

PHILOLOGY

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Implementation of sports discourse in mass media communicative space: linguopagmatic peculiarities

Sports discourse is one of the dynamically developing types of discourse, the growth of which is determined by the general accessibility of sport, its introduction to the masses. The purpose of the article is to consider the linguo-pragmatic peculiarities of the sports discourse genres, fixed in writing - an analytical article and review that demonstrate intertextuality in relation to other sports communication genres - reporting and commentary. On the basis of the language material analysis the author of the article indicates that the review and the article provide the addressees with the most complete information about the sporting event, and also accompany these messages with logical conclusions that allow us to analyze the reasons and suggest the consequences of such event. The review and analytical article in sports discourse are emotive and evaluative, which suggests a high degree of their impact on the intended audience.

Key words: sports discourse, communicative space, addressee, genre, functional stile, logical argumentation.

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