promises about the immediate return of the programme after the advertisement. This was typically expressed in the data as “*We will be back with the details*”.

#### **Move 6: Quote of the Day**

The last move in the introduction section of the sports news presentation programmes analysed was *Quote of the day*. This move is

optional because it was present in the introduction section of the sports news presentation programmes of only TV3. This move serves as a source of motivation to all sports admirers and viewers who might be watching the programme. In this move, presenters present to viewers some famous quotes by legends and personalities within the sporting fraternity to serve as a moral lesson and source of motivation to the viewers. As an optional move, it was found in only the presentations of TV3, occurring in only 9 (18%) out of the total data set analysed. Instances of the realisation of Move (6) are illustrated below:

**Excerpt 14**

1. ...as it is traditional here, tonight we will bring you a quote from a fame name in sports. Today, we are going to an Olympic game medallist in Wrestling, Dan Gable from the United States of America and he has such a great perspective or insight on sports and he says “gold medal as you see them in the Olympics really aren’t made of Gold they are made of sweat, determination and a hard to find alloy that is called gut. The thing that is deep inside you is that which make you go on and on and on”. So yeah, that’s Dan Gable’s perspective on what the gold medals are. So for all those Olympic champions you see with a series of medals in their living room, they got all those gold medals out of determination, sweat and hard work (TV3).
2. So right now what we are going to do is traditionally we bring you the quote to begin the show before we get into the

highlights proper. Today we are going to be reading and hearing from Mohammed Ali, a man who needs just little introduction; a legend of his sports. He defines boxing and says, “Age is whatever you think it is. You are as old as you think you are. So as it has been said previously age is nothing but a number, it is in the mind. And that is Mohammed Ali’s quote there “Age is whatever you think you are as old as you think you are”. So that is Mohammed Ali there setting the tone this evening for as to set onto the sports station. (TV3)

Examples 1 and 2 show instances whereby the move (Quote of the day) was realised. The presenter as noticed earlier highlights and elaborates some quotations by famous sports personalities. Thus, it is purposely done to serve as a source of motivation to the viewers of the programme. For example, as evident in Example 2, the presenter highlights a quote by one of the well-known legends in boxing, Mohammed Ali. From the point of view of the presenter, the quotation made by Mohammed Ali shows that old age is relative and whether a person considers himself or herself as old will depend on the person’s perception about himself or herself. Mohammed Ali tries to create a picture that age cannot be used as a setback in man’s life for the accomplishment of a specific objective.

It can be seen from Excerpt 14 that sports news presenters use words that revere the sports personalities whose quotations are selected for the programme. This, to a very large extent, attaches power and significance to the quotes made by these sports personalities. Thus, expressions like “legends of his sports”, and “a man who needs just little introduction” to describe

Mohammed Ali, as well as “Olympic gold medalist in wrestling”, “a fame-name in sports” and “a man who has insight in sports” to describe Dan Gable, attach prestige to these sports legends.

The analysis of the data showed that the introduction section of sports news presentation programmes of the selected television stations has a unique structure. It was also observed that the schematic structure of the selected television stations was almost the same but the organisational pattern of the two private television stations (TV3 and MTV) share similarities by consistently advertising sponsors of the programme. The analysis confirmed that the introduction sections of SNPP of the selected television stations are characterised by a six move structure: *Opening (Move 1)*, *Outline of Presentation (Move 2)*, *Advertising (Move 3)*, *Invitation of viewers to join the programme (Move 4)*, *Assurance (Move 5)*, and *Quote of the day (Move 6)*. Move 1 (Opening) and Move 3 (Advertising) had sub-moves whilst Moves 2, 4, 5 and 6 had no sub-moves.

### **Keywords Analysis of the Data Set**

As part of answering research question 2, this section seeks to account for some keywords that are present in the introduction section of sports news presentation programmes of the three selected television stations. The purpose of this section is to identify words that are very salient with respect to the linguistic choices of the presenters of the three television stations.

A corpus of 13,120 words that comprised the introduction sections of sports news presentation were used for the analysis. This corpus was subjected to keywords analysis by using the AntConc 3.2.4w software (windows) 2011.

The analysis of the data confirms that majority of the keywords that were found within the data set predominantly consisted of what Scott (1999) calls the “aboutness” variety (words that tell us about the genre of the corpus). For example, words like “sports”, “highlights”, “Ghana”, “boxing”, “football”, “league”, “world”, “CAF” “cafe”, “Kotoko”, “metro”, “edition”, “premier”, “cup” “champions” “Kumasi” “Madrid”, “break”, “world” and “premiership” are related to the genre under study. However, out of the total number of keywords that were identified in the data set, I focused on the first ten keywords with the highest statistical representation of keyness, by accounting for words that they typically move with. The rationale for focusing on the first ten keywords in the data stems from the fact that keywords ranked 11<sup>th</sup> to 22<sup>nd</sup> (which was the last keyword identified) did not show any significant difference in their keyness values. Table 2 presents the first ten keywords in the introduction sections of the SNPP.

**Table 2: First 10 Keywords in the Introduction Section of the SNPP**

Rank	Keywords	Frequency	Keyness
1	Sports	165	1361.557
2	Highlights	52	489.480
3	Ghana	53	442.759
4	Boxing	41	358.272
5	Football	53	356.658
6	League	53	310.409
7	World	106	296.592
8	CAF	27	269.089
9	Cafe	33	215.088
10	Kotoko	21	209.291

As shown in Table 2, the first column (Rank) numbers the keywords in the order that they are presented. That is, they are ordered in terms of keyword strength. The third column gives the frequencies of each keyword as it occurred in the introduction sections of the SNPP. The fourth column assigns a keyness value to each word; that is, the higher the score, the stronger the keyness of the word. Keywords refer to the words that are salient to the genre been analysed. The second column gives the list of keywords. Table 2 shows that “sports” was noted to be the keyword with the highest rank in the entire corpus, recording a frequency of 165 and a keyness value of 1361.557. It is not surprising that this word serves as the highly ranked keyword in the data set. This is because the data for this current study is based on sports news presentation.

The word “highlights”, with a frequency of 52 and a statistical value of 489.480 rate of keyness, was noted to be the second highest keyword. The words “Ghana” with a frequency of 53 (442.759), “boxing” with a frequency of 41 (358.272) and “football” with a frequency of 53 (356.658) occupied the third, fourth and fifth positions respectively as far as their keyness in the data set is concerned. Also, the word “league” with a frequency of 53 and a statistical figure of 310.409 occupied the sixth position whilst “world” which occurred 106 times (296.592) occupied the seventh position. The next three key words in ascendancy were noted to be “CAF”, “cafe” and “Kotoko” which had a frequency of 27(269.089), 33 (215.088) and 21 (209.291) respectively.

### **Collocates of Keywords Identified in the Introduction Sections of the SNPP**

This sub-section, unlike the previous one, seeks to explore the collocates of the first ten highly ranked keywords which include “sports”, “highlights”, “Ghana”, “boxing”, “football”, league, “world”, “CAF”, “cafe” and “Kotoko”. The rationale for this section is to account for the words these keywords are mostly used with to make meaningful units as pertains in the data set. For lack of space and time, I based the analysis on the collocates that were used more than once with their respective nodes. By exploring the collocates of the keywords in the data set by using the AntConc software, it was confirmed that the highly ranked keyword “sports”, was mostly used with phrases such as “station”, “world of”, “super”, “quote on”, “man”, “celebrities” “olympic”, “cafe”, Metro", “edition of”, “stadium”, “file” and



“graphic”. Instances with which these collocates were used with the node “sport” are shown below:

**Table 3: Collocates of “Sports”**

Collocates	Frequency	F(L)	F(R)	Rank
Café	33	0	33	1
Station	32	0	32	2
world of	30	30	0	3
edition of	22	22	0	4
Metro	19	19	0	5
File	5	5	0	6
Super	3	3	0	7
Quote on	2	2	0	8
Man	2	0	2	8
Celebrities	2	0	2	8
Olympic	2	2	0	8
Graphic	2	2	0	8

As indicated in Table 3, the most frequently used collocate of the keyword “sports” is the word “café” as in “sports café”. From Table 3, it is clearly shown that “café” was used on 33 instances with the node “sports”. In all these instances the collocate “café” was used only at the right span of the node, “sports”. This shows that in most instances that the word “sports” was used in data, it collocated with the word café. “Sports Café” as used in the data makes reference to the sports news programme on Metro TV that was used for the analysis.

The second most highly used collocate of “sports” is “station”. It recorded a frequency of 32 in terms of its usage with the node “sports”. An analysis of the data showed that “station” was used only at the right span of the node “sports” as in “sports station”. As used in the data set, the phrase “sports station” is the name of a sports programme on TV3 that was selected as part of the data set for the analysis of this study. In addition to this, one other word that was predominantly used with the node was noticed to be the phrase “world of”. The phrase “world of” was identified to be the third ranked collocate of the node “sports”. It recorded a frequency of 30 in respect to its usage with the node. Unlike the first two collocates, the collocate “world of” in all the 30 instances was used at the left span of the node as in “world of sports”. This was followed by the collocate “edition of” which was also used only at the left span of the node. The data confirmed that the collocate “edition of” was used together with the node as in “edition of sports” on 22 instances making it being ranked as the fourth highest collocate of the node “sports”. “Metro” (with a frequency of 19) was used together with the node only at the left span as in “Metro sports”. The collocates “file”, with a frequency of 5, and “super” with a frequency of 3 were used with the node at the right span (sports file) and the left span (super sports) respectively. The following collocates of the node “sports” in the form of “man” (sports man), “celebrities” (sports celebrities) recorded a frequency of 2 and used at the right span of the node whilst collocates like “quote on” (quote on sports), “Olympic” (Olympic sports) and “Graphic” (Graphic sports) with a frequency of 2 were all used at the left span of the node “sports”.

It can be confirmed from Table 3 that the word “highlights” with a frequency of 52 and a keyness value of 489.480 was considered to be the second ranked key word in the introduction sections of the SNPP. Unlike the first ranked keyword, “sports”, the word “highlights” in the data did not demonstrate any consistent collocate. However, in all the instances of its usage in the data set, one anticipates a particular sporting event that has already taken place in the world of sports. These events range from sporting activities within and outside the country, specifically in Europe. Table 4 provides instances of words that were used together with the key word “highlights”.

**Table 4: Collocates of “Highlights”**

Highlights	from the ongoing winter games
Highlights	from the weekend gone by in the English premier league
Highlights	from those winter Olympic games
Highlights	from the premiership
Highlights	from the match played over the weekend
Highlights	of the closing ceremony of the AFCON
Highlights	from the rugby training ground at Legon
Highlights	from the league
Highlights	from the word most exciting league
Highlights	from the premiership and the Bundesliga
Highlights	that matter from the world of sports
Highlights	from the English premier League
Highlights	from the ongoing winter games
Highlights	from the UEFA champions league
Highlights	from the events that just happened in Zurich

**Table 4 (continued)**

Highlights	from those European major leagues
Highlights	from the CAF confederation cup
Highlights	from the Spanish league

Table 4 confirms the argument that the keyword “highlights” as used in the data does not specifically have a collocate that it mostly moves with, either at the left span or at the right span. However, the analysis confirms that immediately the word “highlights” is used in the data set, there is an introduction of an expression that gives an idea about a particular sporting programme that has already taken place. This could be highlights from the Champions league, from the English Premiership, German Budesliga, CAF Confederation Cup, rugby etc. Instances from the data as shown in Table 4 can be expressed in the form of “highlights from the league”, “highlights from the English premier league”, “highlights from the ongoing winter break”, and “highlights from the rugby training grounds”. These expressions in the context of the data set confirm to the viewers the live telecast of highlights from the respective leagues and other sporting activities within the week under review.

The third highly ranked keyword in the data set was noted to be the word “Ghana”. The idea of this keyword “Ghana” confirms the setting within which the study was conducted. With a frequency of 53, the keyword “Ghana” recorded a keyness value of 442.759. The analysis proved that “Ghana” as used in the data set was typically used with collocates such as “premier league”, “boxing authority”, “football association”, “premiership”, “flag of” and “Loudest”. Table 5 provides the ways in which these collocates were used with the node.

**Table 5: Collocates of “Ghana”**

Collocates	Frequency	F(L)	F(R)	Rank
Premier league	13	0	13	1
Loudest	12	0	12	2
Football association	3	0	3	3
Boxing authority	3	0	3	3
Flag of	2	2	0	5
Premiership	2	0	2	5

Table 5 provides collocates that are mostly used with the node “Ghana” as used in the data set. From Table 5, it can be confirmed that the collocate “premier league” with a frequency of 13 was the collocate that was predominantly used with the node “Ghana”. The analysis further confirms that instances of the usage of the collocate “premier league” with the node “Ghana” all occurred at right span of the node, as in “Ghana Premier League” which makes reference to the name of the professional league played in Ghana. The word “loudest” from the analysis was confirmed to be the second highly used collocate with the node “Ghana”. With a frequency of 12, the word “loudest” was used on 12 instances at right span of the node Ghana (Ghana loudest). The word “Ghana loudest” as used in the data makes reference to a singing competition that involves chanting words of inspiration and encouragement to sports men and women.

The collocates “boxing authority” and “football association” with a frequency of 3 were considered to be the third ranked collocates of the node “Ghana”. They were all used at the right span of the node as in “Ghana Football Association” and “Ghana Boxing Authority”. Ghana Football

Association within the genre analysed refers to the agency that controls and manages football leagues and issues in the country; whilst “Ghana Boxing Authority” also refers to the association that manages boxing in the country. The 4<sup>th</sup> ranked collocate in the form of “premiership” and “flag of” all attained a frequency of 2 with respect to their usage with the node.

However, Table 5 confirms that the collocate “premiership” was used with the node only at the right span as in “Ghana Premiership” (which makes reference to the professional league played in Ghana). The collocate “flag of” in the context of the data set was used together with the node at the left span as in “flag of Ghana”. To a very large extent, the analysis, confirmed that the node “Ghana” as a keyword in the data set was typically used together with the collocates “premier league” and “loudest”.

“Boxing” was identified to be the 4<sup>th</sup> ranked keyword in the data set. With a frequency of 41, the word “boxing” recorded a keyness value of 358.272. The analysis of the data confirmed that 7 words in the form of “Ghana”, “authority”, “world”, “history”, “world champion”, “news” and “pundits” were noted to be the collocates that were used more than once with the node “boxing”. Table 6 provides the ways in which these collocates were used with the node.

**Table 6: Collocates of “Boxing”**

Collocates	Frequency	F(L)	F(R)	Rank
World	6	0	6	1
World champion	4	0	4	2
News	3	0	3	3
Ghana	3	3	0	3
Authority	3	0	3	3
News	3	0	3	6
Pundits	2	0	2	7

Table 6 confirms that the node “Boxing” had the collocate “world” as the word that it was typically used with in the data set. The analysis confirmed that the collocate “boxing” was used with the node on six times. All the instances of its usage with the node occurred at the right span as in “boxing world”. Within the context of the data set, the expression “boxing world” makes reference to issues related to boxing alone but not the other sporting activities. The next most predominantly used collocate with the node “boxing” was identified from Table 6 to be the phrase “world champion”. With a frequency of 4, the collocate “world champion” was identified to be used with the node only at the right span as in “boxing world champion”. The expression “boxing world champion” gives an idea of a person who has been selected as the best personality in the field of boxing.

Again, the collocates “Ghana”, “authority”, and “news” all had a frequency of 3. The analysis confirmed that the collocates “Ghana” and “authority” were used together with the node as in “Ghana Boxing Authority” (the association that takes charge of boxing issues in Ghana). However, “Ghana” was used together with the node at the left span whilst “authority”

was used at the right span of the node as in “Ghana Boxing Authority”. “News” as confirmed from Table 6, was also used with the node only on the right span as in “Boxing news” (news related to only boxing). “Pundits” as a collocate of the node “boxing” had a frequency of 2 and was noticed to be used only at the right span of the node in the form of “sports pundits”. “Sports pundits” in the context of the data set analysed refers to a person who offers to mass media their opinion or comment on a particular subject area in sports.

From Table 2, “football” was identified to be the 5<sup>th</sup> ranked keyword in the data set. With a frequency of 53 and a keyness value 356.658, the keyword “football” had words like “matches”, “from England”, “from Italy”, “world”, “fraternity”, “local”, “association”, “women”, “Ghana”, and “club” as its collocates. Table 7 gives instances in which these collocates co-occurred with the node “football” in the data set.

**Table 7: Collocates of “Football”**

Collocates	Frequency	F(L)	F(R)	Rank
Association	22	19	3	1
Ghana	4	4	0	2
From Italy	4	0	4	2
Women	3	3	0	4
Matches	2	0	2	5
From England	2	0	2	5
World	2	0	2	5
Fraternity	2	0	2	5
Local	2	2	0	5
Club	2	2	0	5



The analysis confirmed from Table 7 indicates that the collocate “association” with a frequency of 22, was the word that was typically used with the node in the data set. As the first ranked collocate of the node “football”, “association” was used on 19 occasions with the node at the left span as in “association football” and on three occasions on the right span as in “football association”. The usage of the node with the collocate “association” at the left span makes reference to football as a sport whilst its usage with the node at the right span refers to an agency in charge of football issues. The word “Ghana” and the phrase “from Italy” were noted to be the second highly ranked collocates of the node football.

With a frequency of 4, the collocate “from Italy” was used together with the node at the right span as in “football from Italy” whilst “Ghana” was also used together with the node on 4 times but all at the left span of the node in the form of “Ghana football”. “Ghana football” in the context of the data makes references to football related issues in the context of Ghana whilst “football from Italy” in the context of the data refers to football news from Italy. “Women” with a frequency of 2 was used at the left span of the node as in “women football”. “Matches”, “from England”, “world”, “fraternity”, club, all occurring at the right span of the node, and “local”(occurring at the left span of the node) were considered to be the 5<sup>th</sup> ranked collocates of the node “football”. Instances in their usage with the node in the data were identified as “football matches”, “football from England”, “football world”, “football fraternity”, “football club” and “local football”.

The key word “league” recorded a keyness value of 310.409 and a frequency of 53 and as such was ranked as the 6<sup>th</sup> keyword in the data set. The

analysis of the data confirmed that four main words in the form of “premier”, “CAF Champions”, “Spanish”, and “corporate” were identified to be the collocates that were typically used in the data set with the keyword “league”. Details of how these keywords were used with the node are indicated in Table 8.

**Table 8: Collocates of “League”**

Collocates	Frequency	F(L)	F(R)	Rank
Premier	19	19	0	1
Spanish	3	3	0	2
Champions	2	2	0	3
Corporate	2	2	0	3

Table 8 confirms the various instances of how the keyword “league” was used together with its collocates. As shown in Table 8, the collocate “premier” with a frequency of 19 was identified to be the collocate that was predominantly used together with the keyword “league”. It can also be confirmed from Table 8 that all the instances of the usage of the collocate “premier” with the node occurred at the left span of the node as in “premier league” (name of a professional football league). “Spanish” with a frequency of 3 was noted to be the second highest collocate of the node “league”. From Table 8, the word “Spanish” was noted to be used with the node only at the left span as in “Spanish league” (the name of the professional football played in Spain). The collocates “champions” and “corporate” were also used together with the node at the left span as in “champions league” and “corporate league”. Evidence from Table 8 shows that the most typical collocate of the keyword league is “premier”.

Furthermore, the analysis confirmed that the 7<sup>th</sup> keyword in the data set was the word “world”. With a keyness value of 296.592 and a frequency of 106, the keyword “world” was noted to be typically used with 11 collocates; “of sports”, “of champions”, “cup”, “of tennis”, “of wrestling”, “of football”, “champion”, “of rugby”, “title holder”, “title” and “sporting”. Table 9 provides a general view on how these collocates were used together with the node.

**Table 9: Collocates of “World”**

Collocates	Frequency	F(L)	F(R)	Rank
Of sports	30	0	30	1
Cup	20	0	20	2
Champion	11	0	11	3
Of champions	3	0	3	4
Title	3	0	3	4
Of tennis	2	0	2	5
Of wrestling	2	0	2	5
Of football	2	0	2	5
Of rugby	2	0	2	5
Title holder	2	0	2	5
Sporting	2	2	0	5

Table 9 shows that the most typical word that was mostly used together with the keyword "world" was noted to be the phrase “of sports”. That is, the collocate “of sports” was used on 30 instances together with “world”. The analysis further confirms that instances that “of sports” were used in the data set occurred at the right span of the node in the form of “world of sports”. The word “cup” with a frequency of 20 was realised to be the second most highly

used collocate of the node “world”. Confirmation from Table 9 suggests that all the instances of the usage of the collocate “cup” together with the node occurred at the right span of the node. That is, the collocate “cup” combined with the keyword “world” to provide the phrase “world cup”. The collocate “champion” which was used on 11 occasions with the keyword “world” as in “world champion” was noted to be the third highly ranked collocate of the node “world”. The analysis further confirms that the collocates “of champions” and “title” co-occurred on three times with the node “world”. Instances of their usage together with the node were noted to be on the right span of the node as in “world of champions” and “world title”. These two collocates (“of champions” and “title”) were ranked in the data as the 4<sup>th</sup> highest collocates of the node “world”. Again, phrases like “of tennis”, “of wrestling”, “of football”, “of rugby”, “title holder” and “sporting” were all used on two occasions with the node “world”. With the exception of “sporting”, all the collocates that were used with the node co-occurred with the node at the right span as in “world of tennis”, “world of wrestling”, “world of football”, “world of rugby”, and “world title holder”. However, the collocate “sporting” was used with the node only at the left span as in “sporting world”.

The word “CAF” (Confederation of African Football) was noted after the analysis to be the 8<sup>th</sup> highest keyword in the introduction sections of sports news presentation programmes on the selected television stations. With a frequency of 27 and a keyness value of 269.592, the keyword “CAF” was identified in the data set to be typically used with two main collocates in the form of “confederation cup” and “champions league”. A close analysis of the

data revealed that the node co-occurred with the two collocates at the right span. For example, the collocate “confederation cup” occurred with the node on 4 instances at the right span as in “CAF Confederation Cup”. On the other hand, the collocate “champions league” were used together with the node on 11 occasions at the right span of the node as in “CAF Champions league”.

The word “café” as used in the data set was typically noted of being used with only one word as its collocate. This word was noted to be “sports”. That is, as far as the data set is concerned, the keyword “café” with a frequency of 33 and a keyness value of 215.088, had only one word that it typically moved with. Instances of its usage with this collocate occurred at the left span of the keyword “café” as in “sports café”. In terms of frequency count, the collocate “sports” was used together with the node on 12 main occasions.

The 10<sup>th</sup> ranked keyword in the form of “Kotoko” had a frequency of 21 and a keyness value of 209.291. Like the keyword “café”, “Kotoko” was identified in the data set to be used together with only one particular word in the form “Asante”. As confirmed from the data set, instances of the usage of the collocate “Asante” with the node “Kotoko” all occurred at the left span of the node as in “Asante Kotoko” (one of the Premier League teams in Ghana).

This section sought to account for some keywords in the data set. Specifically, the section sought to do a keyword analysis of the introduction sections of the SNPP and further accounts for the collocates that these keywords are typically used with. The analysis confirmed that words like “sports”, “highlights”, “Ghana”, “boxing”, “football”, “league”, “world”, “CAF”, “café” and “Kotoko” were identified to be the first 10 ranked

keywords in the data set. The keyword “sports” as used in the data typically move with words such as “café”, “station”, and “world of sports”. “Highlights” on the other hand did not have any specific word that it was used with in the data set but anytime that it was used in the data, readers anticipate a particular sporting event that have already taken place. “Ghana” was typically noted for being used together with words like “premier league”, and “loudest”. The keyword “boxing” was also typically noted for being used with words like “world” and “world champion”. The keywords “football”, “league”, “CAF”, “café” and “Kotoko” had words like “association”, “premier”, “champions league”, “sports” and “Asante” as their predominantly used collocates respectively. “World” was noted to be used with words such as “of sports” and “cup”. To a very large extent, the keywords and their collocates, as identified in the data set, consists of words and phrases that tell us about the genre been analysed. This confirms Levin (2008) assertion that sports language, specifically football, consist of semi-fixed phrases with conventionalized functions and these phrases are important register markers that tell us about the genre been analysed. That is, the language of sports has been a rich area of specialist linguistics communication (Liponski, 2009).

### **Textual Space of Moves**

This section seeks to account for the textual space that each move identified in the introduction section occupies in the data set. As noted by Afful (2005), the importance of a move is determined by the textual space allocated to it. In identifying the textual space of the words in each move, I did a word count of each move across the entire data set.

**Table 10: Textual Space of SNPP Introduction Section**

MOVES	GTV	PER. (%)	TV3	PER. (%)	METRO TV	PER. (%)	TOTAL	PERCENTAGE
MOVE 1	484	15.1%	619	12.1%	680	14.3%	1783	13.6%
MOVE 2	2447	76.3%	2844	55.1%	3048	64.1%	8339	63.6%
MOVE 3	110	3.4%	651	12.6%	172	3.6%	933	7.1%
MOVE 4	0	0%	0	0%	453	9.5%	453	3.5%
MOVE 5	168	5.2%	288	5.5%	399	8.5%	855	6.5%
MOVE 6	0	0	757	14.7%	0	0%	757	5.7%
<b>Total</b>	<b>3209</b>	<b>100</b>	<b>5159</b>	<b>100</b>	<b>4752</b>	<b>100</b>	<b>13120</b>	<b>100%</b>

Table 10 accounts for the textual space that each of the six moves in the introduction section occupied in the data set from the three television stations. It also presents the textual space each of the moves occupies as far as the entire data set is concerned. The textual space of each move was calculated by using wordcount. Table 10 shows that with respect to GTV move 2 (Outline of Presentation) occupied most space in the data set. With the total number of 3209, Move 2 was made up of 2447 words which represent 76.3% of the data set gathered from Ghana Television. This is followed by move 1 (Opening) which had 484 words representing 15.1% whilst move 5 (Assurance) which had a total number of 168 words and had a percentage 5.2% is the third highest move. The fourth highest move as far as the data set is concerned is move 3 (Advertisement) which had a total number of 110 words representing 3.4%. Both move 4 (Involvement of viewers) and Move 6 (Quote of the day) have no space in the introduction section of the presentation of sports news with respect to GTV.

TV3, like GTV, had Move 2 (Outline of presentation) as the move with the highest number of space. That is, move 2 had 2844 words out of the total 5159 words and this represents 55.1% of the entire data set gathered from TV3. Move 6 (Quote of the day) with 757 words (14.7%) and Move 3 (Advertisement) with 651 (12.6%) words occupy the second and third place positions as the moves with the highest space with respect to the data gathered from TV3 respectively. Move 1 (Opening) occupied the fourth highest position with 619 words which represents 12.1% whilst move 5 (Assurance) with 288 words and a percentage of 5.5% occupied the fifth position. Move 4



(Involvement of viewers), as it occurred in the data set of Metro TV, had no space in the sports news presentation of TV3 and GTV.

The analysis confirmed that Move 2 (Outline of Presentation), similar in the data set gathered from both TV3 and GTV, occupied much space in the sports news presentation of Metro TV. With the total number of 4752, Move 2 recorded 3048 words and this represent 64.1 % of the entire words used in the introduction section of sports news presentation of Metro TV. Move 1 (Opening) came as the second highest move with 680 words (14.3%) whilst move 4 (Involvement of viewers) with a total of 453 words occupied 9.5% of the total space used in the introduction sections of sports news presentations with respect to Metro TV and as such, served as the fourth highest move in terms of the amount of space occupied. Move 5 (Assurance) from the analysis was considered to be the fifth highest rhetorical unit with respect to the space that it occupies. However, like GTV sports news presentation, Move 6 (Quote of the day) did not receive any space in the sports news presentation of Metro TV as far as the introduction section is concerned.

An analysis of the entire data set showed six main rhetorical units. Out of these six rhetorical units, Move 2 (Outline of Presentation) occupied the highest number of space. That is out of the total 13120 words, Move 2 (Outline of Presentation) had 8,339 words which represent 63.6% of the entire space occupied. From the data, it can be established that in the introduction sections of sports news presentation programmes, presenters spend much time giving viewers items that are going to be presented in the main presentation of the sports programme. This, to a very large extent, is equivalent to the thesis statement in essay writing.

Also, the next move with the highest space in the introduction section of the three television stations was noted to be Move 1 (Opening). This rhetorical unit recorded 1783 words and this represents 13.6% of the entire space used in the introduction sections of the three television stations. This confirms that aside Move 2, Presenters of the selected television stations also give much space to the opening part of the programme which seeks to win the attention of the viewer. Move 3 (Advertisement), with a total number of 933 and a percentage of 7.1% was recorded after the analysis as the third move with the highest number of space whilst Move 5 (Assurance) with a total number of 855 and a percentage of 6.5% occupied the fourth position with respect to the total number of space each move occupies. Move 6 with 757 words (5.7%) and Move 4 with a total of 453 words (3.5%) occupied the fifth and sixth positions respectively. A closely analysis of the textual space of the moves identified in the data shows that with the exception of Moves 1 and 2, sports news presenters of the three selected television stations do not give much space to the 4 remaining moves which are noted to be moves 3,4,5 and 6.

### **Sequencing of Moves**

This section seeks to account for the order in which the moves in the introductions of the SNPP were presented. The data set confirmed that the move pattern as pertains in the introduction sections of the SNPP was irregular. That is, the data set did not yield any consistent sequence of the moves both within the three television station stations and to a very large extent across the television stations. The implication for this finding could be

related to fact sports presenters from the three televisions, which serve as the target for this study, do not restrict themselves in following a rigid pattern in the context of presenting sports news. However, they are more flexible in their sports news delivery and as such do not pay serious attention to which move should come first or last with the with the exception of Move 1. Table 11 provides how the moves identified in the introduction sections of the SNPP were sequenced.

**Table 11: Sequence of Moves in the Introduction Sections of the SNPP**

Patterns	TV3(16)	GTV(16)	MTV(18)	(%)
7-Moves sequence				
1>2>4>3>2>3>5	-	-	3	6
1>4>2>4>2>5>3	-	-	1	2
6-move sequence				
1>3>2>4>3>5	-	-	1	2
5-move sequence				
1>2>4>3>5	-	-	3	6
1>2>4>5>3	-	-	2	4
1>4>2>3>5	-	-	1	2
1>3>2>6>5	1	-	-	2
1>6>3>2>5	1	-	-	2
1>2>3>5>3	-	1	-	2
4-move sequence				
1>2>4>5	-	-	4	8
1>2>3>5	2	-	2	8
1>2>5>3	-	7	1	16
1>2>3>6	4	-	-	8
1>2>6>3	1	-	-	2
1>6>2>5	1	-	-	2
3-move sequence				
1>2>3>	5	-	-	10
1>6>2>	1	-	1	4
1>2>5>	1	6	-	14
2-move sequence				
1>2	-	2	-	4

Despite the similarities that exist between the three television stations with respect to the moves identified in the sports news delivery by the sports presenters, the sequence with which these moves appear across the three television stations did not show any standard format. Each of the television stations was typically noted for using a sequence different from the other.

Across the three television stations, 19 different patterns were identified and each of the stations demonstrated different sequential patterns as far as their introduction sections of their sports news delivery is concerned. Each of the stations demonstrated a unique pattern in presenting their sports news. TV3, for instance, predominantly made use of the 1>2>3 sequence, which occurred five times as well as the 1>2>3>6 move sequence which occurred four times out of the total 16 data set that was analysed. The move sequence in the form of 1>2>3>5 which had a frequency of two was also used in some cases. The move patterns in the form of 1>3>2>6>5, 1>6>3>2>5, 1>2>6>3, 1>6>2>5 and 1>6>2 which all had a frequency of 1 were scarcely used in the introduction sections of sports news presenting by TV3 sports news presenters.

GTV typically uses two move patterns which include the 1>2>5>3 move sequence, occurring 7 times and the 1>2>5 sequence occurring 6 times. The move patterns in the form of 1>2 which occurred 2 times and 1>2>3>5>3 which occurred only on one occasion were move sequences that were also identified in the introduction section of sports news presentation of GTV.

Metro TV did not demonstrate any typical pattern in the introductions of their sports news delivery but rather, they sometimes make use of a seven move sequence in the form of 1>2>4>3>2>3>5 which occurred three times as well as a 5- move- sequence in the form of 1>2>4>3>5 which also occurred three times. Another pattern that was identified in the introduction sections of MTV sports news delivery was a four-move-sequence in the form of 1>2>4>5 which occurred 4 times. Other sequences in the form of 1>2>3>5 and 1>2>4>5>3 which occurred two times and 1>4>2>4>2>5>3, 1>3>2>4>3>5,

1>4>2>3>5 and 1>2>5>3 which occurred once were also identified but were scarcely present in the introduction section of SNPP of MTV. From the analysis so far, it can be confirmed that the presentation of sports news as far as the selected television stations are concerned does not follow a regular sequence. The extracts below provide instances of the irregular pattern of moves as present in the SNPP of the selected television stations.

### Extract 15

1. Hello everyone out there, have a present welcome to the show. It is now time of the hour. We will bring you the best from the sporting world. **(Move 1)** This evening, we will bring you items on association football and some fun games and on tit bits. You know why Kapokyino my good friend is so excited? Manchester United will be going to the Christmas festivals on top of the premiership following the important victory over the weekend. We will bring you all the highlights from the premiership and from the Bundesliga. Lionel Messi has scored his 90<sup>th</sup> goal in a calendar year. We will bring you that match as well as the 2-2 drawn game of Real Madrid and Espanyol and congratulations to Christopher Katongo for been named BBC African player of the year. **(MOVE 2)**We will be back with all the details after the commercials. **(MOVE 5)** The programme as always is brought to you by MTN. **(MOVE 3)**
2. Hello everyone out there. Isn't God so wonderful? Welcome to the show. It is another year. Today is the 31<sup>st</sup> and I want to thank God for his wonderful blessings. **(MOVE 1)** Well, this evening, it will be very

special. We will bring you items on association football and the maestro Abedi Pele and his son have been honored by the president of Burkina Faso. This evening, at the tale end of the programme, the personality behind the scene who has made it possible for us to enjoy a very wonderful season will be in your shots. **(MOVE 2)** We will be back with all the details after the break. **(MOVE 5)**

3. Hello everyone out there, a very pleasant welcome to the show. **(MOVE 1)** This evening, we bring you items on Association Football and boxing. It will also focus on Ghana's loudest. Which group do you consider the loudest so far as “jama” is concerned? The show tonight will focus on hockey and boxing as you may be aware, Floyd Mayweather, won another game again which means that after 46 fights, he is still undefeated. We will bring you excerpts on that. Over the weekend more importantly he unified the welterweight division winning the WBC and WBA and the Ring Magazine titles outpointing Marcus Maldano under circumstances many boxing pundits believe was most controversial. There are few who believe that Maldano won the fight. On tit bits, Suarez has been named as the England Writers' player of the year earlier in the season. The players had voted him the player of the year. He beat Gerard and Yaya Toure to the title and Manchester City on top of the table. Liverpool as I speak with you is playing Crystal Palace. If they win that match and they're leading by one goal to nil after 45 minutes they will be back on top of the log. All getting interesting and Kwadwo Asamoah's Juventus have won the La Scudeto for the third consecutive time. Roma over the weekend

shockingly lost to Catania and so Juventus have won without kicking a ball over the weekend. **(MOVE 2)** We take this commercial break to take commercials from our sponsors, Azar paint, Fan milk and UT Bank who have been the proud sponsor of this programme. **(MOVE 3)** Stay tuned and relax because we bring you all those highlights after the commercial break. **(MOVE 5)** The show has been brought to you by UT Bank, get a loan in 24 hours. **(MOVE 3)**

Extract 15 demonstrates some of the sequential patterns that typify the introduction sections of the SNPP. A close analysis of the text shows that the introduction sections of the SNPP of the selected television stations do not follow a regular pattern. That is, different sequential patterns characterised the introduction sections of the SNPP of the selected television stations. In the extract above, it can be deduced that Extract 15 example 1 had the 1>2>5>3 sequence pattern whilst example 2 of Extract 15 was made up of 1>2>5 sequence pattern. Example 3 of extract 15 on the other hand followed the 1>2>3>5>3 sequence pattern. This confirms that the introduction sections of the SNPP do not have a regular pattern.

### **Summary of Chapter**

This chapter has presented the analysis and discussion of the data in an attempt to answer the two research questions that were posed in chapter one. As far as research question one is concerned, the analysis of the data revealed that six-rhetorical structures typify the introduction sections of sports news presenting programmes of the selected television stations. The analysis further confirmed that the sequence of moves did not depict one standard sequence



but were characterised by different sequential patterns. Concerning the textual space of the moves that were identified, the analysis confirmed that Move 2 (Outline of Presentation) recorded the highest number of space whilst Move 4 (Involvement of Viewers) occupied the least space. With reference to research question two, the analysis revealed that the keywords identified in the introduction sections are made up of words that tell us about the genre of discourse being analysed. Also, each of the moves identified in the introduction sections of the SNPP typically made use of some lexicogrammatical resources that made them unique from each other. The next chapter discusses the findings and conclusions drawn from the study.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### Introduction

The previous chapter presented the analysis and discussion of data in the study. The data for this study consisted of transcribed versions of sports news presentation programmes as well as unstructured interviews administered to three television stations in Ghana. This chapter presents a gist of the entire study and summarises all the findings obtained from the analysis and discussion of the data. Further, the current chapter highlights the implications of the study and outlines recommendations for further studies.

#### Summary of the Study

This study sought to conduct a genre analysis of the introduction sections of sports news presentation programmes of three selected Ghanaian television stations. Specifically, the study aimed to account for the schematic structure (the frequency of moves, the textual space, sequence of moves) and some lexico-grammatical resources that typified the introduction sections. The study was motivated by the desire to understand the situated language use by some sports news presenters. The study was grounded in the genre-based theory, specifically from the perspective of the English for Specific Purposes. The data for the study was collected from three television stations; GTV, TV3

and MTV. The spoken data was first transcribed and analysed by using the ESP genre-based approach. The criteria used for indicating the status of each move as core, optional and obligatory was based on the perspective of Huttner (2010). The analysis of the data with respect to the identification of the moves took to account the semantic functional criteria which have been proved as a useful approach in analyzing rhetorical structures in a given text in several other genre-based studies.

## **Main Findings of the Study**

### **Research Question One**

As far as research question one (accounting for the schematic structure of the introduction sections of the sports news presentation programme) is concerned, the introduction section of sports news presentation programmes of the selected television stations demonstrated a unique structure.

First the introduction section of the sports news presentation programmes had a six- move structure which included an Opening (Move 1), Outline of Presentation (Move 2), Advertising (Move 3), Invitation to viewers to join the programme (Move 4), Assuring (Move 5) and Quote of the day (Move 6). Further, the data revealed that it was only Moves 1, and 3 that had sub-moves whilst Moves 2, 4, 5, and 6 had no sub-moves. Move 1 had five sub-moves while Move 3 had two sub-moves.

In terms of the textual space allocated to each move in the introduction, the analysis showed that Move 2 (Outline of Presentation) occupied much space with 63.6% of the total data set analysed whilst Move 4 (Involvement of viewers) occupied the least space of the entire data set

analysed. Thus, in descending order, the textual space awarded to each move in the introduction section can be outlined as follows: Outline of Presentation (Move 2), Opening (Move 1), Advertisement (Move 3), Assurance (Move 5) and Involvement of Viewers (Move 4).

The analysis further confirmed that the sequence of moves of the introduction sections of the SNPP did not have a specific standard pattern. Thus, the introduction sections demonstrated 19 different move patterns. The sequential arrangement of the moves too was not linear. In some cases, one move could repeat itself in one episode of a sports programme.

### **Research Question Two**

Focusing on research question two, I found that with respect to the lexico-grammatical resources in the introduction section of the sports programme, most of the keywords that were present were words that tell us about the genre of the corpus. Specifically, words like “sports”, “highlights”, “Ghana”, “boxing”, “football”, “league”, “world”, “CAF” “cafe”, “Kotoko”, “Metro”, “edition”, “premier”, “cup” “champions” “Kumasi” “Madrid”, “break”, “world” and “premiership” were noted to be the first twenty key words with the highest rate of keyness in the data set.

With respect to the identification of lexico-grammatical resources in the various moves identified in the introduction sections of the SNPP, the analysis confirmed that Move 1(Opening) was characterised by expressions like “hello”, “good evening”, “welcome to the show”, “welcome to the sports station”, “thanks for tuning in”, “it is our pleasure to have your company...” The predominant usage of these words reflects the sub-moves that were

identified in the opening section of the sports programmes that were used for the analysis. Move 2 (Outline of presentation) was characterised by the predominant usage of the auxiliary verb “will” plus the “be” form of the verb as well as the progressive aspect of the verb. The use of the auxiliary verb “will” marks futurity and it prompts the viewers about the immediate delivery of the main presentation of the programme. Expressions like “we will be talking about it”, “we will be talking about professional football” and “we will give you the highlights of these games” were dominantly used in the data set. Move (3) Advertising was typically characterised by the use of passive constructions, especially when the sports presenters advertise for the products of their sponsors. Imperative constructions were identified to be predominantly used in Move 4 where presenters invite the viewers to join the programme. Expressions like “join us on facebook”, “share your expectations with us” and “follow us on twitter” were some instances in which Move 4 was realised.

In the realisation of Move 5, presenters typically make use of adverbial clause of time like “when we come back...”, and an expression like “we will be back”. The presenters also make use of adverbial phrases of time such as “after the break...”, and “after the commercial break...” which all indicate an assurance of the immediate commencement of the programme after the commercial break. Again, the analysis confirmed that revered expressions like “fame name”, “legend of his sports”, and “man who has insight in sports” were typically used in the rhetorical move tagged as “Quote of the day”.

### **Implications of the Study**

The findings from the analysis of the data set have theoretical and pedagogical implications. Theoretically, the study revealed that sports news presentation programme with respect to the introduction sections can be considered as a genre. This rhetorical unit analysed demonstrated specific communicative purposes which in turn influence the overall rhetorical structure of the introduction sections of the SNPP. The rhetorical structure in the introduction section also revealed a high level of resemblance across the 50 data set that were analysed. This confirms claims in the literature that genre specifically consists of a class of communicative events, members of which serve some kind of communicative purpose (Swales, 1990). This also confirms the view that genres are properties of discourse communities (Swales, 1981); and hence can be conceptualised as similarities and strategies or forms in discourse (Miller, 1984).

Also, since this study emerges within an English-speaking country, it will help add to the existing works from the English for Specific Purposes World (ESP world) on the language behaviour of non-native speakers (specifically within the Ghanaian setting) as far as the presentation of sports news is concerned.

In addition, studies on sports discourse have largely been explored from different geographical settings, with few studies using the genre theory as an analytical tool especially within Africa and, specifically Ghana. As far as I know, this study is the first to be conducted in Ghana and as such, it adds to the existing literature on media discourse, specifically, sports discourse. This is because the study has provided the schematic structure and lexico-

grammatical resources of the introduction sections of sports news programmes.

Pedagogically, the study has explicitly showcased some moves and steps that presenters of sports news use in the introduction section as well as typical vocabulary that are used and their collocation. The study, to a large extent, can potentially help both students and lecturers in Communication Studies, Media Studies and sports stations with information on how the introduction sections of sports news programmes are structured as well as the lexico-grammatical resources. That is, the findings can be used in teaching sports news presentation in Media Studies and Communication Studies. It can also be used as a reference point in teaching the language of sports from non-native speakers' setting.

### **Conclusions**

The present study is a report on a genre analysis of sports news presentation programmes on some selected television stations –GTV, TV3 and Metro TV. The introduction sections of sports news presentation programmes of the aforementioned stations were analysed to determine their schematic structure as well as some lexico-grammatical resources. The following are the conclusions based on the findings of the study.

Although there were few differences with respect to the respective stations that were analysed, to a very large extent, the three television stations analysed almost do the same thing. This means that there were no great differences in how the three stations presented their sports news programmes. This confirms that sports news presentation programmes belong to a genre of

its own; with the three stations analysed serving as a discourse community. Consequently, the realisation of similarities between the three stations was not surprising.

It is therefore hoped that students of both Communication Studies and Media Studies make it a point to know that the presentation of sports news is effectively done when they are structured. Presenters of sports news should also make it a point to know that sports news presentation is a genre on its own and as such they should be abreast with the practices of the discourse community associated with this sports genre to enhance their competence and professionalism.

### **Recommendations**

It is recommended that further studies be conducted by paying attention to the following areas;

1. The main section of presentation of sports news programmes be studied to determine its schematic structure and lexico-grammatical resources.
2. A comparative genre analysis could be conducted on the presentation of sports news on television and radio stations to explore whether or not sports news presentation programmes on the two broadcasting media share some common schematic structure and lexical features.
3. Further research could be conducted to ascertain the difference and similarities between sports news presentation programmes on both the private and government television stations to find out the differences and similarities between their sports news presentation.



4. Cross culturally, genre studies can be conducted on sports news presentation of both Ghanaian television stations and television stations in other English- speaking neighbouring countries.
5. Finally, further research needs to be conducted to find out whether there are significant differences in terms of structure between the presentations of sports news done by female broadcasters as compared to their male counterparts. This will bring to fore whether there is any significant difference in terms of the structure and language use in sports news delivery by male and female sports news presenters.

### **Summary of Chapter**

In this concluding chapter, the aims, methods and findings of the study have been summarised. Based on these findings, conclusions have been made in relation to the research questions and implications have been drawn. The chapter concluded with recommendations for further research which are mainly based on some limitations and insights drawn from the study.

## REFERENCES

- Adam, C., & Artemara, N. (2002). Writing instruction in English for Academic Purposes (EAP) classes: Introducing second language learning to the academic community. In A. M. Johns (Ed.). *Genre in the Classroom*, (pp. 175-194). Mahwah, NJ: Lawrence Erlbaum.
- Afful, J. B. A. (2005). *A rhetorical analysis of examination essays in three disciplines: The case of Ghanaian undergraduate students*. Unpublished PhD Thesis. National University of Singapore, Singapore.
- Afful, J. B. A., & Tekpetey, B. K. (2011). Oral testimonies among Christians on a university campus in Ghana. *The International Journal of Language, Society and Culture*, 32, 1-10.
- Akindele, D. F. (1997). A sociolinguistic analysis of Yoruba greetings. *Journal of African Languages and Cultures*, 3 (1), 98-113.
- Alabarces, P., & Rodriguez, M. (2000). Football and fatherland: The crisis of national representation in Argentinean soccer. In P.T. Gerry Finn & R. Giulianotti (Eds.), *Football culture: Local contests and global visions*, (pp. 118-133). London: Frank Cass.
- Alimsewen, A., *Football in computer-mediated discourse: A move analysis of the match preview*. Manuscript in preparation.

- Amoakohene, M. (2004). Researching radio audiences in an emerging pluralistic media environment: A case for the focus group discussion (FGD) method. *African Media Review*, 12(2), 25-40.
- Anderson, K., & Maclean, J. (1997). A genre analysis study of 80 medical abstracts. *Edinburgh Working Papers in Applied Linguistics*, 8, 1-23.
- Angvarrah, L., & Watson, T. (2011). Top-down versus bottom-up approaches towards move analysis in ESP. *Proceedings of the International Conference: Doing Research in Applied Linguistics*, 1-10.
- Anthony, L. (2012). AntConc version 3.3.5 computer software. Retrieved on 15 November 2015 from <http://www.antlab.sci.waseda.ac.jp/>.
- Apedu, P. (2013). *A genre analysis of pharmaceutical leaflets*. An Unpublished B.A. Dissertation, University of Cape Coast, Ghana.
- Asare, G. (1995). *The media liberalization and Democracy*. Unpublished M.Phil thesis. University of Tromso, Norway.
- Askehave, I., & Nielson, A. (2005). Digital genres: A challenge to traditional genre theory. *Information, Terminology and People*, 18(2), 120-141.
- Austin, J. L. (1962). *How to do things with words*. Clarendon, Oxford.
- Badger, R and White, G. (2000). A process of genre approach to teaching writing. *ELT Journal*. 54 (2)153-160.
- Bamiro, E. (1994). Lexico-semantic variation in Nigeria. *World Englishes*, 13 (1), 460-477.
- Bawarshi, A. (2000). The genre function. *College English*, 62(3), 335-360
- Bazerman, C. (1994). Systems of genres and the enhancement of social intentions. In M. Bednarek, & H. Caple, (2012). *News discourse*, (pp.105- 160). New York & London: Continuum.

- Beard, A. (1998). *The language of sport*. London: Routledge.
- Benjamins.
- Bergh, G. (2011). Football is war: A case study of minute-by-minute football commentary. *Veredas (Brazil)*, 15, 83-93.
- Berkenkotter, C., & Huckin, T. N. (1995). *Genre knowledge in disciplinary communication*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Bernardini, S. (2000). Systematicising serendipity: Proposals for concordancing large corpora with language learners. In A. Wichmann, S. Fligelstone, T. McEnery, & G. Knowles (Eds.), *Teaching and language corpora*, (pp.225-234). Frankfurt: Peter Lang.
- Bhatia, V. K. (1993) *Analysing genre: Language use in professional settings*. London: Longman.
- Bhatia, V. K. (1997). Genre-mixing in academic introductions. *English for Specific Purposes*, 16(3), 181-196.
- Bhatia, V. K. (1998). Generic conflicts in academic discourse. In J. C. Inmaculado, Juan Carlos Palmer, S. Posteguillo, & F. C. Juan (Eds.), *Genre studies in English for academic purposes*, (pp.15-28). Bancaixa: Fundacio Caixa Castello.
- Bhatia, V.K. (1991). A genre-based approach to ESP materials. *World Englishes*, 10, 153-166.
- Bhatia, V.K. (2004). *Worlds of written discourse – A genre based view*. London and New York: Continuum.
- Biber, D. (1998). *Variation across speech and writing*. Cambridge: Cambridge University Press.

- Black M., (1962). Metaphor. In Black, Max Models and Methods (Eds.)  
*Ithaca* (pp.33-46), New York: Routledge.
- Blain, N., Raymond, B., & Hugh, O'Donnell (1993). *Sport and national identity in the European media*. Leicester: Leicester University Press.
- Bloor, M. (1998). English for specific purposes: The preservation of the species.(Some notes on recently evolved species and on the contribution of John Swales to its preservation and protection). *English for Specific Purposes*, 17, 47-66.
- Bowen, J., Madsen, H., & Helferty, A. (1985). *TESOL techniques and procedures*. Rowely, MA: Newbury House.
- Bunton, D. (2002). Generic moves in PhD thesis introductions. In J. Flowerdew (Ed.), *Academic discourse*, (pp.57-75). London: Pearson Education.
- Büyükkantarcıoğlu, N. (1999). Favouritism in sports discourse. *Hacettepe Üniversitesi Edebiyat Fakültesi Dergisi*, 16 (2), 117-130.
- Byram, M. (2004). Genre and genre-based teaching. The Routledge Encyclopedia of Language Teaching and Learning (pp. 234-237). London: Routledge.
- Candlin, M. (1997). *Personal homepages and the construction of identities on the web*. Retrieved December 9, 2013, from [www.Aber.ac.uk/media/documents/short/webident.html](http://www.Aber.ac.uk/media/documents/short/webident.html).
- Chandler, D. (1997). *An introduction to genre theory*. Retrieved May 22, 2013, from <http://faculty.washington.edu/farks/C510/ChanlerGenreTheory>.

- Chanh, T. V. (2011). *An investigation into the adjectives and their collocations as modifiers of noun phrases in football commentaries in English and Vietnamese*. An Unpublished M.Phil Thesis, University of Danang, Vietnam.
- Chipanga, E. (2004). An analysis of the war of metaphor used in spoken commentaries of the 2004 edition of the premier league (PSL) matches in the Zimbabwe. *Zambezia*, 62-79.
- Christie, F. (2002) Genres as choice.” *Rei*, 22–34.
- Coe, R. (2002). The new rhetoric of genre: Writing political briefs. In A.M. Johns (Ed.). *Genre in the classroom*, (pp.195-205). Mahawah, N.J.: Lawrence Erlbaum.
- Coker, W. (2012). A conversational analysis of interviews with people living with HIV/AIDS on Ghana television. *Language, Discourse and Society Journal*, 1, 139-150.
- Connor, U. (1996). *Contrastive rhetoric: Cross-cultural aspects of second language writing*. Cambridge: Cambridge University Press.
- Crowston, K., & Williams, M. (2010). Reproduced and emergent genres of communication on the world-wide web. *The Information Society*, 16 (3), 201-216.
- de Cillia, R., Martin, R., & Ruth, W. (1999). The discursive construction of national identities. *Discourse and Society*, 10(2), 149-173.
- Dimeo, P. (2001). Team loyalty splits the city into two: football, ethnicity and rivalry in Calcutta. In G. Armstrong and R. Giulianotti (Eds.), *Fear and loathing in world football*, (pp. 105-118). Oxford: Berg Publishers.
- Dubois, B. (1980). The genre and structure of biomedical speeches. *Forum Linguisticum*, 5, 140-168.

- Dubois, B. (1997). The biomedical discussion section in context. *Advances in Discourse Processes*, Vol. XLVI. Greenwich: Ablex.
- Dudley-Evans, T. (1986). Genre analysis: An investigation of the introduction and discussion sections of MSs dissertations. In Coulthard (Ed.), *Talking about text*, (pp.128-145). UK: English Language Research. Birmingham.
- Dunn, D. (1985). *Advertising and promotion*. A page from direct farm marketing and tourism book. Retrieved December 2, 2013, from
- Duranti, D. (1997). Universal and culture-specific properties of greetings. *Journal of Linguistic Anthropology*, 7(1), 63-97.
- Dzahene-Quarshie, J. (2012). English loans in Swahili newspapers football language. *Ghana Journal of Linguistics*, (1), 35-86.
- Dzameshie, K. (2002). The forms, functions and social value of greetings among the Ewes. In F. K. Ameka, & E. K. Osam (Eds.), *New directions in Ghanaian linguistics*, (pp22-38). Accra: Black Mask.
- Edu-Buandoh, D. F. (1999). *Politeness forms in Ghanaian English verbal interaction: A sociolinguistic analysis of spoken data in media panel discussions*. Unpublished M.Phil thesis. University of Cape Coast, Cape Coast.
- Eggins, S. (1994). *An introduction to systemic functional grammar*. London: Printer.
- Ehrlich, M. (1995). The competitive ethos in television news work. *Critical Studies in Mass Communication*, 12, 196-212.

- Eisenntein, M., & Bodman J., (1986). "I Very Appreciate': Expressions of gratitude by native and non-native speakers of American English". *Applied Linguistics*, 17, 411-432.
- Fabian, J. (1997). Popular cultures in Africa: Findings and conjectures. In K. Barber (Ed.), *African popular culture*, (pp. 18-28). Oxford: James Currey.
- Fasold, R. (1990). *Sociolinguistics of language*. Oxford: Blackwell.
- Feez, S. (2001). Heritage and innovation in second language education. In A. M. Johns (Ed.), *Genre in the classroom*, (pp.47-68). N.J: Lawrence Erlbaum.
- Feuer, J. (1992). Genre study and television. In R. C. Allen (Ed.), *Channels of discourse, reassembled: Television and contemporary criticism*, (pp. 138-59). London: Routledge.
- Flowerdew, J. (2002). Genre in the classroom: A linguistic approach. In A.M. John (Ed.), *Genre in the classroom, Multiple perspectives*, (pp.91-102). London: Lawrence Erlbaum.
- Foucault, M. (1975). *Discipline and punishment: The birth of the prison*. New York: Random House.
- Freedman, A., & Coe R. (n.d.). Genre theory: Australian and North American approaches. Retrieved January 5, 2012, from <https://www2.cortland.edu/dotAsset/293028.pdf>.
- Freedman, A., & Medway, P. (1994). *Genre and new rhetoric*. London: Taylor & Francis.
- Gborsong, A. (2001). *Language, power & gender in informational conversation among teachers and students in senior secondary schools*



*in Ghana*. An Unpublished M.Phil thesis, University of Cape Coast, Cape Coast.

Geelong, Australia: Deakin University Press.

Georglou, M. (2009). Scoring a hat trick: Nation, football, and critical discourse analysis. *Rice Working Papers in Linguistics, 1*, 108-141.

Ghaddessy, M. (1998). The language of written sports commentary: Soccer-a description. In M. Ghadessy (Ed.), *Registers of written English: Situational factors and linguistic features*, (pp.17-36). London/New York: Pinter.

Ghana Media Sustainability Index (2013). Retrieved April 24, 2013, from <http://www.irex.org/resource/ghana-media-sustainability-index-msi>.

Halliday, M. A. K. (1985). *An introduction to functional grammar*. London: Edward Arnold

Halliday, M. A. K. (1994). *An introduction to functional grammar*. London: Longman.

Halliday, M. A. K., & Hasan, R. (1985). *Cohesion in English*. London: Longman.

Halliday, M.A.K. and C. Matthiessen, (2004). *Construing Experience through Meaning: A language based approach to cognition*. London: Continuum.

Hang, N. (n.d). Contrastive Analysis: English and Vietnamese greetings. Retrieved on November 28<sup>th</sup>, 2012 from 4B06NguyenThibichhang-English and Vietnamese greetings 2pdf.

Harris, J. (1989). The idea of community in the study of writing. *College Composition and Communication*, 40 (1), 11-22.

- Harwood, N. (2008). An interview-based study of the functions of citations in academic writing across two disciplines. *Journal of Pragmatics*, 41 (3), 497-518.
- Hayland, K. (2004). *Genre and Second Language Writing*. Ann Arbor: The university of Michigan Press.
- Helbert C., & Latimer M., (1994). Battling gendered language: An analysis of the language used by sports commentators in televised coed tennis competition. *Sociology of Sports Journal*, 11, 29-308.
- Henry, A., & Roseberry, R. L. (1996). A corpus-based investigation of the language and linguistic patterns of one genre and the implications for language teaching. *Research in the Teaching of English* 30(4), 472-489.
- Hester, M. (2005). *A rhetorical analysis of presidential sports encomia and the symbolic power of sports in the articulation of civil religion in the United States*. An Unpublished M.phil thesis, Georgia State University, Georgia.
- Holmes, R. (1997). Genre analysis and the social sciences: An investigation of the structure of research article discussion sections in three disciplines. *English for Specific Purposes*, 16 (4), 321-337.
- Holmes, R. (2001). Variation and text structure: The discussions section in Economics research articles. *Review of Applied Linguistics*, 131-132.
- Hopkins, A., & Dudley-Evans, T. (1988). A genre-based investigation of the discussion sections in articles and dissertations. *English for Specific Purposes*, 7 (2), 113-121.

- Hou, H. (2010). A corpus approach to discourse analysis of newspaper restaurant reviews: A preliminary study. *Studies in Literature & Language*, 5(3), 95-100.  
<http://www.g...oopp&fhjybq>.
- Hüttner, J. (2010). Purpose-built corpora and student writing. *Journal of Writing Research*, 2(2), 197-218.
- Hyland, K. (1992). Genre analysis: Just another fad? *Forum*, 30(2), 1-17.
- Hyland, K. (2002). Genre: Language, context, and literacy. *Annual Review of Applied Linguistics*, 22, 113-135.
- Hyland, K. (2002c). *Teaching and researching writing*. Harlow, England: Longman.
- Hyland, K. (2003). *Writing and teaching writing in Second language writing*. Cambridge: Cambridge University Press.
- Hyland, K. (2004a). Graduates' gratitude: The generic structure of dissertation acknowledgement. *English for Specific Purposes*, 23, 303-324.
- Hyon, S. (1996). Genre in three dimensions. Implications for ESL. *TESOL Quarterly*. 30 (4), 693-716.
- Jalilifar, R., Firuzmand, S., & Roshni, K. (2011). Genre analysis of problem statement sections of MA proposals and thesis in applied linguistics. *Language, Society & Culture*, 33, 85-93.
- Kasper, G. (1989). Interactive procedures in inter-language discourse. In W. Oleksy (Ed.), *Contrastive pragmatics*, (pp. 22-48). Amsterdam: John Benjamin's Publishing Company.
- Kay, H. & Dudley-Evans, T. (1998). Genre: What teachers think. *ELT Journal*. 52 (4) 308-314.

- Kim, J. (2005). Teaching Korean University writing class: Balancing the process and the genre approach. *Asian EFL Journal*, 7(2), 1-15.
- Kuo, S. (2003). Involvement vrs detachment: Gender difference in the use of personal pronouns in televised sports in Taiwan. *Discourse Studies*, 5(4), 479-494.
- Lave, J., & Wenger, E. (1991). *Situated learning: Legitimate peripheral participation*. Cambridge: Cambridge University Press.
- Leech G. (1983). *Principles of Pragmatics*, Longman.
- Levin, M. (2008). Hitting the back of the net just before the final whistle: High-frequency phrases in football reporting. In Lavric Eva, Gerhard Pisek, Andrew Skinner & Wolfgang Stadler (Eds.), *The linguistics of football*, (pp.143-156). Tübingen: Gunter Narr.
- Lieungnaphr, A., & Waston T., (2011). Top-down versus bottom-up approaches towards move analysis in ESP. Proceedings of the International Conference: *Doing Research in Applied Linguistics*, 1-10.
- Liponski , W.(2009). Hey, ref! Go, milk the canaries! On the distinctiveness of the language of sports. *Studies in Physical Culture & Tourism*, 16, 19-37.
- Lotter, T. (2007). *An investigation into the sustainability of community radio: Campus radio as a case study*. Retrieved October 10, 2013, from [upetd.ac.za/thesis/available/etd11192009...dissertation.pdf](http://upetd.ac.za/thesis/available/etd11192009...dissertation.pdf).
- Mangueneau, D. (2002). Analysis of an academic genre. *Discourse Studies*, 4 (3), 319-342.
- Marco, L. (2002). A genre analysis of corporate home pages. *Language for Specific Purposes & Professional Communication*, 2 (1), 1601-1929.

- Marefat, H., & Mohammadzadeh, S. (2013). Genre analysis of literature research articles abstracts: A cross-linguistics, cross-culture study. *Applied Research in English Language*, 2 (2), 37-50.
- Martin, J. (1992). *English Text: System and Structure*. Philadelphia: John Benjamins Publishing Company.
- Martin, J. (1997). Social processes in education: A reply to Sawyer and Watson (and others). In I. Reid (Ed.), *The place of genre in learning: Current debates* (pp. 35–45).
- Martin, J. R. (1992). *English text: System and structure*. Philadelphia, PA:
- Martin, P. M. (2003). A genre analysis of English and Spanish research papers abstracts in experimental social sciences. *English for Specific Purposes*, 22 (1), 25-43.
- Martynska, M. (2004). Do English language learners know collocation? *Investigaiones Linguisticae*, 1-12.
- Matras, Y. (2007). The borrowability of structural categories. In Yaron Matras, Jeanette Sakel (Eds.), *Grammatical borrowing in cross-linguistic perspective*, (pp.31-74).Berlin: Mouton de Gruyter.
- Medubi, O. (n.d). *Nigerianism in a radio sports commentary: A semantic study*. Retrieved November 25, 2013, from [https://www.unilorin.edu.ng/publications/medubi/oyin Nigerianism in a radio.pdf](https://www.unilorin.edu.ng/publications/medubi/oyin%20Nigerianism%20in%20a%20radio.pdf).
- Mehler, A. (2000). Political discourse in football coverage: The cases of Cote d'Ivoire and Ghana. *Giaga Working Papers*, 27, 6-24.

- Mehrpour, S., & Mehrzad, M. (2013). A comparative genre analysis of English Business e-mails written by Iranians and native English speakers. *Theory and Practices in Language Studies*, 3(12), 2250-2261.
- Miller, C. R. (1984). Genre as social action. *Quarterly Journal of Speech*, 70, 151-167.
- Mongkholjuck, C. (2008). *A genre analysis of tourist attraction leaflet produced and distributed in Thailand in 2004*. An Unpublished M.Phil thesis. Kasetsart University, Kasetsart.
- Muijjs, J. (2004). *Doing quantitative research in education with SPSS*. London: Sage.
- Munday, J. (2004). A comparative analysis of evaluation in Spanish and English world cup reports. *Revista Canaria de Estudios Ingleses*, 49, 117-133.
- Muponde, P., & Zegeye, A. (2011). The ball is round: Ways with soccer. *Africa Identities*, 9(3), 261-285.
- Nasir, M. (2013). Role of the media in developed society. *Interdisciplinary Journal of Contemporary Research in Business*, 407- 415.
- National Communication Authority (2011). *List of authorised TV broadcasting stations in Ghana as at the fourth quarter*. Retrieved October 20, 2013, from <http://www.nca.org.gh>.
- Nwogu, K. (1990). Discourse variation in medical texts: Schema, theme and cohesion in professional and journalistic accounts. *Monographs in systemic Linguistics*, University of Nottingham, Nottingham.
- O'Keeffe, A. (2006). *Investigating media discourse*. London: Routledge.

- Olishie, E. (2006). *Speech act theory and speech situation*. Retrieved December 9, 2014, from <http://www.univ.trieste.it/esersilo/art106/oishi>.
- Olorunnisola, A. (2000). Community radio: Participatory communication in post-apartheid South Africa. *Journal of Radio Studies*, 9 (1), 126-145.
- Orwell, G. (1945). *The sporting spirit: The London tribute*. Cambridge: Cambridge University Press.
- Paltridge, B. (1994), Genre analysis and the identification of textual boundaries. *Applied Linguistics*, 15 (3), 288-299.
- Paltridge, B. (2006). *Discourse Analysis: an introduction*. London: Continuum.
- Pintarić, A. (2008). *English and German loanwords in Croatian football language*. In Lavric et al. (Eds.), pp. 43-52.
- Priest, S. H. (1996). *Doing media research: An introduction*. California: Sage.
- Puebla, M. (n.d). *Analysing of the discussion section of research articles in the field of psychology*. Retrieved October 26, 2012, from [F%2Fwww.espworld.info%2FArticles\\_21%2FDocs%2FPsychology.pdf&ei](http://www.espworld.info/Articles_21/Docs/2Psychology.pdf).
- Rafajlovičová, R. (2002). *A survey of the English syntax*. Prešov: FHPV PU.
- Raney, A., & Bryant, J. (2006). *Handbook of sports and media*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Reaser, J. (2003). A quantitative approach to (Sub) Registers: The case of Sports announcer talk. *Sage*, 5 (3), 303-321.
- Roohani, A., & Esmaeili, M. (2010). A contrastive analysis of sports headlines in two English newspapers. *Journal of Applied Language Studies*, 1(2), 68-82.

- Rothery, J. (1996). Making changes: Developing an educational linguistics. In R. Hasan & G. Williams (Eds.), *Literacy in society*, (pp.86-123). London: Longman.
- Ryan, M. L. (1993). Narrative in Real Time: Chronicle, Mimesis and Plot in the Baseball broadcast. *Narratives*, 1(2), 138-155.
- Santos, V. B. (2002). Genre analysis of business letters of negotiation. *English for Specific Purposes*, 21(2), 167-199.
- Sarfo, E. (2011). Offering health care through radio: An analysis of radio health talk by medical doctors. *Language, Discourse & Society*, 1, 104-125.
- Schechner, R. (2006). *Performance studies: An introduction*. New York: Routledge.
- Schiffrin, D., Tannen, D., & Hamilton, E. (2001). *The handbook of discourse analysis*. Oxford, United Kingdom: Blackwell Publishers Inc.
- Scott, M. (1999). Picturing the key words of a very large corpus and their lexical upshots – or getting at the guardian’s view of the world. In B. Kettemann & G. Marko (Eds.), *Teaching and learning by doing corpus analysis*, (pp. 43-50). Amsterdam: Rodopi.
- Searle, J. (1969). *Speech acts: An essay in the philosophy of language*. Cambridge University Press.
- Sinclair, J. (1991). *Corpus concordance collocation*, Oxford: Oxford University Press.
- Skorupka, S. (1967). *Słownik frazeologiczny języka polskiego*. Warszawa: Wiedza Powszechna.
- Specific Purposes*, 16(3), 181-196.



- Swales, J. (1990a). *Genre analysis: English in academic and research settings*. Cambridge: Cambridge University Press.
- Swales, J. M. (1981). Aspects of article introduction. *Aston ESP Research Reports*. University of Aston, Birmingham.
- Swales, J. M. (1990) Non native speaker graduate engineering students and their introductions: Global coherence and local management. In O'Connor, & A. M. Johns (Eds.), *Writing research and pedagogical perspective* (pp. 189-207). Alexandria, Virginia, USA: TESOL.
- Swales, J. M., & Rogers, P. (1995). Discourse and the projection of corporate culture: The mission statement. *Discourse and Society*, 6 (2), 223-242.
- Thompson, P. (2001). *A pedagogically-motivated corpus-based examination of PhD theses: Macrostructure, citation practices and uses of modal verbs*. An Unpublished PhD thesis, University of Reading, Reading.
- Thompson, S. (1994). Frameworks and contexts: A genre-based approach to analyzing lecture introductions. *English for Specific Purposes*, 13 (2), 171-186.
- Tiainen, K. (2012). *Academic research blogs*. An Unpublished Master's Thesis, University of Helsinki, Finland.
- Trosborg, A. (2000). The inaugural address: President Clinton's 1993 address, In A. Trosborg (Ed.), *Analysing professional genres*, (pp.121-144). Amsterdam: John Benjamins.
- Twumasi, R. (2012). *A cross disciplinary study of citation practices of Graduate students' thesis in a Ghanaian University*. An Unpublished M.Phil Thesis, University of Cape Coast, Ghana.

- Upton, T. A. (2002). Understanding direct mail letters as a genre. *Journal of Corpus Linguistics*, 7(1), 65-85.
- Ventola, E. (1994). *Abstracts as an Object of Linguistic Study*. In S. Cmejrkova, F. Danes & E. Havlova (Eds). *Writing vs speaking: Language, text, discourse, communication*, (pp.33-52). Proceedings of the Conference held at the Czech Language Institute of the Academy of Sciences of the Czech Republic, Prague.
- Waliaula, S. (2012). Radio soccer commentary as reconstruction and performance of political and socio-cultural reality: The case of Kenya in 1980s. *Journalism and Mass Communication*, 864- 874.
- Wei, R. (2008). Motivations for using the mobile phone for mass communications and entertainment. *Telematics and Informatics*, 25(1), 36-46.
- Wenger, E. (1998). *Communities of practice: Learning, meaning and identity*. Cambridge: Cambridge University Press.
- Wenner, A. (1998). Playing the media sport game. In L. A. Wenner (Ed.), *Media sport* (pp.3-13). London: Routledge.
- Willig, C. (2008). *Introducing quantitative research methods in psychology: Adventures in theory and methods*. Maidenhead: McGraw-Hill University Press.

[www.gbcghana.com.gh](http://www.gbcghana.com.gh)

[www.tv3network.com/gh](http://www.tv3network.com/gh)

- Yates, J., & Orlikowski, W. J. (1992). Genres of organizational communication: A structurational approach to studying communications and media. *Academy of Management Review*, 299-326.
- Ying, L. (2011). *A comparative genre analysis of newspaper sports Hard news on China Daily and the Guardian*. An Unpublished M.Phil Thesis, University of Chongqing, China.
- Youssof, I., Allen, D. & Charles, S. (1976). Greetings in the dessert. *America Ethnologist*, 3, 797-824.
- Yunick, S. (1997). Genres, register and sociolinguistics. *World Englishes*, 16 (3), 321-336.
- Zlatar, A. (2013). The role of the media as an inter-level facilitator and image promoter: Mapping out issues to be addressed in south east Europe. *Policies for Culture*, 2-6.

**APPENDICE**

**APPENDIX A**

**Samples of the Introduction Section**

**1.**

Hello everyone out there, a very pleasant welcome to the show. This evening, we bring you items on association football and boxing. It will also focus on Ghana's loudest. Which group do you consider the loudest so far as “jama” is concerned. The show tonight will focus on hockey and boxing. As you may be aware, Floyd Mayweather, won another game again which means that after 46 fights, he is still undefeated. We will bring you excerpts on that. Over the weekend, more importantly, he unified the welterweight division winning the WBC and WBA and the Ring Magazine titles outpointing Marcus Maidano under circumstances many boxing pundits believe was most controversial. There are few who believe that Maidano won the fight. On tit bits, Suarez has been named as the England Writers' player of the year earlier in the season. The players had voted him the player of the year. He beat Gerard and Yaya Toure to the title and Manchester City on top of the table. Liverpool as I speak with you are playing Crystal Palace. If they win that match and they're leading by one goal to nil after 45 minutes, they will be back on top of the log. All getting interesting and Kwadwo Asamoah's Juventus have won the La Scudetto for the third consecutive time. Roma over the weekend shockingly lost to Catania and so Juventus have won without kicking a ball over the weekend. We take this commercial break to take commercials from our sponsors, Azar paint, Fan milk and UT Bank who have been the proud sponsor of this programme. Stay tuned and relax because we bring you all those highlights

after the commercial break. The show has been brought to you by UT Bank, get a loan in 24 hours.

**2.**

Hello everyone out there a very pleasant welcome to the show this evening we bring you items on Association football on boxing and on tit bits around the world of sports. We will go to Spain and give you the highlights of the match that was played between Barcelona and Athletic Madrid. The show will also capture Ghana's loudest and the question is which group qualifies to be called or tagged and crowned Ghana's loudest? We bring you details of that competition and on tit bits as you are aware Real Madrid finally have delivered La Decima that is their tenth European title over the weekend beating Atletico Madrid by an incredible margin of four goals to one. Out there Kotoko beating King Faizal by two goals to nil in the FA semifinals. We will go to England, Spain and Italy to bring you all those highlights that matters. We bring you details of those outline matches after the commercial break. The show is by kind courtesy of UT Bank and Fan Milk.

**3.**

Hello everyone out there, It is always my great pleasure welcoming you to the show. This evening, the show is loaded with lot and lot of action. We bring you items on association football, on hockey and on tit bits Bayern Munich's 53 match unbeaten run was ended over the weekend by goal from Moldes who scored for Uzbek who won the match by one goal to nil and in the premiership well it's getting very interesting. My very good friend Felix Abayitey of Graphic Sports very excited indeed, King Edward of Hello FM all the Liverpool fans very very excited indeed they're back on top of the premiership

and I guess the season is going to be defined on Sunday when they come face-to-face with Manchester City and Barcelona won their match. All the big teams in the Spanish la Liga won their matches; Atletico Madrid ,Real Madrid. Atletico Madrid the team still topping the league table and are determined to shatter the duopoly of as you are aware, Real Madrid and Barcelona in the Spanish la Liga. All the highlights on these matches will be shown. Very very packed programme indeed. We shall be back with all the details don't go away. The show has been proudly sponsored by power malt and UT Bank.

#### 4.

Hello everyone out there, it is always a great pleasure welcoming you to the show. Well this evening we bring you items as usual on Association football on boxing on tennis the SWAG awards night and we have a very very special interview with the head coach of the senior national team Dr. Kwesi Appiah and on tit bits, we show you how Arsenal broke a nine year jinx by winning their first trophy in nine years. They won the FA cup by beating Hull by three goals to two after 120 minutes of a great match out there at Wembley and let me say that today's programme specially dedicated to fans of Arsenal Nana Kwaku is out there very very excited indeed Big Joe of the Caucus and ahh all the Arsenal fans congratulations you have something to smile about and just let me remind you that Louis van Gaal has finally been confirmed as the new head coach of Manchester United and Louis Enrique former midfielder of Barcelona has also been appointed as the new manager replacing Martino Tata Gerardo. Stay tuned because we bring you al these interesting match after this commercial. Today's show is proudly sponsored by UT Bank and Capital

phones.

**5**

Hi viewers out there, a pleasant welcome to the show. I'm always excited on Monday evenings welcoming you to the show. This evening, we will be looking at association football on hockey boxing and fun games and as you are aware over the weekend 25 years of the Hillsborough incident was marked and you remember 25 years ago Liverpool lost 96 of their fans in the Hillsborough disaster ahh that was in an FA semi-final game against Nottingham Forest and Liverpool over the weekend won by three goals to two to pay maximum respect to those fans and take a giant step towards winning the premiership title for the first time in 24 years we bring you all those highlights and Dortmund beat Bayern Munich over the weekend by three goals to nil. It is the heaviest defeat for Pep Guardiola in his reign as a coach. The 53 spectacular unbeaten run of Bayern Munich coming to an end remember last week they lost one goal to nil to Ozbek and also lost over the weekend to Dortmund by three goals to nil but don't forget they have already won the Bundesliga. The programme is back soon with all the details so don't go away. Capital phones, Alomo bitters and MTN has been the main sponsors of the programme.

**6**

A delight welcoming you to this program and this evening as usual we bring you items on association football on Ghana's loudest jama competition and Chelsea have altered the league table of the premiership by beating Liverpool by two goals to nil. Manchester city are stil on 77 points with a game on hand and it's getting more interesting by the day and Danny Alves over the weekend remained unflustered when a banana was thrown at him em as some racists

decided to go on rampage in Villa Real's game against Barcelona. They came from two goals down to beat them by three goals to two. The show will also account for all the highlights from Italy and Germany. We bring you all those details immediately after the commercial break. This show is by kind courtesy of MTN and Alomo bitters.

7

Hello viewers out there, you are welcome to the show. It is sports highlights time. This evening, we will be bringing you all the best from the sporting fraternity. This hour, we will be bringing you items on association football, boxing and on tit bits. Boxing is going to dominate. As you are aware, Marquez defeated Paquiao in an encounter that was termed as a gigantic clash. To the fans of Lionel Messi, the good news is that he has broken the forty year record made by Gerd Muller. The Italian Serie A was live this week we will go to Spain, Germany and German league. Still at the comfort of your homes and relax because we are going to bring you highlights of all these stories after the break. We will be back with the detail. We will go for a commercial break.

8

Hello everyone out there, have a present welcome to the show. It is now time of the hour. We will bring you the best from the sporting world. This evening, we will bring you items on association football and some fun games and on tit bits .You know why Kapokyino my good friend is so excited? Manchester United will be going to the Christmas festivals on top of the premiership following the important victory over the weekend. We will bring you all the highlights from the premiership and from the Bundesliga. Lionel Messi has scored his 90<sup>th</sup> goal in a calendar year. We will bring you that match as well as



the 2-2 drawn game of Real Madrid and Espanyol and congratulations to Christopher Katongo for been named BBC African player of the year. We will be back with all the details after the commercials. The programme as always is brought to you by MTN.

**9**

Hello everyone out there. Isn't God so wonderful? Welcome to the show. It is another year. Today is the 31<sup>st</sup> and I want to thank God for his wonderful blessings. Well, this evening, it will be very special. We will bring you items on association football and the maestro Abedi Pele and his son has been honored by the president of Burkina Faso. This evening, at the tale end of the programme, the personality behind the scene who has made it possible for us to enjoy a very wonderful season will be in your shots. We will be back with all the details after the break.

**10**

Hello everyone out there, have a pleasant welcome to the show. Thanks for tuning in. It is our sports hour of the day. We would bring the best from the sporting world. Well, this evening, we will bring you items on association football, on boxing and on tit bits. Tottenham's run of form in the English premiership came to a jiggering halt over the weekend when they lost zero-one to Wigan. We will bring you all the highlights on the premiership, the Italian Serial A and the errm Spanish La Liga where Michael Essien Scored his first goal for Real Madrid in their four nil demolishing of Vigo over the weekend. We will be back with the details after the break

**11**

Hello everyone out there, have a pleasant welcome to the show. Thanks for tuning in. It is our sports hour of the day. We would bring the best from the sporting world. Well, this evening, we will bring you items on association football, on boxing and on tit bits. Tottenham's run of form in the English premiership came to a jiggering halt over the weekend when they lost zero-one to Wigan. We will bring you all the highlights on the premiership, the Italian Serial A and the errm Spanish La Liga where Michael Essien Scored his first goal for Real Madrid in their four nil demolishing of Vigo over the weekend. We will be back with the details after the break.

**12**

Hello everyone, you are welcome to the show. Well, welcome to the show. This evening, we bring you excerpts in association football, from boxing news and on tit bits. Fans and management of Chelsea seems to have reported the referee who handled their match, Mark Rutridge, to the FA for comments they believe contain racial abuse. On boxing, the programme will capture all the interesting scenes of the match between the two most prominent boxers in the world. Don't go away because we will bring you all these highlights and others after this commercial break.

**13**

It is another Monday and as always, we welcome you to the show. Thanks to you all for making this station your choice every Monday for watching the sports highlights programme. You have always been our cherish viewers all these years. This evening as usual the programme is packed with a lot of sporting stories especially the ones that make headlines within and outside the

country. Well this evening we will bring you items on association football, on boxing , on tit bits and on sports racing. We will go to the Spanish La Liga and bring you the Copa de Rey match that took place between Real Madrid and Barcelona as well s the match that took place between Zaragoza and Athletic Bilbao. We will bring you highlights of matches from the Italian Seria A, the German Bundes Liga and if time is on our side the Portuguese League to bring you all the highlights that matters. On the local scene, kotoko defeated Hearts of Oak at the Baba Yara sports stadium. We promise to bring you all these highlights within the next one hour after this commercial break

#### **14**

Hello viewers out there, good evening and welcome to the show, it is another Monday and it is our pleasure to have you as our viewers for the next hour and half. Thanks to you all for been one of our cherished viewers, as always to we will bring you excerpts from all the major leagues within Europe and the local leagues. At the local front, the programme will capture that match that went on between Ashanti Gold FC and Kumasi Asante Kotoko. We will go to the four major leagues in Europe. We will bring you highlights from Spain, from Italy and from the German Budes Liga. If there is enough time, we will give you some highlights on boxing and the cycle race that took place in Barcelona Spain, over the weekend. Relax and stay tuned because we are bringing you all the highlights of these matches after this break.

#### **15**

Hello viewers out there, you are once again welcome to the show. Thank you for making this programmes your choice for this hour. This evening, we will be bringing you all the best from the sporting fraternity. This hour, we will be

bringing you items on association football, cycling and on tit bits. Highlights from the four major leagues in Europe will dominate. As you are aware, Thierry Henry has now settled with a club in America. To the fans of Chelsea, the good news is that they were able to dismantle Arsenal by two goals to nil and that put them on top of the league table. Stay tuned because we will be back with all the details of these highlights after the break.

## 16

Hello everyone out there, have a pleasant welcome to the show. It is now time of the hour. We will bring you the best from the sporting world. This evening, we will bring you items on association football and some fun games and on tit bits. The entire world set their eyes on the Spanish La Liga as the Madrid derby took place between Real Madrid and Atletico Madrid. We will bring you all the highlights from the premiership and from the Bundes liga. Lionel Messi has scored his 23<sup>rd</sup> hat ticks over the weekend when they faced PSG at the Camp Nou on Wednesday. The programme will also capture highlights from the Bundes Liga where Pep Guardiola's men beat their rival Borussia Dortmund by 4 goals to two. We will bring you that match as well as the 2-2 drawn game of Real Madrid and Espanyol. We will be back with all the details after this break.

## 17

Hello good evening and time now for sports cafe with me Michael Kofi Oduro. I am here to serve you the latest and finest in the world of sports and today we take a look at the Ghana Premier league. This time round we are looking at player wages in the country. Often, we talk of the quality of play in the Ghana premier league without thinking of what the characters in the

Premier league. Erm player wages remuneration and all that it is on the low or the high in the Ghana Premier league. We will be speaking to some stakeholders as far as local football is concerned for them to enlighten us whether the player wages in this country is on the low normal or on the high. You can join this show write now by texting your views on 0249233521. The programme as usual is sponsored by Tigo and Airtel. Get these networks and enjoy your calls. we would also be doing some boxing news where Joshua Clottey the former world champion mounts the ring once again tomorrow in far away Australia against Anthony Maurin and we will be speaking to the president of the Ghana boxing authority for him to share with us what Joshua's chances are and other people as far as boxing is concerned in this country. Alhaji Grusah he says the Ghana football Association has not been I mean they have not done justice to the issues involving King Faisal's coach Marien and some match officials remember the coach has been banned for seven weeks and Alhaji Grusah has been reacting to the ban imposed on his coach. Once again, the programme is brought to you by the two most popular networks which are Tigo and Airtel. We have all these and other exciting stories in the world of sports to share with you on this edition of sports café. Stay tuned we will be right back.

## 18

Hello and welcome to another edition of sports cafe I am Michael Kofi Oduro a privilege coming your way with this edition of sports café. This is where all the news making the headlines in the world of sports live right here on this show sports café. Today, the spotlight is on the Black stars and as we await coach Kwasi Appiah to name his squad there are some concerns in the black

stars team that we all wish coach Kwasi Appiah will address before naming his final 23 man squad. We will also bring you highlights from the European leagues. So, if you have any concerns that you feel coach Kwesi Appiah must take a critical look at just join the conversation on our social media platforms on twitter, follow us at Metro sports TV and on facebook [www.facebook.com/metrosportsggh](http://www.facebook.com/metrosportsggh). Once again the show is sports cafe powered by Metro sports and also proudly sponsored by Tigo. The sport light will also be thrown on the various matches that were played over the weekend. Let's do a quick break from our sponsors, Tigo, and cowbell. When we come back after the commercial break, we share all the excitement in the world of sports with you stay tuned.

## 19

Hello good evening and welcome to sports cafe this is the midweek edition of the show with me Michael Kofi Oduro and today the focus of the show is on the CAF champions league and as we await coach Didi Dramani to name his final 30 man squad. we take a look at some issues that must be addressed by the head coach of Kumasi Asante Kotoko head coach before he names his squad and remember that there are a lot of concerns issues have been raised about our right and left full back positions, the central defenders and the sort of confidence in the central defense. I'm sure is on the low so we will take a look at the kotoko team and find out what concerns must be addressed by coach Kwesi Appiah as he prepares to name his final squad. Join the conversation on [www.metro.sports.com](http://www.metro.sports.com) and you can send your comments on our traditional line. The programme is proudly sponsored by Metro sports and Tigo. We would also be bringing you a comprehensive report on the Ghana

Premier league where Asante Kotoko stands as favorites to win the Ghana Premier league and also the battle to survive relegation is on. We take a look at the teams and their chances of avoiding relegation. The programme as always has been brought to you by Tigo and cowbell and also powered by Metro sports. We bring you the details of all these and more but let's after this commercial break .When we come back, we have all the excitement in the world of sports to share with you on sports café.

**20**

Hello, good evening. I am Michael Kofi Oduro bringing you this edition of sports cafe live on Metro TV across the length and breadth of this country and also Africa doing the watching on DS TV channel 277 in the news making the headlines. You can join the conversation by just logging on to our social media platforms [www.facebook.com/metrosportsgh](http://www.facebook.com/metrosportsgh) and on twitter you can follow us at Metro sports TV On this edition of sports café. The highlights will capture Kumasi Asante Kotoko coach Didi Dramani who calls for calm within the Asante Kotoko supporters union and he says the team is very focused and also CEO of the club Opoku Nti has promised the Ghana premiership title. Join us on [www.facebook.com](http://www.facebook.com) and on twitter as well as our whatsapp page. But today our main focus is on the Black Stars and the role our ex-players will have to play in our 2014 World Cup campaign. What would be the influence of ex black stars players in 2014 FIFA World Cup we would also be doing some news on women football the Black Queens to be precise and Medeama sporting club have drawn AC Leopards of Congo in the CAF confederation cup playoff we bring you the details of all these and other exciting stories on this edition of sports café after this quick break we will be right back stay

tuned. Don't forget the programme is by kind courtesy of Tigo and Metro sports.

## 21

A warm good evening to you and welcome to the sports station here with me Elloy Amendey and the rest of the team. It is our pleasure to have you for company over the next hour and half. We begin the show with a famous quotation from Professor Azuma Nelson who states that sports as a game is an effective medium of peace. "Sports in Ghana and across Europe is seen as a simple of unification". Yh that is from the perspective of Azumah Nelson. As always, we are taking you around the world sports. We will be bringing you all those exciting moments from football and through and through to other sports from international to the domestic front and boy boy what a week it has been in the English premier league. Tonight, we will be taken you to the mid week matches played on Tuesday, Wednesday night and for some of the big teams in action on Tuesday and Wednesday. We will recap all those games. We will also take you to the F.A cup weekend from the weekend just gone by. Arsenal's have some joy finally against Liverpool so did Manchester City experience some pleasure at the expert of Chelsea. We will recap those games. We will also take you to Spain for the latest installment of the Spanish league race and then Seria A. Kwadwo Asamoah was on the scoring sheet for Juve and also takes you through to other places Bundesliga and if time permits us, we will bring you all those games. We bring you all those interesting games after this short break.



22

Good evening and welcome to the sport station here on TV3 with me Elloy Amendey and the rest of the production team. We're quiet excited to have you for company over the next hour and half as we take you around the world of sports and bring you all the highlights that matter as always erm from this particular industry. We begin the show with a quotation from one of the best tennis players, Raphael Nadal which states that fame is like an egg. Its life span depends on how we handle it. Well, tonight we've got a tight show for you. We've taking you around erm football. We take you to the English premier league. We will give you highlights from the matches played over the week in the English premier league, the chase for the little. All the top four teams are trying to make it into the top of the table. Also, we bring you highlight from Spain where Real Madrid finally after a very long way this season are clear at the top of the Spanish league table following defeat from Barcelona and Athletico Madrid but that one is not decided yet. Also, coming up tonight on the show we've got highlight for you from erm the Winter games that ended yesterday, highlights of the closing ceremony I must say it was a really really colorful closing ceremony and with a lot air balloon and a frying boat and all of that so something to look forward to and that front as well. And on the local front, we've got big news today from football world here. The team that has been named by the black stars coach erm for the upcoming friendly match big announcement is that Fatau Dauda is not in that squad. We will be going through that squad with you later on in the show.

23

A warm good evening to you. Welcome to the sports station, on TV 3. It is my pleasure on behalf of the team to welcome you to a trilling night again here on TV 3 when we recap everything good and bad that has happened in the world of sports. In the week gone by I know those are trial times for Manchester united fans. The name on many people's lips is David Moyes. Many have renamed him or recoined his name to reMoyes and a whole lot of other variation to David Moye's name but the thing is united are in a slum. Downwards spiral on the league table been knocked out from the FA cup as well. Tonight, we will recap the F A highlights from the weekend gone by in the English premier league. The Spanish league has returned as well as some of the leagues around Europe. As much as possible, we will bring you a recap of every thing else good in sports that has happened in the week gone by. Remember that is sports station here on TV 3 proudly brought to you by Tigo, smile because you've got Tigo and cowbell get something for everyone and our international bits will be by kind courtesy DSTV, super sports, your world of championship. Before we take our commercial break lets take our coat of the day which we will be taking the quote from Emil Zatopek who states that "An athlete cannot run with money in his pocket. He must run with hope in his heart and dreams in his hand". That is Zatopek is trying to highlight that money is not the main motivation for sports men but rather determination and dreams. That is a good advice there for the sports men.