

## PHILOLOGY

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### **Precedent names as reflection of sport fan language worldview**

The concept of precedence, in particular precedent names, in sports discourse is considered. Precedent names are analyzed in their connotative use, their metaphorization in context is noted. The development of technologies contributes to the change in the role of the fan, his transition from the client of sports discourse to the agent, which explains the interest in the discourse of the fan. The material of the study is the comments of fans of three sports: football, rugby, cricket. In the word creation, the fan seeks to express himself and his attitude towards the opponent, which is manifested in the choice of precedent names and their marking. An analysis of the discursive practices of fans of three sports allows us to conclude that the features of these sports influence the lexical variability of the speech products of fans as subjects of sports discourse.

**Key words:** intertextual metaphors, precedent names, sport discourse, fan discourse, evaluative connotation.

*May 02, 2023*

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