

VOCABULÁRIO DO ESPORTE: DISCURSO POLÍTICO E DIÁRIO
VOCABULARIO DEPORTIVO: DISCURSO POLÍTICO Y COTIDIANO
SPORTS VOCABULARY: POLITICAL AND EVERYDAY DISCOURSE

Arkadiy Petrovich SEDYKH¹
Elvira Nikolajevna AKIMOVA²
KonstantinViktorovich SKVORTSOV³
Andrey Vladimirovich SHCHERBAKOV⁴
Arina Gennadievna ZHUKOVA⁵

RESUMO: Os problemas de funcionamento do vocabulário esportivo no espaço semiótico do discurso político e cotidiano na França são considerados no estudo. São descritas as características dos componentes da imagem discursiva do mundo da linguocultura francesa, cujo elemento-chave é a personalidade linguística do político e do falante nativo generalizado. A análise dos dados factuais baseia-se numa abordagem semiótica linguística para a sua interpretação, em regra, no quadro de um enunciado discursivo, bem como ao nível do fundo nominativo da língua nacional. A terminologia esportiva é considerada no nível dos dominantes lingüísticos e etnoculturais gerais do discurso nacional. A alocação do componente nacional-cultural do lexema de um tema esportivo permite estudar os sportônimos do ponto de vista de encontrar informações sobre a cultura lingüística francesa, o discurso e o pensamento lingüístico em seus usos.

PALAVRAS-CHAVE: Discurso do esporte. Termo interprofissional. Sportonímia. Discurso visão de mundo.

RESUMEN: *En el estudio se consideran los problemas del funcionamiento del vocabulario deportivo en el espacio semiótico del discurso político y cotidiano en Francia. Se describen las características de los componentes de la imagen discursiva del mundo de la lingüística francesa, cuyo elemento clave es la personalidad lingüística del político y del hablante nativo generalizado. El análisis de datos fácticos se basa en un enfoque semiótico lingüístico para su interpretación, por regla general, en el marco de una declaración de discurso, así como a nivel del fondo nominativo de la lengua nacional. La terminología deportiva se considera al nivel de dominantes lingüísticos y etnoculturales generales del discurso nacional. La asignación del componente nacional-cultural del lexema de un tema deportivo permite estudiar los sportónimos desde el punto de vista de encontrar información sobre la cultura lingüística francesa, el discurso y el pensamiento lingüístico en su usus.*

¹ Belgorod National Research University, Belgorod – Russia; Belgorod State Technological University named after V.G.Shoukhov, Belgorod – Russia. Moscow International University, Moscow – Russia. Doctor of Sciences in philology. ORCID: <https://orcid.org/0000-0001-6604-3722>. E-mail: sedykh@bsu.edu.ru

² Pushkin State Russian Language Institute, Moscow – Russia; Ogarev Mordovia State University, Sarank – Russia. Doctor of Sciences in philology. ORCID: <https://orcid.org/0000-0002-0883-2173>. E-mail: akimovaen@mail.ru

³ Associate Professor Russian University of Transport, Moscow – Russia. Ph.D. in pedagogy. ORCID: <https://orcid.org/0000-0002-8772-0056>. E-mail: skv-kv@mail.ru

⁴ Pushkin State Russian Language Institute, Moscow – Russia. Candidate of Sciences in philology. ORCID: <https://orcid.org/0000-0003-0153-9692>. E-mail: avscherbakov@pushkin.institute

⁵ Pushkin State Russian Language Institute, Moscow – Russia. Candidate of Sciences in Philology. ORCID: <https://orcid.org/0000-0002-0222-082X>. E-mail: arinazhukova2013@gmail.com

PALABRAS CLAVE: *Discurso deportivo. Término interprofesional. Sportónimo. Cosmovisión discursiva.*

ABSTRACT: *The problems of the functioning of sports vocabulary in the semiotic space of political and everyday discourse in France are considered in the study. The characteristics of the components of the discourse picture of the world of the French linguoculture are described, the key element of which is the linguistic personality of the politician and the generalized native speaker. The analysis of factual data is based on a linguistic semiotic approach to their interpretation, as a rule, within the framework of a discourse statement, as well as at the level of the nominative fund of the national language. Sports terminology is considered at the level of general linguistic and ethnocultural dominants of the national discourse. The allocation of the national-cultural component of the lexeme of a sports theme allows studying sportonyms from the point of view of finding information about French linguistic culture, discourse, and linguistic thinking in their usus.*

KEYWORDS: *Sports discourse. Interprofessional term. Sportonym. Discourse worldview.*

Introduction

The political discourse of any country, especially France, is replete with sports terminology. A favorite technique of political communication is the use of a sports metaphor. According to A.P. Chudinov, “The main function of political speech is to change the addressee’s ideas about political reality, a kind of re-conceptualization of the political world in the minds of readers and listeners. One of the most important means of such re-conceptualization is a metaphorical model, which allows one to present a complex problem as fairly simple and well-known and highlight some aspect of the problem, make it more significant, or, on the contrary, distract the attention of society from it, show what a variant of the development of events as completely impossible or quite natural” (Chudinov, 2001, p. 26).

The sports language picture of the world is a set of certain components, which includes ideas and concepts from a given area of human activity. Verbalized, these components form a complex structural and semantic formation that reflects the sports continuum. The sports linguistic picture of the world is formed as a result of the evaluative activity of human consciousness during the mental assimilation of reality (Bobyreva, 2012).

The review of scientific literature shows that an important place in terminological and discourse research is occupied by the problem traditional for world philology – the relationship between language and culture. The manifestation of a sports

worldview is ethnospecific by definition, which is due to various factors of an extra- and intralinguistic order. Each specific semantic-psychological and emotional-aesthetic manifestation of sports realities is due to the features of the linguistic consciousness of the individual as a generalized image of the carrier and conductor of cultural, linguistic, communicative-activity, and behavioral reactions (Bogoslovskaja, 2002).

In the practical consciousness of native speakers, the “image” of sport is formed, which is accepted in this linguocultural community, while each individual has their own version of this image.

The specificity of the representation of the sports continuum in the language is determined by the corresponding descriptions at all levels of the linguistic organization (lexical, syntactic, lexicographic, phraseological, paremic, aphoristic, etc.), the study of which reveals hidden connections between various phenomena of the surrounding reality. In French linguoculture, there are more or less productive types of tropic constructions, which is due to ethnocultural factors of the environment and the specifics of the structuring of the French language and sports communication (Filippova, 2010).

Theoretical background

Sports nomination in linguistic culture performs several functions related to identification methods, topological models of the reflection of reality, institutional and axiological characteristics.

Sports terminology is widely studied in the world scientific community (Elistratov, 2009; Malysheva, 2011; Zilbert, 2001; Kozhevnikova, 2001; Sedykh et al., 2011; Blanchet, Lesay, 2012; Mahal, 2008; Merle, 2001). There are many white spots in the study of French sports discourse waiting for their researchers.

In the study, we attempt to identify common and idioethnic signs of the functioning of sportonyms in French linguistic culture. Revealing idioethnic features through linguistic means is an urgent task not only for culturologists, philosophers, psychologists, sociologists, but also linguists.

Most sportonyms represent a kind of “localization” of the national-cultural space. By the type of nomination, they are often figurative means of language. Local images underlying the sports nomination arise in the process of verbal communication of people operating with linguistic meanings as the results of cognitive activity. Subsequently, these figurative linguistic meanings are actualized in a particular discourse situation, for example, associated with sports activity.

Methods

Sports culture should be studied not only as a nominative mechanism but also as a communication phenomenon; all aspects of sports culture should be considered from the point of view of their fullness with communicative information (Sedykh et al., 2018).

The main positions of the methodology for the study of sports nominations are categorical features identified at the level of functioning of linguistic units in the discourse-communicative space. A sportonym, becoming a part of a special discourse, often loses its connection with a specific person or object, that is, it loses its direct nominal function, ceases to be an expression of the ultimate singularity, begins to generalize, and as a result, a transformation of meaning occurs. In other words, a sports name partially loses its connection with specific single concepts and acquires additional connotations.

Despite the preferred universality of sports phenomena, sports names, to a greater extent than any other part of the vocabulary of the language, are closely related to the history, traditions, and literature of the people speaking the language. This property is manifested in phraseological units, the component of which is sports lexemes.

The most important element of the research is the analysis of the use of sports terms in various types of modern French discourse: professional (media), institutional, and everyday. In this sense, sports discourse is interpreted as an integral part of the general national conceptual space of the French language and communication.

Results and discussion

The sports metaphor is widely used in the political discourse of France. For example, boxing symbolizes a more powerful clash of interests than a tennis game. In recent years, televised debates of candidates for the highest positions of the state were described as hockey or boxing matches. Suffice it to recall how many emotions the French were inspired by the gesture of the host Paul Amar, who handed boxing gloves to Jean-Marie Le Pen and Bernard Tapie in May 1994 before the start of the television debate. This, was extreme, since the boxing descriptions of the debate are linguistically acceptable, while the actions of the presenter were considered by most of the French as

unacceptable on the television screen (<http://www.youtube.com/watch?v=7T5Zrp6E3do>).

Francophonous journalists describing pre-election “battles” use sports terms extensively: “*Kim Campbell. Elle m'a fait penser à l'attaque à cinq des Canadiens certains soirs, **une fusillade de lancers frappés** ... dont les trois quarts aboutissent sur la bande ou dans la foule*”(Kim Campbell. Her actions reminded me of **five-man attack** of the Canadians at its full strength, a whirlwind of powerful **throws**, similar to being shot... three-quarters of which end up **on the board** or into the crowd of spectators) [*La Presse* André Pratte]; “**Tir groupé sur Chrétien**”, “*Les Yvette n'ont pas décollé*”, “*Bourassa fait un virage à 180 degrés*”[Dans *Le Soleil*, 26 octobre 1995; *La Presse*, 26 octobre 1995; *La Presse*, 5 octobre 1995] ; “*Les débats radio-télévisés sont perçus comme des **matches** dans lesquels comptent peu les signifiés rationnels des discours échangés, mais beaucoup au contraire l'aptitude des challengers à mobiliser des réactions affectives*” (Braud, 1980, p. 19).

These texts contain several sports terms and word combinations (*five-man attack, throws, on the board, group shot, take off, 180 degrees turn, match*), which are united by the key seme “active sports competitions”. The struggle reflects the ideological position, embodying the strengthening of the position of the speaker, the desire to move directly and persistently (often without hesitation in choosing the means) towards the set goals. The connotation background forms the conceptual field “strong position”, which is associated with self-confidence and an orientation towards a pragmatic goal – to win the approval of voters.

Political e-newspaper journalist (*Provence.com*): “*Si l'impopularité était un sport, François Hollande aurait toutes ses chances aux **Jeux olympiques**. Pas une semaine, pas un jour sans sa mauvaise nouvelle qui l'enfoncé un peu plus dans les sondages. Croissance en berne, chômage **record**, rigueur plus souvent vécue comme un poison que comme une potion*”(If unpopularity were a **sport**, François Hollande would have every chance at **the Olympic Games**. Not a week, not a day goes by without bad news making his ratings go lower and lower. Economics growth at half-mast, **record** unemployment and austerity regime feel more like a poison than a saving potion) (<http://www.laprovence.com/article/edition-marseille/2335442/hollande-trop-tot-pour-juger.html>).

Such combinations from the sports vocabulary (*sports, Olympic Games, record*), based on the key seme “sports achievement” reflect the ironic attitude of the author of

the statement to the president's ability to cope with the problems of French society. The connotational component of the statements is enhanced by the antiphrasis context and the conceptual field associated with the integrative idea of "unpopularity". The pragmatic component is based on two opposition categories: "champion of professional worthlessness"– "national leader", which are culturally and historically key concepts for the French collective consciousness. Incompatible concepts are actualized in a single context, which is one of the dominant techniques of French national rhetoric (Sedykh et al., 2020).

The first persons of France often use sports metaphors themselves at various moments of their political existence.

François Hollande: "*Si j'avais eu du talent dans une vie rêvée, j'aurais aimé être l'avant-centre du club de Rouen <...> C'est mon grand-père qui m'a appris le foot en m'emmenant sur les stades. Le sport, c'est une histoire qui se raconte avec gloire, déclin et résurgences. Il y a quelques années, j'ai joué un match de bienfaisance face à des anciens professionnels. Il m'a fallu un an de repos...*" (If I had had talent in a dream life, I would have liked to be the **center forward** of the Rouen club <...> It was my grandfather who taught me football by taking me to the stadiums. Sport is a story told with glory, decline and resurgence. A few years ago, I played a charity game against some former pros. After that, I needed a year to recuperate) (<http://www.leparisien.fr/sports/quand-hollande-et-sarkozy-parlent-de-sport-27-04-2012-1974398.php>).

In the statement, made during a television interview with the two finalists of the presidential race, Nicolas Sarkozy and François Hollande, the combination "*du talent dans une vie rêvée*" can be interpreted as a way of verbalizing the central seme "childhood dream". Connotative meanings are formed at the level of the conceptual field "driving force of the attack" using sports terms (*avant-centre du club*). The pragmatic component of the statements is based on the merger of the two categories "attacker" and "leader of the nation". The speaker wants to valorize his ability to be at the forefront of the political life of France and at the same time emphasize his long-standing commitment to sports to win the hearts of voters (Sedykh, 2011).

The second part reflects the central concept of "family values". The lexemes *mon grand-père, sport, gloire, déclin et résurgences* act as catalysts of the connotative background of the statements, which direct the associative charge of the statement into the mainstream of the conceptual field "history of a great country". The last statement

has a pragmatic meaning: “I am just like you, a person with the weaknesses, ambitions, and problems”.

Nicolas Sarkozy sees himself in the yellow jersey of the winner of the Tour de France: *J'aurais adoré gagner le Tour de France en remportant l'étape de l'Alpe-d'Huez. Je suis un cycliste puissant et un peu lourd. En foot, j'ai les pieds carrés. J'aurais rêvé d'être gardien de but; manifestement, je n'en ai pas le gabarit...* (I would have loved to win the Tour de France at the Alpe-d'Huez stage. I am a strong but a bit heavy cyclist. In football, I would have dreamed of being a goalkeeper; obviously, I am not the right size for it...) (Sedykh, 2011).

The semantics of the analyzed statement is concentrated around the basic seme “winner”. Special attention is drawn to the use of the place-name “Je”(I) in each phrase of the candidate for the presidency of France. According to researchers, Nicolas Sarkozy is the “champion” in the use of the first person singular pronoun in his speech (Deshayes, 2011).

After the vote, Nicolas Sarkozy, invited to the editorial office of the newspaper *L'Équipe*, speaks on his defeat in the elections and draws an analogy with the instability of sports records.: “*Les records sont faits pour être battus et donc par conséquent il ne faut pas être triste quand quelqu'un prenne votre place, parce que de toute manière c'est la règle pour le sport, c'est la règle pour la politique, c'est la règle pour la vie*”(Records are made to be beaten and therefore you shouldn't be sad when someone takes your place, because it is the rule for **sport**, it is the rule for **politics**, it is the rule for **life**) (<http://bcove.me/54pvb0mn>).

The studied material demonstrates the presence in the semantics of phrases of the key seme “rules of the game”, which reflects the “positive” attitude of Nicolas Sarkozy to his loss and his self-confidence, necessary for future victories in the election races. The connotative macro-components of the statements are based on the pragmatics of sports competitions, on the key role of the training process and psychological training.

Jacques Chirac: “*Mobilité et stabilité ne sont pas antinomiques: un cycliste n'est stable sur sa bicyclette qu'en avançant*” (Mobility and stability are not mutually exclusive: a cyclist is only stable on his bicycle when moving forward) (<http://www.cyclojose.be/Citations.html>).

The central seme of the statement “movement” is actualized at the denotative level and manifests the desire to appeal to the values of sports competition, part of

which is the category of “stability of performances”. The statement implements the actual connotations of the French, for whom the sports component of thinking is an integral part of modern everyday existence, in particular, the activity of an individual within the framework of the concept of “healthy lifestyle”.

Nadine Morano – MP, politician, Secretary of State for Family and Solidarity: “*La secrétaire d'Etat chargée de la Famille et de la Solidarité, Nadine Morano, a **tacle** aujourd'hui sa collègue des Sports Rama Yade, en lui rappelant qu'en cas de désaccord au sein du gouvernement, "on se tait, ou on s'en va " <...> “Mme Morano a assuré qu'il fallait mettre "le **meilleur joueur là où il doit être, à sa place**”* (The Secretary of State for Family and Solidarity, Nadine Morano, today **tackled** her colleague from Sports Rama Yade, reminding her that in the event of disagreement within the government, “**we keep quiet, or we go away**”<...> Ms. Morano assured that it was necessary to put “**the best player where they should be, in their place**”) (<http://www.lefigaro.fr/flash-actu/2009/11/01/01011-20091101FILWWW00096-nadine-morano-tacle-rama-yade.php?cmtpage=2>).

The statements manifest the seme “sports discipline”. The connotative macrocomponent is formed based on the “sports” perception of public service in line with the concept of “fair play” (*esprit sportif, franc-jeu*). The pragmatic meaning of the words of the Secretary of State is as follows: “If you came to work for the government, then you must share and support its point of view, even if you are against it”.

The use of sports terminology in the speech of politicians reflects their desire to create a positive image in the eyes of potential voters. Political activity in France is often positioned as a sports competition, with strict rules of fair confrontation, when success is largely predictable, since victory, just like in sports, comes to the strongest.

Let us consider several characteristics of the use of sports phraseology in everyday communication of the average Frenchman.

In recent decades, sports have become increasingly popular in France. Residents of the French Republic believe that sport is a bearer of important values and a school of life. The Institute for Media Monitoring conducted a survey among French residents about the importance of sports. The results were as follows: Most French people voted to play sports for pleasure (**plaisir**) and well-being (**bien-être**) (http://mediascopie.fr/media/LMD_sport-4P.pdf).

The French often use in everyday speech terminology and phraseology borrowed from the most popular sports in France: football, tennis, judo, petanque, basketball,

equestrian sports, cycling, rugby, alpine skiing, golf and sailing (<http://www.point-fort.com/index.php?2011/04/06/436-les-sports-preferes-des-francais>): *Une chèvre* = mauvais footballeur (<http://www.linternaute.com>); *Jeter l'éponge* = L'entraîneur décide d'abandonner et pour le signaler jette l'éponge sur le ring; *Lécher le bitume* = Chuter sur la route (Speak-sport: Glossaire sport-français, 2021).

For example, the teacher of one of the French lyceums, describing the school reality, makes extensive use of cycling terminology: “*Une classe, c'est comme un peloton. Une attribution de notes, c'est une course cycliste. Il y a la tête, l'échappée, les flèches. Puis vient le gros des troupes, dont les membres ont du mal à se distinguer, à se départager. Ils se suivent et se ressemblent, la roue collée à la roue, essayant de se coiffer au poteau. Enfin c'est la queue de groupe, les traînards, les isolés, qui n'ont pas su rattraper leur retard parce qu'ils ne pédalent pas assez vite*” (Mousset, 2013).

In the statements, the “sports” conceptualization of information about school reality is carried out. The analysis of sports nominations suggests that they verbalize the key word “cycling race”. The choice of such nominative units indicates the establishment of associative and connotative connections between sports terms and the conceptual field of “school life”. The pragmatic dominant of this text is guided by its main recipient – the student, who better perceives the necessary information in a conceptualized form, figuratively fixing it in their own mind.

Journalists of non-sports publications also often use sports terminology and statements related to sports: “*L'actualité aime la métaphore sportive et nous offre souvent d'étonnantes confrontations. Quelques heures avant que les millionnaires du ballon rond ne s'affrontent dans un duel qui tint en haleine le peuple des supporters, la France a frôlé un record: celui du nombre de chômeurs. Et elle l'a manqué de peu. Juste une partie (malheureusement) remise. Contraints par la crise à jouer les Cassandra, tous les analystes économiques le disent: ce sera pour le mois prochain. Plus vite, plus haut, plus fort...*” (<http://www.vosgesmatin.fr>).

This demonstrates the presence in the semantics of phrases (*millionnaires du ballon rond, un record du nombre de chômeurs, plus vite, plus haut, plus fort*) of the key seme “high fees of athletes” against the background of the peripheral seme “unemployment”, which reflects modern realities of sports life. The connotative format of statements is associated with the conceptual field of “crisis”. The pragmatic effect is based on an ironic combination of closely related phrases *record du nombre de*

chômeurs (a record number of unemployed) and the Olympic motto *plus vite, plus haut, plus fort* (faster, higher, stronger).

The business discourse of the French also notes the frequent use of sports terminology. Consider the following examples of sports analogies in business communication:

Avoir une cible (shooting) = *Le business plan est presque devenu un incontournable à la création d'entreprise. Si le créateur ne souhaite pas forcément en établir un, il peut néanmoins être demandé par les partenaires de la future société (banque, propriétaire des locaux, organismes prêteurs...). Quel est la cible d'un business plan? Évaluer la cible et monter son business plan* (<http://www.essonne.cci.fr>).

Anticiper (to preempt the enemy; anticipate enemy maneuver) = *Concurrents potentiels: les identifier et anticiper leur stratégie* (<http://pros.madmagz.com/fr/concurrents-potentiels-les-identifier-des-et-anticiper-leur-strategie>).

Se préparer mentalement (to mentally prepare) = *Entreprendre un voyage d'affaire en Chine n'est pas une panacée, mais il faut aussi s'y préparer mentalement et culturellement* (<http://www.marketing-chine.com/conseils-business-en-chine/preparer-un-business-trip-en-chine>).

Être scotché (to be stuck) = (1. être très impressionné 2. être coincé) = *3M: un directeur scotché par ses salariés* (<http://www.bastamag.net/article508.html>).

Avoir une stratégie (to have a strategy) = *Il reste ensuite à déterminer quelle stratégie ces entrants potentiels sont susceptibles d'adopter* (<http://pros.madmagz.com/fr/concurrents-potentiels-les-identifier-des-et-anticiper-leur-strategie>).

Garder son énergie (mountaineering, to save your energy) = *Conserver son énergie dans la durée <...> En tant que manager ou dirigeant, vous relevez des défis quotidiens: management de vos collaborateurs, atteinte des objectifs, gestion de crises <...> Pour cela, vous avez besoin d'énergie: celle qui vous permet d'entreprendre, de travailler avec les autres, de vous différencier, de mener à bien vos projets, de donner du sens, de réussir ...* (To save your energy over the long period of time <...> As a manager or leader, you face daily challenges: managing your employees, achieving objectives, managing crises <...> For this, you need energy: the one that you allows you to undertake, to work with others, to differentiate yourself, to carry out your projects, to

give meaning, to succeed) (<http://www.comundi.fr/formation/120978/slow-management---conserver-son-energie-dans-la-duree.html>).

The following expressions from various sports have entered the active vocabulary of the average Frenchman:

Lâcher les baskets (à quelqu'un) = laisser quelqu'un tranquille (to leave somebody alone) = *Lâche-moi les baskets deux secondes ! = Elle [Marie] me suit comme un petit chien, pas de risque qu'elle me lâche les baskets.* (C. Giudicelli, Station balnéaire.) – She [Marie] follows me around like a little dog, no way she will leave me alone) (ABBYY, 2010);

Fumer la pipe = Gagner sans forcer, Pédaler avec une facilité déconcertante;

Flinguer ses adversaires = Lâcher tous les concurrents et gagner la course en solitaire (*le professeur Daffé est un fin mobilisateur qui sait flinguer ses adversaires*);

Allumer les phares, saler la soupe, charger la mule, faire sauter la soupape, faire exploser la chaudière, se faire une fléchette = Se doper;

Bouffer la feuille = Rater un but vraiment facile;

Sucer la roue = L'expression qui s'applique à un coureur dont l'objectif est de surveiller de près et marquer un adversaire, selon les circonstances de course, sans jamais prendre de relais. Cette situation permet de limiter les efforts en restant dans le sillage, avant d'éventuellement en tirer profit au moment opportun (Vocabulaire du cycliste, 2021);

Marquer à la culotte = Cette expression date du XXe siècle, elle est issue du milieu sportif. Lorsque l'on marque un joueur en sport d'équipe, on le surveille, on l'empêche d'agir. Pour cela, il faut le suivre de très près au point d'avoir les yeux collés à la culotte, ici le short (<http://www.linternaute.com/expression/>).

The relatively active role of French sports cafes in the formation of national sports discourse should be noted. This is, first of all, a regional phenomenon, reflecting the dialectal parameters of sports discourse, as evidenced by the names of the sports cafe: “*Café des sports de Midi Libre*”; “*Restaurant & Bar sport Rouen*”; “*Café Sport Orléans*”; “*Café Sport Colmar*”.

Thus, the linguistic material of this section testifies to the fact that sports argo, professional and everyday communication are in the process of constant interaction. This phenomenon of national linguoculture is noted by French researchers: *Le sport a généré un langage propre, imagé, inventif, parfois corrosif. Un langage qui s'est répandu bien au-delà des vestiaires et des terrains* (Sport has generated a clean,

colorful, inventive, sometimes corrosive language. A language that has spread far beyond the locker room and playground) (Blanchet, Lesay, 2012, p. 7).

Conclusion

Thus, contemporary political discourse in France is productively positioned in relation to the sports metaphor. Sports terminology activates its connotative potential depending on belonging to a particular sport. The basic values of sports are specifically refracted in the speeches of politicians and journalists covering this area of public activity. The main goals of the use of sports vocabulary are the suggestive acquisition of the national electorate to solve social and economic problems of the country by voting for the corresponding political character.

The terminology of popular sports is a source of enrichment of the general linguistic arsenal of the French linguistic culture. Sports vocabulary is actively used by representatives of various professions: teachers, publicists, and business people. Along with terminology from other areas of human activity, the everyday communication of the French is distinguished by increased attention to sports phraseology, especially during the periods of world sports events, such as Olympiads and world championships, especially if they are held in France.

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