

METAPHORS AND THE USE OF PROVERBS IN ISIXHOSA
FOOTBALL REPORTING: THE CASE OF UMHLOBO WENENE AND
UCR FM RADIO STATIONS IN THE EASTERN CAPE, SOUTH
AFRICA.

By

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A mini-thesis submitted in partial fulfilment of the requirements for the degree of
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Declaration

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I Gubelana Nangamso declare that this dissertation, entitled Metaphors and the use of proverbs in football reporting: The case of Umhlobo Wenene and UCR FM is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

.....

Signature

.....

Date

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Dedications

I dedicate this dissertation to my parents, Vuyani Alfred Gubelana and my mother, the late Mangwanya Avril Gubelana.

ABSTRACT

Football is perhaps the most popular sport in the present century. It has established itself not only as the most prestigious club and national sport, but also as one of the most lucrative games. This work shows that language and society are closely knit and that extricating the study of one from the other is difficult. Furthermore, the work explores different use of colourful and military language in the commentaries of amaXhosa football reporters. These metaphorical expressions incite emotions from the fans who are either watching the television or listening via radio.

The study argues that, by using existing elements and events from the outside world to qualify actions and activities on the football field, amaXhosa football commentators are, in fact, involved in re-attributing new functions to certain expressions or creating new expressions that metaphorise action on the field based on reality in their immediate environment. Although the words used by football commentators do have their literal meaning, their symbolic meanings are attached to the actions taking place on the football pitch.

To achieve the objectives of this research, the researcher conducted interviews, questioned some of the best sports minds in isiXhosa football culture, taped, collected, transcribed and translated some of the texts under study in the life and simulated football events. Written against the background of the semiotic and the contemporary theories of metaphor, this work concludes that metaphors and proverbs are not only concepts but also techniques used by isiXhosa football commentators to convey messages and spice both the appetite and emotions towards the game itself.

ABBREVIATIONS

FR	-	Football Reporting
TM	-	Theory of Metaphor
ST	-	Semiotic Theory
SAFA	-	South African Football Association
FIFA	-	The International Federation of Football
KC	-	Kaizer Chiefs
OP	-	Orlando Pirates
FB	-	Football
SD	-	Soweto Derby
UCR	-	Unitra Community Radio
CC	-	Colour commentary
SAT	-	Sportscaster's Task
PP	-	Play – by – Play commentary
TV	-	Television
DR	-	Doctor
CMT	-	Cognitive metaphor theory

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CHAPTER ONE

1. ORIENTATION OF THE STUDY

1.1 BACKGROUND OF THE STUDY

Football is perhaps the most popular sport in the present century. Football more than any other team sports is unique in its drive to unite and divide at the same time (consider national and regional unity during football competitions and (in) famous during and after the games or tournaments). Beside this, football is now a battle-field for several issues: the fight against racism; the resolution of conflicts, the alleviation of poverty etc. What all these points to is that the sports has become so dynamic and diverse that it is used- both consciously and unconsciously to represent the reality, political and social issues, taste and fashion, as well as racial and minority awareness. This explains why the International Federation of Football Associations (FIFA) has become a force to reckon with as far as organising and producing the best sporting events on the planet is concerned. In South Africa, the status of football or soccer as “king” of sports cannot be over-emphasised since South Africa became a democracy in 1994. Late President Nelson Mandela acknowledged the magnetic power of the game when he attended a match between South Africa and Zambia at a sold-out Ellis Park stadium in Johannesburg just hours after his presidential inauguration on 10 May 1994. He said:

Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope, where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination. (Associated Press, Tuesday, march 4th 1995)

Sport was important to Mandela. In the long struggle against apartheid, the system of racial discrimination which governed South Africa for most of his lifetime, he understood sport's power and resonance, the essential meritocracy of the playing field, ring or track, arenas where hierarchy is set by talent, not social status.

Since the re-admission of South Africa into the football family in 1994 by FIFA, soccer has become extremely popular in South Africa over the years. Two of the township's most famous clubs make football lovers fill stadiums, especially during Soweto derbies. Matches between Orlando Pirates Football Club (OPFC) and Kaizer Chiefs Football Club (KCFC) always garnered attention from both football lovers and those that do not love the sport. For example, it is always a benefit for business owners such as tuck shops, taxi drivers, hotel owners, parking lot owners, supermarkets, and etcetera, some of who are not necessarily football lovers. Mostly, during such matches, emotions tend to be intense and spontaneous, and commentators rely heavily on the extensive use of metaphors and proverbs to give detailed coverage to the listeners. Of course, the aim is to paint mental pictures for the listeners, as they may not be seeing the actions themselves and instead depend on the commentator.

Unity and harmony in the community are also part of why people follow sports religiously. Some fans have adopted watching football matches as a hobby and even go to the extent of watching old matches for pleasure. Tamburrini, (2000:116) lends some insight as to why the above may happen. He opines, "Sports have a hold on our lives." Sporting events have helped in the reduction of crime in the communities as youths want to play soccer, for instance, and have role models that they follow on a daily basis. They see football as a means of escape from poverty as the sport rightly pays their athletes higher than most professional jobs in other career fields.

The discussion during football matches in viewing centres, stadiums, or private apartments might generate intense arguments such do strengthen friendship and ultimately bring people who are of different backgrounds together.

As mentioned earlier, sports commentators give a mental picture of what is happening on the field with the use of metaphors and proverbs to grab the attention of the audience and make them glued to their radio set. According to Ferguson (1983:133) "commentators use metaphors when they are reporting to listeners, so as to give a clear picture of what is taking place in the soccer field. Commentators are the eyes of the listeners in the field because they know that it is their responsibility to explain each and every action that is taking place to people who do not see but depending on

them to give an idea of what is going on.” This implies that the commentator’s choice of words is essential in analysing the actions on the field. They are the primary consumer of the action and serves as the intermediary in portraying the sporting event. Commentators form a strong bond with the listeners and their word manipulations make actions vivid and imaginarily transports the listeners to the soccer field. “The metaphors and the proverbs used by sports commentators convey different messages to the listeners” Thomas (2020:57). Different people react in various ways whenever metaphors and proverbs are used. Some people become angry, frustrated, sad and humiliated after listening to how commentators describe their losing team. While some other people tend to be happy, excited and sometimes laugh when they hear the metaphors and proverbs used to signify either losing or winning team. This show of exhilarating gesture often occurs when their team is leading or wins the match.

To recapitulate, Crystal (2003) opines “commentators often use routines or oral formulae for ease of understanding by the audience and to reduce the commentator’s mental workload” (Crystal, 2003). Sporting events are spontaneous, and every action needs to be reported to the listeners. When the commentators analyse sporting actions to the audience, they do not use long sentences due to the limited amount of time. This is in agreement with the views of Quirk et al., and Leech that “sports commentary mainly involves reporting events which are short in duration, and which happen in real-time, using the simple present tense, and particularly the “instantaneous present is the predominant verb form” (Quirk et al., 1985:180, Leech, 1987:6). The game of football is speedy and the commentators often adopt the present tense because they report the matches live and try to save time in their reportage. Hence, the research will put into perspective selected isiXhosa football metaphors and proverbs through a set of psycholinguistic experiments.

1.2 AIMS AND OBJECTIVES OF THE STUDY

1.2.1 Aim of the Study

The aim of this study is to show that language and society are so closely knit that extricating the study of one from the other is difficult. By using existing elements and events from the outside world to qualify actions and events on the football field, amaXhosa football commentators are in fact involved in re-attributing new functions to certain expressions or creating new expressions that metaphorise action on the field based on reality in their immediate environment. Although the words used by football commentators do have their literal meaning, their symbolic meanings are attached to the actions taking place on the football pitch.

1.2.2 Objectives

- To add to the existing dictionaries of isiXhosa/English football terminology or glossary. The researcher would like to provide a comprehensive stock of isiXhosa football expressions, which are grounded in praxis rather than assumptions about their usage outside of football. The researcher will, therefore, acknowledge the literal and metaphoric meaning of the expressions.

This study sought to find out whether isiXhosa sports reporting in Umhlobo Wenene FM and UCR radio stations exhibit militaristic notions and how these notions aid in the communication of football reality.

- To inform people that the use of metaphors and proverbs in isiXhosa football reporting can have some health effects on the listeners. Sports commentary evoke different emotions in listeners.

1.3 DEFINITION OF TERMS

For purposes of clarity, it will be necessary to define some key terms which are central to the understanding of the topic. The terms are listed below:

1.3.1 Metaphor

Metaphor is a common figure of speech among the amaXhosa community in the Eastern Cape of South Africa. According to Oxford Dictionary (2010 "The word comes from the Greek, which means to transfer or to carry across. It is a rhetorical figure in which an implied comparison is made between two unlike things that actually have something in common". In other words, there has to be a resemblance between these two things, but such similarity can only be imagined.

As stated by Medina Montero (2015: 20), analysing football language is quite a difficult challenge; language richness is due to a substantial social participation. Like metonyms and hyperboles, metaphors appear with increasing frequency both in newspapers, radio and TV commentary, to awake the interest of readers. Apart from established formations, however, most metaphors are extremely short-lived as they can be linked, for instance, to a trendy usage in a particular period.

This work rests on the framework of conceptual metaphor as defined by Lakoff and Johnson (1980: 130), in their famous publication *Metaphors We Live By*. To them, "the concept of metaphor is in the process of perception and understanding of the world." Consequently, an analysis drawn on metaphors in football language can raise our awareness of how we shape images and create links from a special sector to another special or not special field. Put differently, we can conceptualise abstract entities only because we use a metaphorical way of describing them.

1.3.2 Proverb

The second term to be defined is "proverb." The continent of Africa is rich in its oral traditions. Proverbs are the most widely and commonly used in this tradition of oral arts. Sone (2012: 115) opines that "their use [proverbs] permeates the entire African society because they form the foundation of social and cultural wisdom. Sone goes further to define proverbs as short pithy sayings, ingeniously embodying an admitted truth based on people's thought, beliefs, fears and aspirations. In other words, proverbs are used to illustrate ideas, reinforce arguments and deliver messages of inspiration, consolation, celebration and advice.

1.3.3 Discourse

Discourse is a text in context, a form of language use and a specific form of social interaction interpreted as a communicative event in a social action (Van Dijk 2001). Discourse is also any 'instance of language use' (Fairclough 2003: 3). It is therefore a language used in particular writing or speech. In this research, discourse is the language used in the reporting of football news as well as the spoken words related to football.

1.3.4 Images

A mental representation of something previously perceived, in the absence of the original stimulus (Maxine:2015). Images in this research will also include figurative use of language.

1.3.5 Imagery

Use of mental images of things that appeal to human senses aimed at deepening understanding of a concept. This is achieved by the use of vivid and descriptive language

1.3.6 Derby

A football derby is a game played between two local football teams with great rivalry. This kind of a game usually attracts a lot of attention and pressure on followers of both teams.

1.3.7 Football/Soccer

According Bennett (1976:17) football is a game in which two opposing teams of 11 players each defend goals at opposite ends of a field having goal posts at each end, with points being scored chiefly by carrying the ball across the opponent's goal line and by place-kicking or drop-kicking the ball over the crossbar between the opponent's goal posts. The ball may be advanced by kicking or by bouncing it off any part of the body but the arms and hands, except in the case of the goalkeepers, who may use their hands to catch, carry, throw, or stop the ball. In this research, the two terms, football and soccer are used interchangeably and refer to the same game.

1.3.8 Sports Commentator

According to Mark (2000) in sports broadcasting, a sports commentator gives a running commentary of a game (in this context, football) especially during a live broadcast. With regard to the role of the commentators, they must have an in-depth knowledge of their sports. Andrews (2005) states that covering live events requires broadcasters who must have all the information they need inside their heads. Live commentary needs immediate reaction, and often there is no time to refer to notes.

1.3.9 Sports Talk-show

Sports talk-show refers to the unscripted forms of sports commentary including radio and television commentaries. The term Sports Talk-show was originally proposed by Ferguson (1983) in his study of live baseball commentary on radio broadcast. Ferguson (1983) defined Sports Talk-show as "an oral reporting of an ongoing activity, combined with provision of background information and interpretation" (pp.155-156)

1.3.10 Military and war imagery

Concepts, vocabulary and expressions adopted from the nature and operations of armed forces in real war scenarios. This entails images relating to the personnel, equipment, and conduct of the officers in actual combat situation.

1.4 STATEMENT OF THE PROBLEM

Sport and football in particular, have always been a common form of entertainment. In the last decades, with the rise of radio and television broadcast with increasingly better filming technology, football has become commercialized, viewed by millions and a common "form of popular culture" (Richard 2008:193). It is considered by many to be the world's most popular sport. Thus, the role of the football commentators is crucial. They have to provide commentary about the game and to entertain at the same time. They have to deal with the unfolding events on the pitch linguistically and literarily without hesitation. The nature of their job and the unusual literary and linguistic setting is what makes their speech so specific. This creative use of language that entails the use of both literal and metaphorical images is important to effective football communication, yet it has not been accounted for in linguistic research in

South Africa. This study, therefore, examines the features of language employed in the reporting of football commentaries in the UCR and Umhlobo Wenene FM Radio stations in the Eastern Cape Province of South Africa.

The South African football reporters and analysts often use colourful and military language to describe soccer. They use terminologies such as idabi (derby), imfazwe (war), etshatshalazini (battle), dubula (shoot), and etcetera in their reportage. These terminologies sometimes cause supporters of different teams to feel encouraged or discouraged when their teams are winning, struggling or losing. Some of the words have humorous effect, as people tend to laugh at the exaggerated expressions from the commentators. Because of the exaggerated metaphor used by the commentators, in some cases, the fans of opposing teams fight with each other, cry and others even go to an extent of destroying their radios. Some would not even listen to sports news for some weeks until their team plays another match. For instance, the Orlando Pirates Football Club versus Kaizer chiefs Football Club often called Soweto derby, have produced some interesting encounters in the past. The majority of soccer fans in South Africa follows these two teams, and most tickets are always sold-out. To make the matches between the two teams interesting, sports commentators use metaphors and proverbs to exaggerate the intensity of the derby. For example, proverbs and metaphors such as ulele ugoli khipa (the goalkeeper is fast asleep), Kudibene iintshaba (enemies), udlala ngathi ngumntwana omncinci (he is playing like a small kid) either make a fan laugh or get angry at how his favourite team is playing. Therefore, this dissertation tends to discuss the effect of metaphors and proverbs in football commentaries in isiXhosa. People tend to forget that soccer is just a game; they do not have to take anything personally even if metaphors are used.

1.5 RESEARCH QUESTIONS

The following questions will be significant for this study:

1.5.1 Primary research question

- Do commentators use metaphors and proverbs in their description of actions on the football field?

1.5.2 Secondary research questions

- To assist in answering the primary research question, the following secondary research questions will be used:

- How effective is the use of metaphors and proverbs on football commentators and spectators?

- Are the audience/spectators familiar with the use of isiXhosa figurative language during football commentaries?

- Do these metaphors and proverbs construct artificial or intended meaning about soccer?

-How are military and war imagery used in reporting of football commentaries in Umhlobo Wenene and UCR FM Radio Stations?

1.6 METHODOLOGY

The approach of gathering data and analysis in this research is rooted in qualitative and quantitative method. This helps to increase the validity of the findings. Therefore, the data for this particular research is taken from voice recordings of spontaneous reportage of football matches in Umhlobo Wenene and UCR FM. Participants were recorded during live games in the radio stations and they were aware of being recorded. Interviews were also conducted using random samples to gain an insight into the views and attitudes of supporters regarding the use of metaphors and proverbs in football reporting in these two radio stations. The reason for the selection of the two stations is that they use isiXhosa when they are broadcasting, and they

have existed for more than 20 years. An in-depth discourse on the chosen methods is examined in chapter two.

1.7 THEORETICAL FRAMEWORK

The study focuses on investigating the use of metaphors and proverbs in football reporting at Umhlobo Wenene FM and UCR FM. The study employs the Semiotic theory (ST) and the contemporary theory of Metaphor (TM) as the theoretical framework in analysing the use of IsiXhosa in the two selected radio stations. The two theories complement each other. While the ST framework analyses the imbedded meaning in the proverbs and metaphors, the TM is adopted to provide the sociolinguistic and pragmatic explanations of the metaphors used by the commentators, by bringing out the social motivations behind the analysts' expressions. The discussion on theoretical framework is examined in the next chapter.

1.8 SIGNIFICANCE OF THE STUDY

The significance of the study is to discuss the meaning and the effect of metaphors and proverbs in isiXhosa football commentaries. In addition, it shows how the use of metaphors and proverbs evoke some types of emotions in the listening fans. Commentators use metaphors and proverbs without knowing their impact on the listeners. This dissertation points out that listeners should be aware that football is just a game and there is no need to be frustrated, angry and even be humiliated. This study also shows how commentators exaggerate the actions on the field to the listeners and how listeners react differently when they are watching the match on a television set or listening to the radio. The above observations shows that the feelings of the listeners and the fans that are watching in the soccer field sometimes may not be the same.

1.9 SCOPE AND LIMITATION OF THE STUDY

The study is limited to isiXhosa football commentaries in Umhlobo Wenene FM and UCR FM for the period of 9 months from August 2018 to May 2019. The research data was collected from the two radio stations as they use isiXhosa in their football

reporting. The study is carried out on listeners who only understand isiXhosa. The study will be limited to the sports programmes that are broadcasted between 7pm and 8 pm on Monday to Thursday, and 3 pm to 6 pm on weekends (both Saturday and Sunday). This is because soccer reviews and previews take place during these times on weekdays and weekends. Reviews are done during the week from Monday to Thursday, while the previews normally hold after the games on weekends.

Although the researcher is aware of other football competition in the country such as Telkom knockout, Nedbank cup, and MTN 8, the focus of this study is on the ABSA Premiership. The research was conducted in the space of 10 months from August 2018 to May 2019. The South African football league is played from August to May every year. The first leg of the ABSA Premiership competition, for example, is from August to December, and the second leg runs from January to May. The second leg of the competition determines which teams will be champions and play in the continental tournaments.

1.10 ETHICAL CONSIDERATION

Ethical considerations are essential in any study that involves humans in whatever way as it ensures ethical conduct and fair handling of people involved in the study. When describing ethical considerations, Leede (1993: page) asserts that

Ethics are simple considerations of fairness, honesty, openness of intent, disclosure of methods, the ends of which the researcher guarantees unequivocally to the participants who participate voluntarily in a research project. Such ethics are vital to the success of any research as they shape and guide it to ensure that it does not violate the rights of any participating individual.

With the aforementioned ethical considerations in mind, the researcher sought written permission from the station manager of Umhlobo Wenene FM and UCR FM. The station managers also gave consent in terms of writing to allow the recording to proceed as the researcher requested to do so.

1.10.1 INFORMED CONSENT

The station managers were informed about the intended research and how the researcher plans to record commentators and analysts during live commentaries. The station managers were also notified that the letter of consent was neither binding nor would it be used for anything else than research purposes.

1.10.2 CONFIDENTIALITY AND ANONYMITY

With regards to anonymity and confidentiality, in a research study, Arksey (1999) asserts that confidentiality is about not disclosing the real names of participants in the research and not attributing comments to individuals or institutions with which they are associated to be recognised, unless they have expressly consented to be identified. The researcher aligned the study with these conditions and did not divulge any information related to the study to any third party regarding the names of station managers, commentators' names, as well as the names of the football supporters. Their real names were never written on any document related to the study, as they remained anonymous throughout the study. The recorded data was merely used for research purposes and not any other external purpose.

1.11 THE STRUCTURE OF THE WORK

This work is divided into five chapters including the introductory chapter and the final chapter which deals with the general conclusion and recommendation.

Chapter one introduces the study and provides the general perspectives surrounding the topic. It further presents the background of the study, aims and objectives of the study, statement of problem, research questions, scope and delimitation of the study, significance and the general layout of the study.

Chapter two focuses on a review of literature around the topic and it is aimed at providing an anchor for and justification for the study. The chapter also examines and selects a suitable theory appropriate for this study .

Chapter three discusses the research design and methodological framework used in the collection and analysis of the data. The aim of the chapter is to identify and explicate the different research methods for the study.

Chapter four is the core of the study and presents, analyses, and interprets the data collected for the study.

Chapter five which is the general conclusion synthesizes the main arguments raised in the various chapters, gives recommendations and paves the way for further research.

1.12 CONCLUSION

This chapter has provided the thread that will tie the thesis together. It has explained the need for the study and highlighted the key elements that pull the study together and that are crucial in the understanding of the title of this study. The basis on which the investigation, arguments, debates and contested issues revolve are foregrounded. The next chapter explores the literature review and the theoretical framework for the study.

CHAPTER TWO

2 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Numerous studies have been carried out to examine the language of sports and particularly that of football commentaries in many societies around the world. Scholars like Graham (2018), Dervent (2016), Jinks (2006), Lakoff & Johnsen (2003), among others have researched extensively on metaphors and proverbs used in sports. Their efforts have placed the language of football commentaries firmly on the academic map. This chapter examines relevant literature on the use of metaphors and proverbs in sports. It will further identify the semiotic and contemporary theories of metaphor as the theoretical framework adopted for this study.

2.1 METAPHORS AND PROVERBS IN SPORTS COMMENTARY

Sports commentators use metaphors to give listeners a clear picture and all the actions that are taking place on the soccer field. Metaphor is a direct comparison of situations, which in this case, can be used to refer to something else. For instance, “the coach is a pregnant man” might be meaningless to a non-sport lover, but to a soccer fan, it can mean that the coach is full of tactics. In agreement with this, Nicholas (2009:215) posits that ‘Metaphors seem to be an effective tool to have a better understanding of the concept of sport.’ This implies that metaphor has the potential of clearly portraying the intentions or the expressions of the commentators to the listeners. Commentators are also good at grabbing the attention of the listeners when using metaphors. By exhibiting their skills of effectively manipulating words and situations, commentators and analysts find it easy to conjure images in the minds of the listeners.

Hence, Graham Low opines that ‘metaphor makes things exciting and understandable and, as such, has been applied to education since time immemorial’ (Graham, 2018:212). Graham’s view offered the understanding that metaphor can help unveil some hidden messages of people’s thoughts and expressions. Although not all

listeners can decode metaphoric expressions when uttered, however the target audience would have been accustomed to the way the speaker speaks. In some cases, the speaker explains or makes his or her expressions clear with a follow-up sentence or illustrations. However, in the sport's context, metaphors have helped the fans to be interested in what is being mentioned or described, as it carries hidden messages. The fans also understand that metaphors help the commentator to save time. Again, metaphors have helped in bringing the player on the field closer to the fans, in the sense that the commentator's description of him or her will allow the listener to create a mental picture of the player.

Dervent says in her study "this study asked the participants to reveal the single metaphor they had in mind in the sense of the concept of sport by the prompt sport is like" (Dervent 2016). Dervent (2016) examines how metaphors are used in athletics by coaches, sprint faculty members, and as well as sport managers to encourage their athletes. According to Dervent, metaphors are used by athletics coaches, sprint faculty members, and sport managers to describe the concept of "sport". This means that coaches and backroom staffs also use metaphors to pass across messages in order to save time. For instance, the fifteen minutes break in football can be so short that coaches would not like to waste time by telling long stories, they go straight to the point. Therefore, the use of metaphors can help save time and messages can be short and brief. Players alike would have been used to the way their coach or backroom staff pass across messages. Thus, each sports code makes use of metaphors in their communication. In Dervent's study, participants were asked to reveal what they think about 'sport language'. The results were analysed in terms of gender, profession, and country. The study concluded that metaphors seem to be an effective tool that people use to communicate in sport's context. However, this thesis aims to investigate how amaXhosa soccer fans decode exaggerated metaphors from commentators and analysts when they listen via radio. The study argues theners on the use of metaphors will help to curb inordinate arguments that arise because of exaggerated metaphors. The language of sports is influenced by everyday conversation. Mukharji observes that activities and ideas today almost solely associated with specialized sport once formed part of a more extensive part of the everyday lives of societies is attested to by the

continued use of 'sporting' words and metaphors in explicitly non-sporting contexts (Mukharji 2009). When people communicate, their ideas and thoughts are influenced by sports vocabulary. For example, when someone is working very hard in the community, people do refer to him as a 'midfielder'. As such, sports terminologies influence all the aspects of life. Another example is school context where teachers often tell their students that 'the ball is on your hands'. 'The ball is in your hands' and 'midfielder' are both common football jargons. The metaphors that are used by the sports commentators are taken from everyday conversations.

Intentionally or unintentionally, people tend to incorporate metaphor in their conversations. In agreement to this, Jinks highlights that "despite the prevalence of metaphor in our daily interaction, metaphorical discourse is often ignored, or unknowingly used in therapeutic settings" (Jinks 2006:18). People do talk in codes and expect their listener or audience to decode what they are saying. Some people usually express themselves metaphorically in order to amuse the listener. This tends to be therapeutic for some people who are susceptible to blood pressure when they listen to the radio. For example, Steve Kompela, the former coach of Kaizer Chiefs, often resort to metaphors to describe how his team played after they have lost a match (Steve Kompela's interview on "Mageu Theory" (2018). This often amuse the listeners whether they support Kompela's team or not. There was a time he compared buying a player to purchasing a 'Amahewu'. His metaphoric and proverbial expressions relate to the South African soccer transfer market.

According to Wolfgang, Proverbs contain everyday experiences and common observations in succinct and formulaic language, making them easy to remember and ready to be used instantly as effective rhetoric in oral or written communication' (Wolfgang 2004:43). Proverbs are about everyday experiences of people as well as their observations in their surroundings. They help people to remember and to be aware of many things that are happening around them. Proverbs are similar to metaphors because they use figurative meaning of words. In sports, proverbs are used to explain the actions as well as the events that are taking place on the soccer field. The commentator gives people an idea of what is taking place by using proverbs that are derived from everyday conversations.

Sports commentators analyse sporting actions according to the way he or she communicates in everyday conversation. They possess word-formation skills that they use to manipulate words to serve as proverbs to pass across their messages to the listeners. For instance, when reporting sport to the listeners, commentators often use decorated jargon that comprise of metaphors and proverbs in their reportage to explain everything that is taking place on the soccer field. Lakoff avers that 'it is difficult to hypothesize about the existence of proverbs; one would know the exponential meaning without having a clear, sound, and axiomatic position because so many of the concepts that are important to us are either abstract not clearly delineated in our experience (the emotions, ideas, time, etc.). We need to get a grasp on them by means of other concepts that we understand in clear terms' (Lakoff & Johnsen 2003:116). Proverbs are sometimes confusing to most people when they are used; one has to master the literal meaning before thinking about the figurative meaning. When proverbs are used in sports, they pass different meanings. In order for a person to know the meaning of what has been said, he or she has to associate that with what is known first.

2.2 FOOTBALL AND WAR

Although football and real war are totally different phenomena, they exhibit a satisfying relationship in terms of the shared vocabulary, notions and expressions. Football structure and reporting have heavily borrowed from the military language, where, as Seddon (2004) reports, its conceptualization and linguistic expression often take a militaristic turn. Lewandowski (2010) says that there is a conviction that the language of sport is permeated with war metaphors, probably because sport, such as football, is perceived as a substitute for war, especially in the time of peace.

The correlation between the military and football game has been strong and this seemingly unbreakable link has nowhere been more emphasized than through the media. The relationship between military references and sports is strengthened because metaphors of war are not limited to use by sports media, but are used by government and military officials and war journalists as well (Jansen & Sabo, 1994). Ultimately, society dominantly consumes and experiences sports through the media (Kellett, 2002). The dialogue that relates sports and war was initiated by G. Orwell,

who in 1945 wrote in *The Tribune* that sport 'has nothing to do with fair play. It is bound up with hatred, jealousy, boastfulness, disregard of all rules and sadistic pleasure in witnessing violence: in other words, it is war minus the shooting' (Beard, 1998: 84).

Charteris-Black supports this view, saying that both domains typically entail control of territory (with potential gains and losses), and require physical and mental strength as well as training... and that at least in theory, both are governed by rules and, generate worldwide interest (2004: 125–126). Gunnar (2011:85) also notes that the permeation of military jargon into football is so particularly because commentators, pundits, journalists and others tend to depict the activities in and around the football pitch in terms of an informal war zone, sparked, arguably, by the resemblance between the two conceptual domains, and realized, typically, through the use of various forms of symbolic and dramatic language, including everything from clear-cut metaphorical expression to mere allusions to line-ups, strategies and general aggressive behaviour. This study sought to find out whether isiXhosa sports reporting in Wenene FM and UCR radio stations exhibit these militaristic notions and how they aid in the communication of football reality.

Lakoff (1991) avers that football, like war, is a competitive sport where there is usually a clear winner and loser, strategic thinking, teamwork, preparedness, spectator behaviour, the glory of winning and shame of defeat. Besides, Chapanga (2004) asserts that there is an undeniable theme of war in football and that reporting on the physical contest of football makes it almost inevitable for reporters to use allusions to war, metaphors of battle and strategy. Vierkant (2008) also agrees with this view and says that terms such as 'shot', "midfield", "enemy" or "battle" etc., denote war and seem to be unavoidable when talking about football. It is this militaristic language that defines our understanding of the game. According to Gunnar (2011), the game of football tends to be portrayed in terms of warfare and that the 'unavoidable' and 'undeniable' connection between war and football is so much that our understanding of the game nowadays even depends on it.

The frequent overlapping of two domains has led to a situation where the concepts of war and football have become partly indistinguishable in the minds of today's reporters

and fans. This has yielded support for the idea that war-inspired vocabulary has become an unavoidable feature in current football reporting as well as an indispensable tool for those journalists who are set to provide it (Gunnar 2011). The use of war notions, Lackoff and Johnson (1980) note, has become part of language over a long time since people tend to draw upon experiences in one area of life to fire fresh insight and understanding into experiences in another. For instance, soldiers who have had vivid, sometimes traumatic experiences during military duties have then applied that language and expressions to non-military situations. The use of such militaristic or aggressive language aids in making communication of ideas more colourful and precise.

Acknowledging that football reporting is heavily laden with war metaphors, Lewandowski, says the war metaphor exhibits the most significant degree of elaboration and that it would be fair to say that the whole football match could be conceptualized in terms of war. (2010:90). He also says that "it is relatively easy to recreate the mappings that hold between the domains of war and football since the soccer match itself corresponds to a battle, a clash, encounter or war. (2011:91). Even the stadium where the football match is usually played is perceived as a fortress that should be conquered by the visiting team, the ground as a battlefield while the players are seen as soldiers or troops. (Gunnar 2011). In particular, the playfields are transformed into battlefields and this makes it difficult for sports commentators to avoid militarizing the language and thus war and sports become indistinguishable in the minds of reporters (Chapanga, 2004).

From the British newspapers reporting about football news, Gunnar (2011) quotes the following expressions that denote violence and war:

a. Liverpool beat Arsenal after a titanic battle. b. Former captain David Beckham named in England squad. c. Wenger awaits United's heavy artillery. d. Evans to become the first casualty of Manchester City revolution

He observes that by using such terms, the game of football can be seen as an event (a battle) which has active participants (captains and squads) trying to defeat each other (through beating) using weapons (heavy artillery) to bring about inevitable

consequences (casualties – and perhaps even revolutions). Soccer, especially at the international level, is analogous to warfare and structurally militaristic in its organization. Combined with the promotion of hegemonically masculine and nationalistic ideologies through the media, war metaphors can perpetuate social hierarchies and promote international aggression. This makes it imperative to track their prevalence and the context in which they are used in the media. (Arens, 1976; Guttman, 1978). This is what this study sought to do, to assess and the prevalence and use of metaphorical expressions and proverbs used in isiXhosa sports commentaries.

According to Lewandowski (2010), it would hypothetically, be possible to construct a match report in predominantly military rhetoric. Reporters, he notes, do this consciously to build up fan excitement, especially in the previews of games pitting teams whose countries used to fight real wars (e.g., Germany vs. England). Bishop and Jaworski support this argument, noting that 'in constructing the 'nation', the press resort to several discursive strategies creating and reinforcing national unity by invoking stereotypes, generic references, shared sporting and military history, and the timelessness of the nation spanning mythical past and indefinite future' (2003: 244). Gunnar (2011) claims it would be hard to imagine football reporting without the use of war-inspired terminology because the use of such expressions has become an indispensable verbal tool in the commentator's or football news writer's profession.

From the Minute by Minute football commentary study of Euro cup matches 2008, Gunnar (2011) says that the football game is actually conceived of as a rather violent game containing a considerable share of war-inspired images conveyed through a range of linguistic expressions such as brutal, cruel, desperate, ferocious and frantic (Gunnar, 88). Such words he further asserts, not only help to muster a fighting-spirit concept - making them pose as metaphorical mappings from the war domain- but they also seem to reflect, at least to some extent, a literal description of the actions in the game or the psychological state of some of its players, for example as seen in the (brutal, cruel, ferocious) character of a tackle and the (desperate, frantic) state of an injured victim. 'Just as war has to do with the political conflict that takes place in a battlefield, football is concerned with sports competition that occurs in an arena. The

participants in war consist of armies of soldiers mustering both aggression and ability to handle their weapons and ammunition, just as footballers are organized in teams of players who challenge their opponents on the basis of skilful treatment of the ball using various parts of their body. For soldiers the aim is to hit, kill and defeat the enemy in order to win the war and achieve political supremacy, just as the objective of football players is to trick the opponents, score goals and beat them, thereby winning the game and the title of the competition.’ (91)

The above description, as Seddon (2004:26) says, “confirms the notion that football is a ritualized war, a stylized territorial battle, complete with casualties, which can only be resolved with the victory and defeat that produces winners and losers.” Football reporters thus use the militaristic expressions in order to add pace and a violent touch to the drama of the game. Such expressions relate primarily to the action and activities on the field in terms of what the teams, players, coaches and referees do.

Gunnar (2011) also argues that reporters’ use of a widely defined war domain terms serve to depict a game of football, setting the stage for the creation of an often full-fledged war scenario through which they can provide zest to the match covered, noting that their main tasks is to set up and market a media product which arouses interest and drama among football fans, without adding unnecessary complexity or difficulty of understanding (Gunnar 2011:91) Achieving this understanding would call for invoking the simplicity and straightforwardness of war metaphor, as a means of facilitating understanding by conceiving of one thing in terms of another. Reporters, therefore, employ this tactic to make the football game easy to comprehend, while trying at the same time to increase its attractiveness by supplementing instances of metaphor with various forms of intensifying terminology that adds action and suspense as well as pace and power to the commentary (Gunnar 2011). It is these instances of the use of metaphors and proverbs in isiXhosa sports reporting that this study sought to bring out.

2. 3 FOOTBALL LANGUAGE: THE RELATIONSHIP BETWEEN THE COMMENTATOR AND FANS

Football has its own language and that language is characterised by a great variety of proverbs and metaphors, which form a great part of live football commentary. Many scholars such as Otieno (1994), Lakoff (1991) and Chapanga (2004) have written about football language, rules and their effect on the players, listeners or audience. For example, Otieno (1994:124) avows that:

Although the language games are explicit, precisely formulated rules that we can learn prior to the game, this is not the case for most language games. Taking Wittgenstein's list of examples, one can observe that there is no "rulebook" for the games involved in reporting an event, speculating about an event, or making a joke. All we have in these cases (the majority) are events reported, and speculations and jokes made in different circumstances from which we must infer both the language game and its rules. Rules guide how football is being played, and the coaches, players, referees and soccer fans know these. Despite the rules and regulations, commentators still adopt jokes in their commentaries, and these might provoke some learners due to their emotional attachment to their team. Due to sport being a unifying factor, there have been regulations regarding using vulgar languages when reporting. Commentators are expected to be aware of the fact that not every joke can be used during the games of football. Commentators cannot use strong language such as vulgar language when reporting sport because they know that they are guided by the rules of the game.

As mentioned earlier, the language of sport has an influence on daily conversations just like everyday conversation also influence sporting language. According to Otieno, language plays a crucial role in everyday communication activities; there are different languages styles used for different purpose of communication. In the field of sports reporting in newspapers, writers are required to be very competent in dialect relating to games as learning about sport require a striking representation of the sport in reader's mind (Otieno 2015). People use phrases that are used in the sports context to convey different messages. For instance, Lakoff (1991) opines that 'even though

you might not even participate in a particular sport, you might still use phrases like: "out of the ball park" or "hit a home run." Or let's touch base.' 'To hit a home run' might mean to achieve success within a short space of time, while 'out of the ball park' signifies doing a great job. Some metaphors that are used in the business or religious sectors originate from sport.

The language of sport has an influence on the audience. Language use in football can sometimes cause enmity or friendship. In other words, language use in football commentaries can result in violence. Commentators need to be careful with language choice and usage as most learners depend on their judgement of the matches. Sensitive words are to be avoided when running commentaries. Likewise, commentators also use military terms to portray sport and fans could be misguided to think that a battle is ensuing on the sport field. Chapanga emphasises that 'soccer is similar to war, is a competitive sport where there is typically an unmistakable victory and failure, cooperation, strategic thinking, readiness, spectator conduct, glory of winning and disgrace of defeat' (Chapanga 2004). Only the supporters that are conversant with footballing language or are familiar with how a commentator analyses his or her show will not be provoked or encouraged to start violent acts. In agreement to this, Vierkant opines 'metaphor seems to be an unavoidable issue when talking about football. Language of football is full of metaphoric words such as "attack", "shot", "defend" midfielder", "enemy" or "battle" (Vierkant 2008). These words are used to describe military encounters but they have entirely different meaning in sport. The above scholars show that there is an unequivocal attachment of the actions on the soccer pitch, commentators and football fans. On the one hand, fans have emotional attachment with the game and solely rely on the representations of the commentators on the actions on the field. On the other hand, commentators observe the footballers' trademark characteristics, skills, and other activities on the pitch, which they represent with metaphoric expressions. They adopt descriptive language to captivate their listeners.

A football commentator is the person who is announcing the activities that are taking place on the soccer field. Ferguson says 'sportscasting is a "monolog or a dialog-on-stage" that is aimed at an "unknown, unseen, heterogeneous audience", who is

listening to it voluntarily and even though they do not provide the sportscaster with a reaction of any sort, the fact that the speech is directed at them makes them a clear part of the discourse' (Ferguson 1983:150). This signifies that the commentators bridge the gaps between the actions on the field and the fans. The sportscaster's duty is to supply the audience with information about what is happening on the pitch. The information has to be spontaneous as the actions are happening fast and needs to correspond with the actual events that are happening in real-time. The duty of the commentator is to supply the listeners with the information that they need to hear regarding the ongoing football match. The sports commentators do not have the time to record unnecessary things, they report very fast actions and they do not want to waste time. Another responsibility of the commentator is to intimate the listeners with past events from old matches.

Crystal (1969) gives the description of how two commentators give account of past and present events. Crystal highlights how two sports commentators, one being the prime (play-by-play) commentator, who speaks more and describes the events and the co-commentator (colour commentator), who elaborates on the current topic and gives his opinion on the game (Crystal 1969).

Different scholars have researched about the language usage in different sporting codes by analysts. It is evident that sport have its own language, and that the terminologies are understood by listeners who have with time form imaginary relationship with commentators. Some scholars also investigated the role of commentators and how they bridge the gap between old matches, new matches and the fans. However, there is dearth of literature on the effect of IsiXhosa metaphoric and proverbial expressions in football commentaries on the fans. The study further suggest that metaphors must not only be used just for the sake of saving time, but commentators should be aware of their possible effect on the fans.

2.4 SEMIOTIC AND CONTEMPORARY THEORY OF METAPHOR

The study will employ both semiotic and contemporary theory of metaphor because these two theories complement one another. The first discussion will be on the semiotic theory. Semiotic theory provides a 'take' on meaning and hence by implication

on learning and it provides a view on the characteristics and uses of modes in representation (Gunter 2009). This theory assists in inferring a comprehensive stock of meaning of words as well as gestures that people use when communicating. Semiotic theory is significant when interpreting commentators' description of players' reactions on the field. For example, when a player scores a goal, he or she becomes excited which is shown by using gestures in the form of a celebration. Sport commentators try to interpret the meaning of these gestures to the listeners.

The study intends to explore the meaning of the metaphors and proverbs spoken in IsiXhosa by the commentators and their effects on the listeners. The semiotic theory is not only about the meaning of the word but also the humorous effect of those words. In sports commentary, commentators use words that will arouse exhilarating gestures among the fans whenever they are describing the events that are taking place on the soccer field. For instance, expressions like 'a player playing like an academy player' can make a listening fan to burst into uncontrolled laughter. Also, a remark such as 'a goal keeper is fast asleep in the goal post' can also conjure laughter among supporters. Indeed, in sports there are lots of humour and laughter because of skilful presentation of analysis. Neal and Norrick suggested this theory in 1981. Semiotic theory examines the difference between the literal and figurative meaning of a word. The semiotic principles in semantic approach helps the researcher in analysing the metaphors that are used by the sports commentators when reporting sport to the listeners, looking at their literal and figurative meaning. Therefore, this study will examine the literal and their figurative meaning of isiXhosa metaphors and proverbs used in football reporting in the selected radio stations. In this study, the researcher is going to explore metaphors that are used in football reporting, he is going to look at their literal and their figurative meaning.

Neal and Norrick further suggest that 'semantic theory is enriched with regular relational principles that can metaphorically relate to the lexical reading of chatter produce in human sounds rapidly with its contribution to the reading of the compound (metaphorical principles)'. This theory emphasises the relationship between metaphorical and lexical reading of sounds produced by humans. This relates to how sounds are produced to become words. Morphology is important in sports

commentary. Commentators play around with words in order to give accurate description of the events on the field. It is up to the speaker or listener to figure out the meaning of a word that has been used.

Semiotic theory deals with meaning of the word and the effect of the word to the listener. Words used by commentators normally have humorous effects. Commentators have a special skill of using metaphors to grab listeners' attention. This theory suggests that in order for a person to know the figurative meaning of a word, he or she has to know the literal meaning first.

The second theory that has been used in this study is contemporary metaphor theory. George Lakoff originally propounded this theory. The theory emphasises the use and effect of metaphor in human expressions. Metaphors are very important as they are used to give mental pictures of what commentators are describing to the listeners.

The similarities between contemporary metaphor theory and semiotic theory is that both outline the meaning of words and expressions. Lakoff defines metaphor and metaphorical expressions in his 1992 seminar paper on The Contemporary Theory of Metaphor. He posits that metaphor refers to conceptual mapping, and the term metaphorical expression refers to an individual linguistic expression (Lakoff 1992). The theory of metaphors is about the linguistic expressions and how people express themselves using their linguistic skills. Lakoff further suggests that a word can be used outside of its normal conventional meaning to express something close to that concept (Lakoff 1992). As mentioned earlier, this study investigates the use of metaphors and proverbs in football reporting and acknowledges that these words are used outside sports context. In simple terms, a word can have a certain literal meaning, whereas outside of sport, the same word will have a different meaning.

Furthermore, metaphors are used when people express themselves through communication and it sometimes happens naturally. People use metaphors when they talk or write. It can be either to save time or to hide the meaning of the intended conversation from a third party. According to Michael 'a metaphor is a dominant class of figurative expression used when discussing communication itself (metalinguage). It operates whenever people speak or write as if they 'insert' their mental contexts

(feelings, meaning, thoughts, concepts, etc.) into 'container' whose contents are then 'extracted' by listeners and readers' (Michael 2014). As mentioned earlier, metaphors and proverbs are used in communications to express hidden meaning of conversations. In agreement Lakoff (1990) posits that 'the contemporary theory of metaphor claims that 'abstract concepts are at least in part understood and expressed metaphorically in spatial terms and that abstract reason is achieved by using certain mechanisations for the perception of spatial relations' (Lakoff 1990). This theory reveals that a speaker can talk about something when referring to another thing; this is done when there are relations between the two things. A speaker can choose to relate what is happening with an abstract concept as long as the listener understand or can decode the message.

Contemporary metaphor theory is significant to the study as it relates to how commentators report sport to listeners by not using the literal meaning of such words, but adopt the figurative meaning. Thus, it is important for the listener to understand the context in which the word is used. Metaphors and proverbs can be ambiguous because the speaker can refer to something entirely different from the intended meaning. Metaphors have become part of everyday conversation in every sector of human existence. As Lakoff and Johnson (1993) observe that 'metaphor is in virtually every aspect of human thought: physical science, biological science, economics, law, political theory, psychology, art, philosophy, business, morality and even poetry". Johnson and Lakoff's view outlines the relevance of metaphor in every field of study. Its significance to sport cannot be overemphasised.

2.5 CONCLUSION

This chapter discussed the literature review, where the researcher explored how metaphors and proverbs are used in sports. The football language was also discussed, as different scholars believed that football has its own language, and the followers understand that language. The role of commentators was also examined to emphasise their important role of reporting sports to their listeners. The chapter also discussed the Theoretical framework and its relevance to the study. The two theories used in the study semiotic and contemporary metaphor theory.

CHAPTER THREE

3 RESEARCH METHODOLOGY DATA COLLECTION

3.1 OVERVIEW

This Chapter focuses on how the proposed study was done. It describes the methodological considerations, which the study adopts. It covers the design to be employed in carrying out the study, how information was gathered and eventual analysis of the information with the aim of broadening our understanding of football reporting and discourse. This chapter will however discuss the essential features of both qualitative and quantitative approaches adopted for this study. The chapter concludes with a statement of ethical considerations.

3.2 RESEARCH DESIGN

3.2.1 QUALITATIVE AND QUANTITATIVE RESEARCH METHODS

On the basis of the aims of this study, mixed-method of both qualitative and quantitative methods seemed a more appropriate choice to achieve a quality result. According to Dillion, Madden and Firtle (2000), research is valid if it measures what it sets out to measure. The researcher felt that mixed method is appropriate in this study because questionnaires and interviews were used in order to get the correct findings. According to Harwell (2010), mixed method is an expansive and creative form of research, not a limiting form of research. Mixed method assists in arriving at good result and achieving or answering the set out research questions. The basis of using a mixed approach is that neither quantitative nor qualitative method is enough to capture the effects of metaphors and proverbs on the listeners. When used in combination, it allows for more information and complete analysis (Creswell et al, 2004).

The second factor that influenced the researcher in choosing the mixed method rather than quantitative or qualitative research is the fact that mixed research method places a greater emphasis on interpretation and provide an in-depth understanding of concepts. The mixed method assists in getting relevant information from different

sources for the study. The researcher found that a quantitative method, on its own, was going to limit the ability of the researcher to provide a comprehensive stock of isiXhosa football expressions, which is grounded in usage. Thus, the study employed a mixed method to circumvent the limitations of each method, where one method becomes limited the other method took over to close the gap. This simply means that both qualitative and quantitative methods were used in a complimentary manner to benefit the study, to improve quality.

3.3 DATA COLLECTION METHOD

Data was obtained from the live commentaries and the sports talk shows of the two radio stations i.e. Umhlobo Wenene FM and UCR FM. The sports talk shows at Umhlobo Wenene FM start from 7 pm to 8 pm during the week and 3-6 pm on Saturday and Sunday. The data was also collected from some sports fans and few listeners of the two radio stations. The study investigated the metaphors and the use of proverbs at Umhlobo Wenene and UCR FM during the months of August 2018 to May 2019. The reason for choosing August 2018 to May 2019 is because the first leg of the South African football league starts in August and end in May the following year.

3.4 QUALITATIVE RESEARCH METHODS

The qualitative research approach is useful in ascertaining details about human behaviour, personality characteristics and emotions. In this case, qualitative approach will be used to analyse different terminologies used by sport commentators on air.

Unlike quantitative researchers who seek causal determination, prediction and generalisation of findings, qualitative researchers seek illumination, understanding, and extrapolation to similar situations (Hoepfl, 1997). Qualitative methods are committed to understanding subjectivity. They assume that an appreciation of the subjective reality enables comprehension of human behaviour in greater depth than is possible from the study of objective and qualitative variables alone (Neimeyer & Resnikoff, 1982:76).

Qualitative paradigm deals with the assumption that people create individual meaning structures, which determine and explain their behaviour, and the major focus of a researcher should be on understanding or illuminating those meaning (Neimeyer & Resnikoff, 1982). To reiterate, the use of metaphors and proverbs evoke different emotions in listeners, qualitative method will assist in exploring the effects on the listeners. The researcher will examine the frustration and anger or humiliation that the listeners experience when metaphors are used by the sports commentators, especially when their teams lose a match. In addition, the study will examine the positive reactions to the use of both metaphors and proverbs in football commentaries. Furthermore, Creswell (2007), believes that there is not necessarily a single, ultimate truth to be discovered. Instead, there may be multiple perspectives held by different individuals with each of these perspectives having equal validity. Qualitative research method helps to identify different aspects to understanding the metaphors and proverbs and their effects. In agreement with Creswell, Denzin & Lincoln (2005:3) says 'qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, and phenomena in terms of the meaning people bring to them'. The data collected makes it vivid that the metaphors and proverbs used in football reporting are only understood by the people who follow sport. Creswell (2007:36) outlines the major characteristics of qualitative research as suggested by various scholars. Qualitative research is used to examine natural setting, key instruments, multiple sources of data, inductive data analysis, emergent design, interpretive inquiry, holistic account and theoretical lens. In qualitative approach, you do not just take the results as they are, but there is need to analyse the data using the correct instrument. It is also important to use more than one source of information in order to get accurate result.

3.4.1 EXAMPLES OF QUALITATIVE METHODS

According to Glesne 'researchers differentiate among different types of qualitative inquiry, but approaches are multiple and distinctions are not clear cut. Examples of the different types of qualitative inquiry include auto-ethnography, case study, conversation analysis, cognitive anthropology, critical ethnography, discourse analysis, educational connoisseurship, ethnography, ethno-methodology, ethno-science,

grounded theory, hermeneutics, heuristic inquiry, life history, narrative analysis, oral history, phenomenology, symbolic interactionism, and several other possibilities. Each approach carries with it philosophical assumptions, emphasizes certain foci, is associated with particular disciplines and tends to rely upon selected methods' (Glesne, 2011:10-17). It is very important for a researcher to use all the instruments that are needed in analysing the information before you come up with findings. The research can use many methods such as the case studies, conversational analysis, narrative analysis etc. In this study, the researcher has employed the ethnography approach. Ethnography approach can be described as the data of cultural anthropology that is derived from the direct observation of behaviour in a particular society (Babbie and Mouton, 2001;279). Ethnographers lay great emphasis on a researcher first-hand experience of a setting and on observational methods. The emphasis is on the use of cultural setting as data sources, and the best way of generating knowledge from such setting is for the researcher to get right inside of them (Mason, 2002:54). When a researcher uses a variety of sources, he or she can be confident the findings passed through all the stages of analysis. The researcher also has to respect the culture of the participants and ask questions that are not going to be personal to the participants. If the researcher does not respect the participants, they will not want to participate in the study.

3.5 QUALITATIVE DATA COLLECTION METHODS

Data collection is an essential component of conducting research and it is a complicated and hard task. In this regard, O'Leary (2004) remarks, collecting credible data is a tough task, and it is worth remembering that one method of data collection is not inherently better than another. Therefore, what data collection method to use would depend upon the research goals and the advantages and disadvantages of each method (O'Leary, 2004: 150). Data collection can be derived from several methods, which include interviews, focus groups, telephone interviews; field notes taped social interaction, or questionnaires (Heaton, 2004:37). This section will discuss the three major data collection methods that have been used in this particular study. These include semi-structured interviews, observation and voice recordings of naturally occurring conversations.

3.5.1 INTERVIEWS

Interview involves collecting and gathering information from individuals. Kvale (1996:14) regards interviews as:

Interchange of views between two or more people on a topic of mutual interest, sees the centrality of human interaction for knowledge production, and emphasizes the social situatedness of research data.

Researchers can know the participants point of view via interviews. The interview process also afforded the participants the opportunity to be involved in the research. Cohen, Manion and Morrison (2000:267) further opine that interviews are not simply about collection of data concerning people's life, it is also part of life itself.

Interviews may give a representative picture and provide a basis for interpretation. It also usually provides more complete data as the interviewer ensures all questions are answered and can include the interviewer's observations in terms of the quality of the interview schedule (Babbie & Mouton 2011). Scheduling maximizes neutrality in approach and consistency in findings, although Babbie and Mouton (2001) warn that in qualitative research the researcher should guard against too much structure.

The continuous nature of qualitative interviewing means that it is continually revised and flexible as themes arise from the analysis. The qualitative interview utilises three types of questions, including main questions that begin and guide the discussion, probes to clarify answers or ask for further examples and follow-up questions that further investigate the implications of responses to the main questions (Gubrium & Holstein, 2002).

Interviews also yield in-depth data not possible through a questionnaire, and reasons for particular responses can be determined. It is even more flexible than a questionnaire (Babbie & Mouton, 2001; Gay, 1987), which makes it ideal for obtaining qualitative data. However, interview have its disadvantages, such as possible bias towards the interviewer and therefore requiring more communication and interpersonal skills from the interviewer. Babbie and Mouton (2001) suggest that the

interviewer should be able to speak the home language of the respondent. It was easy for the researcher to interview participants from the chosen radio stations as they are situated in the Eastern Cape Province where IsiXhosa is a prominent language. The researcher is fluent in the dominant language.

The sample size for interviews is usually smaller than that for questionnaires, as was the case in this research project. In this study, the researcher has interviewed the commentators in UCR FM and Umhlobo wenene FM. The sports fans and listeners of the two radio stations were also interviewed.

There are different methods of conducting interviews and this includes the use of personal interviews, telephonic interviews and self-administered survey (Fox and Bayat, 2007; Welman et al, 2005). For the purpose of this study, the focus was invested in personal interviews or face-to-face interviews. The researcher on a one to one basis conducted interviews.

Gubrium and Holstein (2002) promotes the use of face-to-face interviews, as it is more flexible in terms of question content and target population, usually delivers higher response rates, is more appropriate when long interviews with complex questions are conducted and allows unobtrusive interviewer observations. Face-to-face interviews may deliver more accurate responses as a result of naturalness within the context. It also increases the likelihood of self-generated and thoughtful answers and creates an equal distribution of power between the interviewer and interviewee. Marginalised groups tend to relate better in face-to-face interviews. It was, therefore decided that individual face-to-face interviews would be best suited to the total research design. As the researcher was using face-to-face interviews, he noticed that participants are comfortable in answering questions as they believe that telephonic interview is a waste of time especially when you are talking with someone whom you do not even know.

The interviewer can supplement answers by recording her or his own observation for example; there is no need to ask respondents' gender or the time of day where the interview took place (Fox and Bayat 2007:100). The interview can last longer and be more complex than in the case of other survey techniques. Despite this, the researcher is assured that the responses are actually provided by the relative person and that no

questions are skipped. Failure to answer a question (non-response) is far less likely to occur in personal interviews than in telephone or self-administered survey and visual aids can be used. Personal interviews can be costly. Personal interviews provide significant scope for interview error or bias when the interviewer's behaviour, appearance or actions in some way influence the respondents to such an extent that they provide an inaccurate answer.

There are three major types of interviews and these include structured interviews, semi-structured interviews and unstructured interviews. For this study, the researcher will discuss semi-structured interviews which have been used as one of the data collection methods.

3.5.2 SEMI-STRUCTURED INTERVIEWS

Gay (1987) proposes the use of semi-structured questions in interviews, involving structured questions followed by the clarification of the open-ended answers that follow. Therefore, a combination of objectivity and depth can be obtained. Semi-structured interviews are non-standardised and are frequently used in qualitative analysis. The researcher usually has a list of key themes, issues, and questions to be covered. Having "... key themes and sub-questions in advance lies in giving the researcher a sense of order from which to draw questions from unplanned encounters" (David, & Sutton, 2004:87). Corbetta also avers that 'the order in which the various topics are dealt with and the wording of the questions are left to the interviewer's discretion. Within each topic, the interviewer is free to conduct the conversation as he thinks fit, to ask the questions' (Corbetta 2003:270). The questions must be clear when you are interviewing participants. Participants should not be forced to take part on the research. The researcher should explain to the participants the reason for the interview in order for them to participate freely.

In these interviews, the order of the questions could be changed depending on the direction of the interview. An interview guide was also used, but additional questions were asked. Semi-structured interviews were conducted by the researcher and carried out on participants who are actively involved in supporting different football clubs. The targeted age group is within the average age of 15-50 years. The semi-structured

interview questions for this study involved questions on how fans feel about the use of metaphors and proverbs by IsiXhosa commentators. Questions were asked as to why they become frustrated, humiliated, laugh, giggle or cry when commentators use proverbs and metaphors

Additional questions were asked to check the fans' level of understanding when commentators use metaphors and proverbs. The researcher also adopts note-taking and tape recording in order to get the exact words from the participants. The researcher did not add or delete anything that he got from the participants, everything was put as it is. This type of interview gave the researcher opportunities to probe for the interview to explore new paths which were not initially considered (Gray, 2004: 217). The researcher conducting semi-structured interviews is much free than the one conducting a structured interview (Kajornboon, 2004:75) in which the interviewer does not have to adhere to a detailed interview guide. Patton (2002:343) recommended to;

Explore, probe, and ask questions that will elucidate and illuminate that Particular subject ... to build a conversation within a particular subject area, to word questions spontaneously, and to establish a conversational style but with the focus on a particular subject that has been predetermined.

Ability to manipulate the interview situation is a strength of using semi-structured which allows the interviewer to prompt and probe deeper into any given situation. Hence, with these type of interview the interviewers are able to probe or asked more detailed questions from the respondents regarding the subject of discussion without adhering to any scheduled interview guide. For instance, during the semi-structured interview, the researcher explained or rephrase the questions that respondents were unclear about.

A major disadvantage of semi-structured interview is that, Listeners who have little information about sport or dislike sport would not want to participate in the interview as they will feel like it is a waste of time. Also, some females would not like to participate in the interviews as they believe that soccer is for males. The married ones among them might also feel is denying them a special time with their spouses.

3.5.3 VOICE RECORDINGS

The recording of naturally occurring football reporting is one of the data collection methods that was used in this study. According to Bucher et al (1956), voice recordings have become an important technical aid in social research. Socio-linguists, public opinion, specialists, psychiatrists, clinical psychologists, social workers and family counsellors have reported the use of electronic recording devices in their work. Although the use of recorders was originally confined to the clinical and laboratory situation, they are now being employed with increasing frequency in field research. In this study, the researcher did a live recording of commentators and noticed that analysts do not condone disturbances when running their commentaries. This is the reason for doing the interview in the radio station instead of stadium.

Bucher et al (1965:359) suggest an advantage of audio voice recordings over various forms of note-taking and memory construction in the recording of field data. They argue that aside operational problems of obtaining audibility and the voice fidelity, no verbal production is lost in audio recordings. Furthermore, comparisons of audio recordings and written recordings indicate that remarkably large amounts of material are lost in written ones (Bucher et al, 1956: 359).

3.6 SAMPLING

According to Babbie and Mouton (2001:164), sampling in social research has been developed hand in hand with political polling. These scholars argue that this is the case because political polling is one of the few opportunities social researchers have to discover the accuracy of their estimates. Stratified random sampling which is one of the probability sampling techniques as opposed to non-probability techniques has been employed in this particular study. Stratified random sampling is a type of sampling method in which the total population is divided into smaller groups or strata to complete the sampling process. Probability sampling is called random sampling or representative sampling (Acharya et al (2013: 330-333). In probability sampling every member of the population has a known probability of being included in the sample (Henry (2009: 77-105). This section will therefore discuss probability sampling and

provide its different types. It will also show how the Stratified random sampling has been used in this study.

3.6.1 PROBABILITY AND NON PROBABILITY SAMPLING

Scholars have suggested two major types of sampling and these include probability and non-probability sampling (Babbie & Mouton, 2001; Fox & Bayat, 2007; Welman et al, 2005). Probability sampling involves the selection of a 'random sample' from a list containing names of everyone in the population the researcher is interested in studying (Babbie & Mouton, 2001:164). In addition, Welman et al (2005) assert that in the case of probability sampling, it is possible to determine the probability that any element or member will be included in the sample while in non-probability sampling elements which have a chance of being included have a probability that exceeds zero.

Babbie and Mouton (2001) further assert that "the ultimate purpose of sampling is to select a set of elements from a population in such a way that descriptions of those elements accurately portray the parameters of the total population from which the elements are selected". Probability sampling enhances the likelihood of accomplishing this aim and provides methods of estimating the degree of probable success. Random selection is key to this process whereby each element has an equal chance of selection and independent of any other event in the selection process. The random selection is good because the research focuses on people of different age group. Other factors that the researcher examined are gender (male and female) and environment (urban and rural). This is done in order to ensure that the findings are accurate and correct.

Welman et al (2005) suggest three advantages of probability sampling as follow; Probability sampling enables researchers to indicate the probability with which the sample results deviate in differing degrees from the corresponding population values. Unlike non-probability sampling, probability sampling enables researchers to estimate sampling error. Probability sampling is frequently used for convenience and economic reasons. In order to ensure that important strata are represented in the sample, stratified random sampling requires a smaller sample involving less time and money than simple random sampling (Welman et al, 2005; Fox & Bayat, 2007). Examples of probability samples are simple random samples, stratified random samples, systematic

samples, cluster samples. On the other hand, examples of non-probability samples include accidental or incidental samples, quota samples, snowball samples, self-selection sample and convenience samples (Welman et al, 2005:56). Stratified random sampling which has been employed in this study. The study adopts a stratified random sampling, where the researcher interviewed people randomly.

Stratified random sampling was used in this study as the population is heterogeneous (dissimilar) in nature. The supporters were categorised into different sample groups. Participants were drawn and data was collected from supporters who are from rural areas or urban areas and are either literate or illiterate supporters. The researcher targeted speakers within the average age of 15 and 50 since they are actively involved in sport. Noteworthy, the researcher in the selection of participants was conscious of gender balance.

3.6.2 SAMPLE SIZE

According to Fox and Bayat (2007), the size of a sample will depend on a variety of practical considerations, such as the size of the population. In addition, the homogeneity of the population and the degree of reliability required in the investigation, as well as the method of sampling, will affect the size (Fox and Bayat, 2007:61). In Milroy (1987), it is stated that 'large samples tend not to be as necessary for linguistic research as for other research studies. In this study the research has used a small group of 20 people because when one uses a bigger group, it becomes difficult to get quality results. Using bigger group in sampling can also result in increased data handling problems as it is not going to be easy to analyse information.

3.7 QUANTITATIVE RESEARCH

The researcher has also used quantitative approach to analyse the information from the questionnaire. Graphs will be used to represent the responses of the 20 participants for this study. According to Patton (2002:14), the quantitative research method involves the use of standardised measures so that the varying perspective and experiences of people can be fit into a limited number of predetermined response categories to which numbers are assigned. Also, Neimeyer and Resnikoff (1982:76)

argue that the objective study of observable variables is adequate to produce knowledge about the structure of reality. In principle, quantitative research is theory driven. The research literature is scanned for relevant material and the expected consequences of a particular theory are logically deduced. A detailed hypothesis is derived, involving variables which have been precisely operationally derived. Appropriate statistical analysis is specified at the outset, and the number of participants required is determined by an estimate of numbers necessary to achieve statistically significant findings at an acceptable level of statistical power (Neimeyer & Resnikoff, 1982:76-77).

According to Golafshani (2003:598) quantitative research "are in general supported by the positivist or scientific paradigm, leads us to regard the world as made up of observable, measurable facts" (Glesne & Pushkin, 1992:6-7) through their assumption that "social facts have an objective reality" and "variables can be identified and relationships measured" is problematic. The notion of 'measuring' means to understand, for example, educational issues by performing an operation called 'measurement' on the physical world by the observer. Stevens (1946) as cited in Golafshani (2003:598) defines measurement as the assignment of numerals to objects or events according to rules. From these definitions, one may perceive measurement as necessarily objective, quantitative and statistically relevant. Simply put, the measurement can be about numbers, objective hard data (Golafshani, 2003: 598).

The researcher has employed both qualitative and quantitative research methods in this study. Glesne and Pushkin (2011:14) argues that combining qualitative methods and quantitative methods do not hinder the situation of a researcher within a particular paradigm of research that tends to match the way of viewing the world. However, the qualitative approach has been used as the major informant of this study. The quantitative approach, on the other hand, has been used to supplement the various qualitative methods that have been used in this study. In this study, the researcher issued out questionnaires to the listeners and their responses were analysed in the form of a graph.

3.8 ETHICAL ISSUES

In conducting this research, ethical issues were one of the main concerns. There are few ethical considerations to which the researcher paid attention to. Firstly, was the informed consent. The researcher made every effort to obtain the necessary permission from the participants after thoroughly and truthfully informing them about the purpose of the investigation. Confidentiality was also assured. The participants were assured of their right to privacy and were further informed that their identity would always remain anonymous (Welman et al, 2005). The researcher made sure that respondents were not harmed or damaged in any way by the research. It was also deemed important that interviews were not used as "a devious means of selling something to the respondent" (Gray, 2004:235).

Another important aspect was the involvement of the researcher. The researcher guarded against the manipulation of respondents. If respondents were uneasy and become upset, the interview could be cancelled or postponed. In confirmation, Fontana and Frey (1994) assert that researchers should not use unethical tactics and techniques of interviewing. Lastly, it was considered that when an interview has been completed and is considered a good interview, the respondents ought to know more about themselves and their situation. However, the researcher must remember that the purpose of the research is to collect data and not to change the respondents or their opinions (Gray, 2004:235). These ethical issues were specified in the informed consent form in which the participants in this study were requested to sign to declare their consent.

3.9 CONCLUSION

This chapter discussed the methodological considerations on which this study has been based. The quantitative and qualitative approaches which have both been used in this particular study have also been delineated. The various data collection methods that have been employed in this study have been discussed. These include semi-structured interviews, observation and recording of naturally occurring conversations. The ethical considerations that guided the researcher throughout the study have also been outlined in detailed.

CHAPTER FOUR

4 DATA PRESENTATION, ANALYSIS AND INTERPRETATION.

4.1 OVERVIEW

The previous chapter discussed the research methodology and sampling method that were adopted for the study. This chapter deals with the presentation, analysis and interpretation of the research findings from the data that was collected for the study. The analysis and interpretation of data also seek to address the research questions for the study. As mentioned previously, the focus of this study was on the investigation of the effects of metaphors and proverbs in isiXhosa Football reporting at Umhlobo Wenene FM and UCR FM. The recorded data is presented in this chapter followed by both the analysis and interpretation of such data.

4.2 DATA PRESETATION

Data collection of this study involved two major stages. The first stage was the administration of the interviews to listeners, followed by the recording of the commentators when reporting or previewing matches live in the radio studio. The naturally recorded reporting was then transcribed and translated for analysis. The researcher also observed the effects of metaphors and proverbs when they are used by sport commentators on air.

As mentioned earlier, the analysis of data is done using both qualitative and quantitative methods of analysis. The data is presented in the form of a table following its conversions from transcribed utterances from recorded analysis. In this study, the researcher issued 20 questionnaires to participants. The below table shows the responses inferred from the questionnaire distributed to the participants.

GENDER	NO OF MALES	NO OF FEMALES	
	11	9	
AGE	18-30	30-50	OVER 50
	9	11	NONE
ARE YOU A SOCCER FAN?	YES	NO	
	10	10	
HOW DO YOU ACCESS THE MATCH?	I GO TO THE STADIUM	LISTEN TO RADIO	WATCH TV
	2	4	14
WHICH LANGUAGE WOULD YOU PREFER?	ENGLISH	ISIXHOSA	ISIZULU
	11	6	3
DO YOU UNDERSTAND ALL THE METAPHORS USED BY COMMENTATORS?	YES	NO	SOMETIMES
	6	9	5
DO YOU THINK PEOPLE WHO HAVE LITTLE KNOWLEDGE OF SOCCER UNDESTAND COMMENTATORS WHEN THEY USE METAPHORS?	YES	NO	
	4	16	

HOW DO YOU FEEL WHEN YOUR TEAM LOST THE GAME?	ANGRY	DISAPPOINTED	HUMILIATED
	3	16	1
HAVE YOU EVER BEEN IN A SITUATION OF WANTING TO PUNISH THE COACH/ PLAYERS WHEN THEY DO NOT PLAY WELL	YES	NO	SOMETIMES
	6	6	8
METAPHORS USED BY THE COMMENTATORS MAKE THE SUPPORTERS TO THINK SOCCER MATCH IS...	JUST A GAME	BATTLE FIELD	WASTE OF TIME
	6	12	2
HOW DO YOU FEEL WHEN YOUR TEAM LOSES?	BLAME THE COACH	BLAME THE PLAYERS	BURN THE STADIUM
	4	14	2

Table 1: Responses from the participants

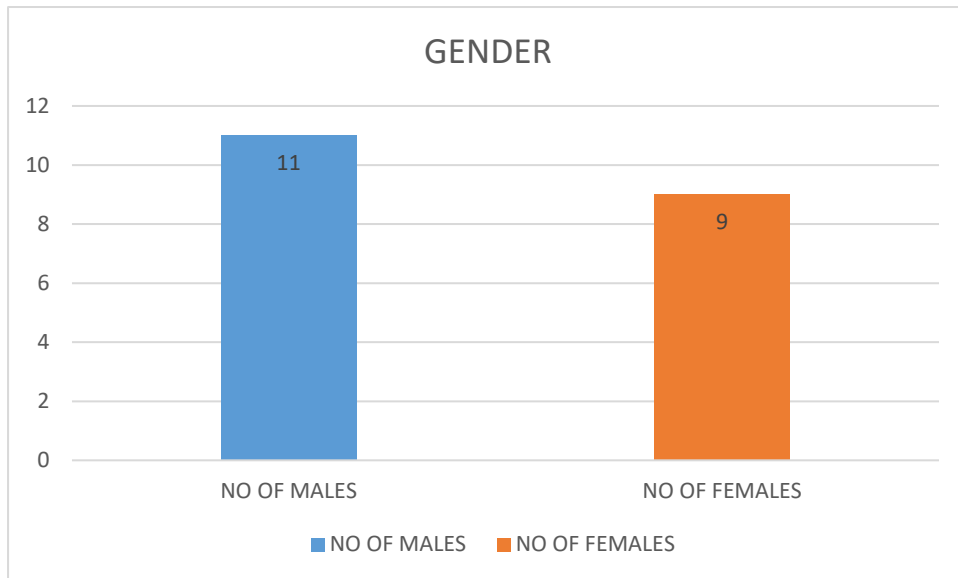


Table 2: Graph showing the gender disaggregation

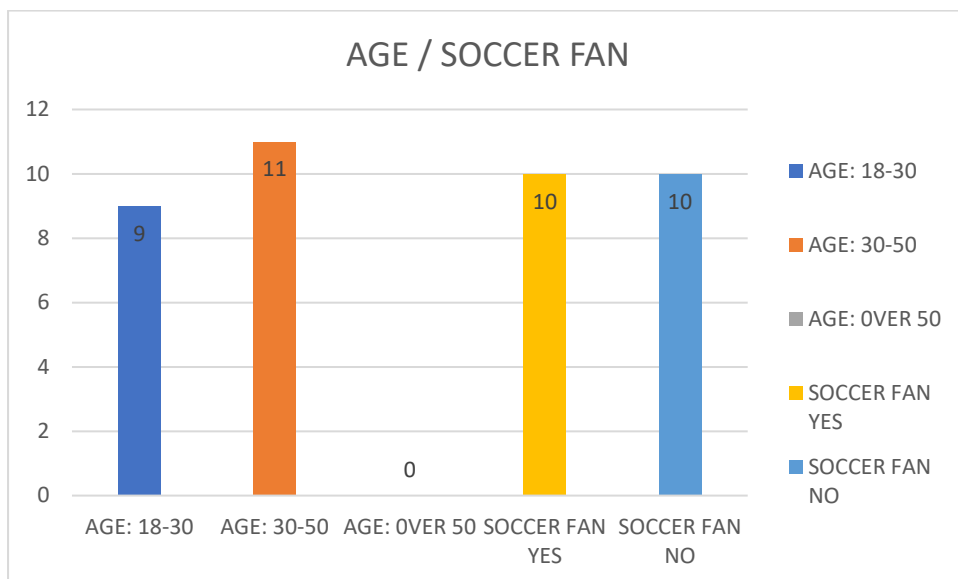


Table 3: Graph showing age of the soccer fans

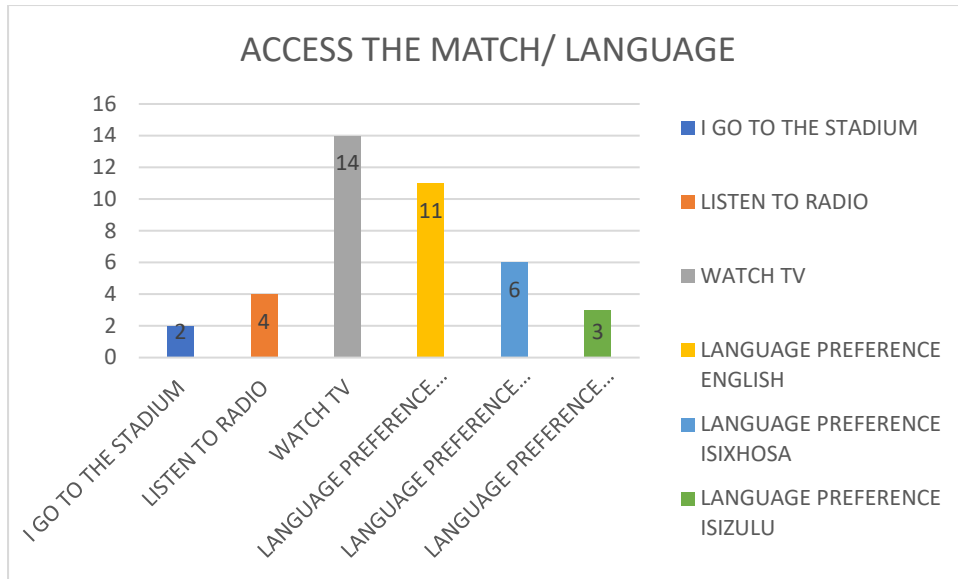


Table 4: Graph showing number of people who watch live matches or listen to commentaries

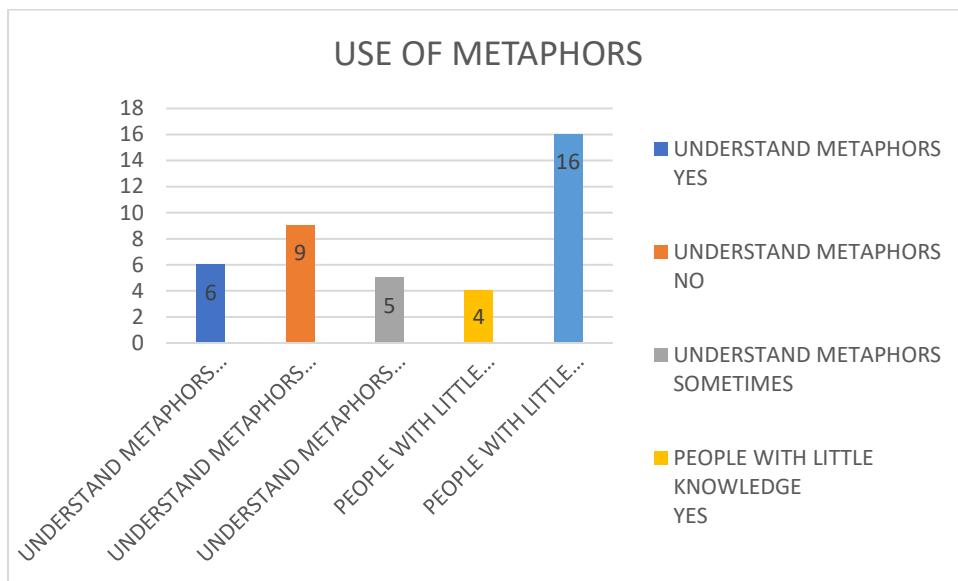
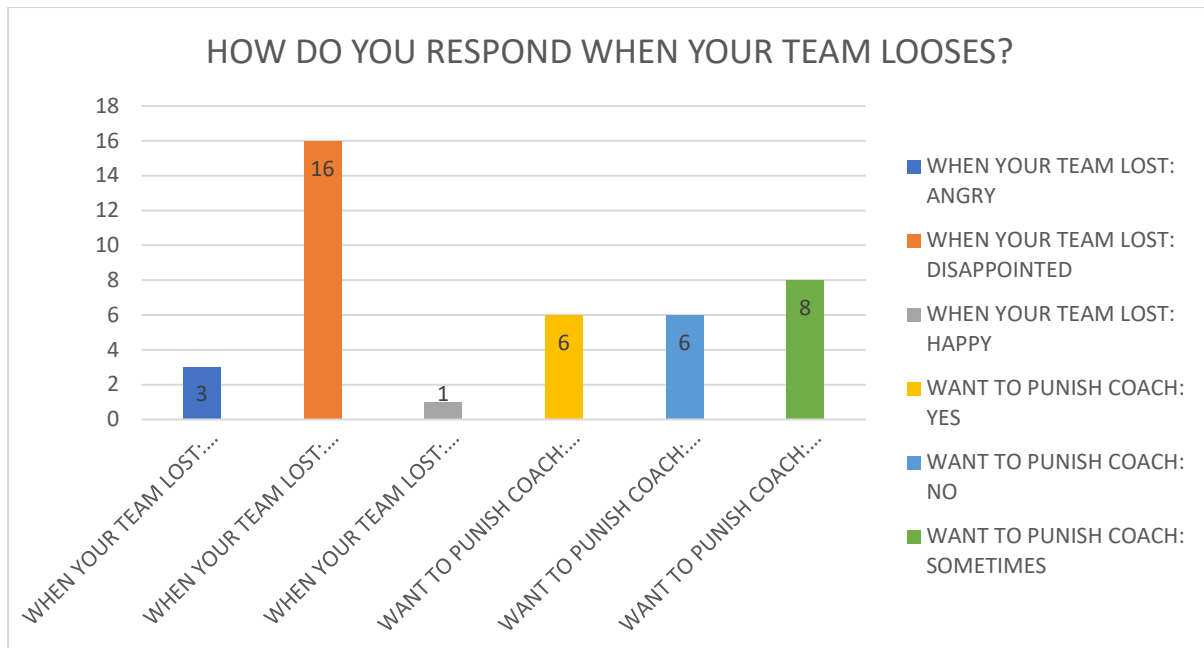


Table 5: graph showing the fans' level of understanding of metaphor usage



The graphs show that the number of males within the age of 30-50 who participated in this study is more than that of females in the same age group. There is a balance in terms of soccer fans and those who are not. The study reveals that the majority of the people prefer to watch television than radio because of the little knowledge they have on the use of metaphors and proverbs in isiXhosa football reporting at Umhlobo wenene and UCR FM, respectively. These metaphors and proverbs might be misleading to those who have little knowledge of football or are not conversant with how the game is being played. The language that is used by the commentators when teams lose matches can evoke the feeling of anger in fans whose teams lost matches. Some even opt to wreak havoc on their radio set or never listen to sports commentaries for sometimes.

4.3 RECORDING OF MATCHES

The recording of the matches was made when the commentators preview or review matches on Umhlobo Wenene and UCR FM using isiXhosa. The interviews conducted shows that the listeners are aware of the skilful manipulation of words by the commentators to describe the actions on the football pitch. Below are some of the

proverbs and the metaphors that were used by commentators on Umhlobo Wenene and UCR FM using isiXhosa.

IsiXhosa word	Literal meaning	Figurative meaning
Imbumbulu yegoli	Bullet of a goal	Hard hit quick goal
Amajoni	Soldiers	Players
Utshaba	Enemy	Opponent
Idabi	Derby	Match played by two teams from the same geographical area
Valani	Close	Defend
Fak'eskhwamini	Put it in the bag	Catch the ball
Sibabethile	We have punished them	We won
Isisu	Stomach	Midfielder
Dubula ukhipha	Shoot the goalkeeper	Score the goal
Kudibene ebekudala zizondana	Enemies	Rivals
Ukhipha uyavuza	The goalkeeper is leaking goals	The goal keeper is not good enough
Zibethene zajongana	They fought and faced each other	It is a draw
Amas' abekwe elangeni	Sour milk is put in the sun	We are interested to see the winners
Babolile	They are rotten	They are not good enough
Ukumakha ibhola	To mark the ball	To defend
Bayatshona	They sink	They are losing
Kuphumelela onamandla	The strongest wins	The survival of the fittest
Faka amandla	Apply the force	Put pressure
Intshuntshe	Daggers	Good strikers

Ukubetha	Beat	Win the match
Uxinzelelo	Depressed	Pressure
Isichotho samanqaku	Storm of the goals	Many goals
Ukungen `edabini	Getting into a fight	play the best football
Bayihlaba	Stab the ball	Pass the ball
Kuph'ekwa umhluzi wenye ngenye	Cook using the same gravy	Match after match
Bamvisa intlungu	feeling the pain	Losing the match
Ingalala ingatyanga	He can sleep without anything to eat	They can lose the match
Yacengwa ibhola	They beg the ball	Good passes
Bayithumela phambili	Send to the front	Forward pass
Iphakanyisiwe	Lift it high	Kick the ball high
Ibethwe yagoduka	Beaten and go home	Knocked out / lost
Lavuth'ibhayi	Blanket burning	The point of excitement
Yabethwa ngentloko	Hit with the head	Heading the ball
Uqamele ngendoda	Resting on a man	Tight marking
Kuse kusasa	Still in the morning	Still early
Ibhol'entle	Nice ball	Good pass
Iyenyuka ioli	The oil is rising	Mounting tensions
Iyafudumala	It is becoming warm	Getting into the point of excitement
Amakhwenkwe amakhulu	Big boys	Good players
Isingatha	Carrying	Hosting
Phuma silwe	Warrior	Match fit / physically fit
Ufela edabini	Die on the battlefield	Hard working on the field

Baphisa ngebhola	They are giving away the ball	They lose the ball easily
Amanqaku ebhodini	Goals on the board	Score
Bayayonzakalisa ibhola	They are damaging the ball	Quality football
Bavala iingcango	They are closing the doors	They are defending
Yabetha emnqamlezweni	Hitting the cross	The ball did not go through
Usompempe uyohlwaya	The referee is punishing	The referee is charging
Walala engondlalanga	Slept without having prepared	He fell
Andizukunika penathi	I will not give you a penalty	I will not charge
Vingca amazibuko	Close the source	Defend
Wayilahla phandle ibhola	Throw it out	Kicked the ball out of play
Yacengw'ibhola	Plead the ball	Quality play
Ndifuna ukuyisika	I want to cut the ball	To curl the ball
Belibhaliwe	Written	Expected
Abaziboni ipali	They do not see the goal posts	They are missing the goal posts
Bazowakhalela amathuba	They will cry for the missing chances	They will regret
Yasinda	Survive	Almost lost the match
Imbumbulu	Bullets	Hard kicked ball
Bayityisa ukrakrayo	They are feeding them with aloe vera	They are feeling the pressure
Bayibeka phantsi ibhola	They are putting the ball down	They play grass-cut passes
Ayivumi nentwana	They do not give them space	They are defending

Uyithwel'entloko ibhola	The ball is on his head	He is heading the ball
Susa umhlola ekhaya	Cast the curse	Kick the ball away from your goal post
Udonga	The Wall	Defense area
Indawo enobungozi	Danger zone	Close to the penalty area
Indawo yesohlwayo	Penalty area	Close to the goal post
Inkokheli yabo	Captain	Leader
Amajoni	Brigades and Squads	Players
Dubula uwise	Shooting down	Score the goal
Faka Intshuntshe	Putting to sword	Kick the ball
Vala utshaba	Marking an enemy	Mark the opponent
ngakwindawo yentshaba zabo	Bursting through the enemy territory	Next to the goal post
Uyahlasela	Counter attack	They want to score the goal
Bazimela babe sele behlasela	Ambushing	They are giving them pressure
Bayahlasela	Lanching attacks	They do not want them to rest
Bacima ingozi	Neutralizing the danger	They are defending
Ukubulala	Assassins	Wining the match
Ingxabano	Clash	Game
Ukuvukela umbuso	Terrorism	Off-side
Umqeqeshi ukhulelwe	The coach is pregnant	He is fool of tactics

Table 6: Metaphors and proverbs used during Orlando pirates versus Kaizer chiefs match at Umhlobo Wenene and UCR FM

ISIXHOSA WORD	LITERAL MEANING	FIGURATIVE MEANING
Abathakathi bendaba	Witches of the news	Journalists
Ifolosi	Leading pair of cattle	Strikers
Lisuke lahlala	It took off and landed	The match has begun
Ebeyiphutha-phutha	Searching something	Could not hold the ball tightly
IKrimesi ifikile	Christmas has come	They are enjoying the match
Ibhola ingaphesheya kolwandle	The ball is across the sea	They struggle to get the ball
Sikwamkela ngezandla ezishushu	We welcome you with warm hands	The listeners were warmly welcomed
Yakhala intsingizi	The bird sang	The whistle is blown
Batsizisa igazi kuse kwangoko	Spilling the blood so early	They have conceded a goal
Iinjoli	Server	Strikers
Kaz 'iyozala nkomoni?	What gender of calf will it give birth to?	Not yet sure about the end results
Ikona kick ziyalandelelana	Corner kicks follow each other	Series of corner kicks
Udlana indlebe noreferee	Biting ears with the referee	Private talk with the referee
Udonga lwePirates luluqilima	Strong wall of Orlando Pirates	Orlando Pirates is defending
Wangqengqa ngobuso	Lying on his face	Tripped and fell down
Intambende	Long rope	Long short
Ubomvu ebusweni	His face is red	He is angry

Baphefumla ngoopipe	Breathing with pipes	They are giving them hard time
Ukhonkoth `imiyalelo	Barking the instructions	Giving them the instructions
Lahlala emnatheni	Stayed on the net	A goal
Liqanda qoks imbande yesikhova	It is an egg, a leg of an Owl	No goals
Ayikafi ibhola	The ball is not yet dead	The game is still on
Ushushu umdlalo	The game is warm	The game is interesting
Ingekaphumi ibhola ngaphandle kolwandle	The ball is still in the sea	The ball is still on the play field.
Ikhatywe ibhola ngetispuni	The ball is kicked with a teaspoon	Weak short
Izele Ifnb	The FNB has given birth	The stadium is fully packed or sold out
Ulwimi lungaphandle	tongues are out	They are exhausted
Wahlab'ibhola enobungozi	Stab the ball that is dangerous	Dangerous ball
Ukhefuzel' uxela utoki	Breathing heavily like a dog	He is tired
Ebeyinto ebilayo	Something that is boiling	He is problematic
Wahluth' intlaka emlonyeni	Taking food from the mouth	Prevented an expected goal
Idlala ngomlilo	Playing with fire	Dangerous game
Unyawo olu ethe-ethe	Weak foot	No ball control
Ime ngembambo iFNB stadium	FNB stadium is standing on its ribs	FNB is fully packed
Ubambe umdlalo ngesixhanti ureferee	Dripping the game by its neck	The referee is very strict
Uchith'indlwane zeentaka	Destroying birds' nests	High shots

iPirates ayiyiboni iChiefs	Pirates does not see Chiefs	Pirates is controlling the game
Bayinyathela yacika ibhola ngathi lilahle	Stepped on the ball an extinguished its flame like a burning fire	Trapping the ball
Omile amanqaku kwiChiefs	The goals are dry in Kaizer chiefs	No goals
Akhwel'ibhayisekile engenabrakes	They are riding bicycles with no brakes	They are unstoppable
Wayibetha ngencume	He hit it with his chest	He trapped the ball
Ubuso bepali	He hit the face of the goal post	He hit goal post
Uyitshayele kunye neengcambu loo bhola	Kicked the ball with the grass roots	Kicked the ball from the bottom
Inj `endala	Old dog	Old player
Zihlabene kabuhlungu kakhulu	Stabbed each other painfully	Collision between players

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF THE STUDY

According to the tables above, it is evident that the language of football is specific to sports. The terminology that is used in sport has a different meaning when it is used outside of sport. The sports commentators use colourful and military language to describe activities during a soccer match. Commentators use routines or oral formulae for ease of understanding by the audience and to reduce the commentator's workload. According to the terminology used by the commentators above, the commentators report events that are short in duration, and that happen in real time. As mentioned earlier, Commentators use the present tense, and particularly the "instantaneous" present, is the predominant verb form (Quirk et al, 1985:180, Leech, 1987:6). The choice of isiXhosa language in this study is informed by the idea that the study itself belongs to the African languages department. The use of English is purely for academic purposes to make it readable and accessible even to the non-isiXhosa speakers. The use of metaphors and proverbs in isiXhosa by the commentators is

because of the environmental factor. The stations are located in the Eastern Cape where amaXhosa people are the predominant ethnic group in the province. This choice of language by the commentators is done in order to appeal to a larger audience. The description of actions using metaphors and proverbs is to evoke emotions and to keep the listeners glued to their radio set, for them to have a feel of the actions as if they are watching the match live at the stadium.

4.3.1 METAPHORS AND THEIR INTENDED USAGE

Lakoff defines metaphor as 'a figure of speech that, for rhetorical effect and meaning, directly refers to one thing by mentioning another' (Lakoff 1991). As outlined earlier, the literal meaning of metaphors might be misleading. It is important that the listener understands the context of usage. Metaphors may provide clarity or identify hidden similarities between two ideas. Here are some of the examples of the metaphors that have been used in the study.

- inj 'endala (old dog)
- Iinjoli (servers)
- Isisu (stomach)
- Amajoni (soldiers)
- Imbumbulu (bullet)
- Ibhol'entle (beautiful ball)

These metaphors prove indeed that the language of sport is unique and might be confusing to non-sport followers. For instance, when a sports commentator talks about inj 'endala (old dog). People might interpret the commentator as referring to the human companion with four legs. The commentator would often be referring to an experienced player or an older player. Ardent football followers will be able to decode the meaning of the word 'old dog'.

The literal meaning of injoli (server) is someone who serves liquor when there are traditional ceremonies in rural areas or in any space where traditional people live and conduct their traditional rites. Many people like 'Injoli' because he distributes alcohol generously to the attendants. This word has a different meaning in sport's context. When a sports commentator talks about injoli (server), he is referring to a midfielder

who is distributing ball to the strikers. Injoli serves as a powerful link between the defenders and the strikers. He is always skilful and could dictate the intensity of the match, just as a literal 'injoli' can decide to make people happy by distributing free drinks. The figurative meaning of this word might confuse someone who does not understand soccer game because he or she will think the word refers to someone who serves alcohol in a tavern. The word can also mean 'internet server' to someone who is a technician.

Isisu (stomach) is another common word used to refer to a player or players that play the midfield positions. Literally, the word Isisu is a body part that contains the internal organs such as intestines and other body parts. When a commentator uses this word, a listener can quickly realise that such player is sustaining the intensity of the match. The significance of such a player and position in football is to sustain the network of the game during a match.

The word Amajoni (Soldiers) is a military concept used in sport to refer to defenders. Amajoni (soldiers) literally refers to people who defend the country and are even prepared to die for it. Amajoni's duty (soldiers) is to make peace in areas where there is none. Sports commentators use the term Amajoni to refer to players who sacrifice for the team with the goal of winning the match at whatever cost. As already shown in the discussion above, sport commentaries contain a plethora of military language used to describe events that take place on the soccer field.

Another word commentators like to use is Imbumbulu (bullet). The literal meaning of a bullet is something that is put in a gun to kill people. Soldiers work with bullets sometimes when they are defending the country. It is used to refer to how hard a striker or player hit a ball to score a goal. It is an emphasis on goals that happens within a twinkle of an eye. It can also refer to how assassins kill people without wasting anytime.

From the above, commentators also employ the use of the word ukubetha (beat) when they are running commentaries. Ukubetha (beat) or hit, is when someone punishes a person using a stick or anything that will cause a pain to a person who is beaten. In the context of sports, this word is used differently to refer to when a team

loses a match. Using Ukubetha (beat), the commentators stress on the word to mean that a team lost a match with a great margin. The word usage evokes feeling of hurt in the fans who in turn feel that their team has performed woefully. The next section will discuss proverb usage in commentaries on Umhlobo Wenene FM and UCR FM.

4.3.2 FREQUENTLY USED PROVERBS IN BOTH RADIO STATIONS

According to Oxford dictionary "a proverb is a simple, concrete, traditional saying that expresses a perceived truth based on common sense or experience. Proverbs are often metaphorical and use formulaic language. We can also say a proverb is a short, pithy saying that expresses a traditionally held truth or piece of advice, based on common sense or experience." Sports commentators have used proverbs in this study to decorate the language. Commentators have used some of the proverbs such as:

- Isichotho samanqaku (storm of the goals)
- Lisuke lahlala (it took off and landed)
- Kaz' iyoza nkonomi? (What gender of calf will it give birth to)
- Udlana indlebe noreferee (biting ears with referee)
- Ukhonkoth' imiyalelo (barking the instructions)
- Zibethene zajongana (they fought and faced each other)
- Ngathi uth' ususa umhlola ekhaya (cast the curse)

Proverbs are used to create mental pictures in the minds of the listeners. Commentators use proverbs such as isichotho samanqaku (storm of the goals) and the literal meaning of this proverb, is to exaggerate how the ball hit the back of the net. 'Storm' relates to heavy rainfall that goes with wind and it is destructive to the environment as well as the people. When sport commentators allude to 'storms of goals', he or she refers to many goals that were scored in the match.

A common proverb used at the beginning of matches is Lisuke lahlala (it took off and landed). The literal meaning of this expression might incite confusion in the mind of the listener who might think a player is injured early into the game. The exaggeration is to grab the attention of the listeners and inform them about the commencement of the match.

Another prominent proverb used in sports commentary is *kaz 'iyozala nkomoni?* literally means what gender of calf will it give birth to? The proverb signifies the frustration of a cow owner about his or her pregnant cow regarding the expected gender the cow will deliver. This rhetorical question shows that the supporters are always worried about the results of the match. They are not sure whether their team will win or lose the match.

Udlan'indlebe noreferee (biting ears with the referee), is another proverb used to convey message to the listener about players surrounding the referee after a foul had been given. The literal meaning of the proverb is that, a player and a referee are biting each other's ears. It is a hyperbole that refer to an imminent occurrence on the soccer field. In sport's context, this proverb means a referee and a player are having private talk. When a player commits a professional foul on the field, the referee would call that player and have a private conversation, and at times the player would be penalised for his wrongdoing.

Another proverb that has been referenced in this study is *ukhonkotha imiyalelo* (barking the instructions). To someone who does not follow sport, when this proverb is used, he or she thinks that the referee is barking like a dog. In a literal sense, a person does not bark, only dogs bark. This is an exaggeration to emphasise how the referee is giving instructions to players, or a referee giving a warning to a persistent offender on the field. The players are expected to follow the referee's instructions otherwise; they would be penalised.

Furthermore, *Zibethene zajongana*, which means they fought and faced each other, also features in the words of the commentators for this study. The literal meaning of the proverb alludes to two people fighting physically. However, it has been exaggerated to mean that two teams are engaged in tactical battle. The literal meaning of the proverb is that two bulls are fighting and there is no winner. In the sport's context, this proverb is used when there is a draw and no team has won the game.

Lastly, *ngathi uth' ususa umhlola ekhaya*, which means to remove a curse, is another common proverb used in sports commentaries. This proverb has a religious implication

of traditional healers wadding off a curse from a family or community. The proverb means that someone is cursed and that the accursed individual is performing a ceremony to remove such pronouncement on himself or family member. It is used to signify how a defender clears the ball from a goal line to prevent a goal. It can also refer to how a player clears the ball from danger of being pounced upon by an attacking player. Ngathi uth' ususa umhlola ekhaya also relates to bavala iingcango, which means to 'defenders are closing the doors', and that is how fan with little knowledge of football would interpret it, on the contrary, it actually means that 'the defenders are building a wall to prevent goals'

The metaphors and proverbs that have been used by the sports commentators in this study depict that one needs to be conversant with the sport or its vocabulary before decoding the message that is being passed across. The language that is used by the commentators evoke different emotions in the listeners. Skilful manipulations of words combined with experience have influenced commentators' description of actions on the soccer field. Commentators are very good in trying to give the picture of what is taking place on the soccer field using metaphors and proverbs.

4.4 CONCLUSION

This chapter was about the data presentation and data analysis. The data collection involved administration of the interviews conducted with listeners of both Umhlobo Wenene FM and UCR FM. The commentators were recorded when they were reporting football using their natural voices. Both qualitative and quantitative analysis was done on the data. The research proved indeed that the use of metaphors and proverbs evoke different emotions in the listeners. The study also revealed that the language of sports is specific to sport's commentary and will definitely be confusing to non-sports followers. The context that the metaphors and proverbs are used is significant in decoding the meaning of the expressions.

CHAPTER 5

5 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 OVERVIEW

The study investigated the effect of using metaphors and proverbs in isiXhosa football reporting at Umhlobo Wenene and UCR FM. The study showed that there is a language that is used by sports commentator and this language is specific to sport; when it is used outside of sport, it gives a different meaning. The use of metaphors and the proverbs evoke different emotions in the listeners. The commentators' intension of using metaphors and proverbs is to grab the attention of the listeners by giving them a picture of what is taking place on the soccer field. In this chapter, the researcher will indicate the summary of the results, conclusion and recommendations.

5.2 SUMMARY OF THE RESULTS

The study above indicates that the language of football is characterised by a variety of metaphors and proverbs, which are employed in live commentary. The commentators use metaphors and proverbs to grab the attention of the listeners because they are the eyes of the latter on the soccer field. Listeners are glued to their radio set knowing fully well that the descriptions done by the commentators are accurate portrayal of the actions. Commentators have achieved this by employing the right metaphors and proverbs to keep the fans interested in the game.

Some analysed examples of words that have entirely different meaning outside of sport's context in this study are Idabi (derby), inj' endala (old dog), Amajoni (soldiers), Isisu (middle fielders), Ibhol'entle (good pass) and Amakhwenkw' amakhulu (players), which are seldomly used during commentaries

The metaphors may really be confusing to someone who does not understand football to reiterate, metaphors and proverbs cause listeners to react differently depending on the description of the commentators. Some fans become angry, frustrated and humiliated, while others laugh and use that as a conversation starter among their friends.

Finally, the study adopted a mixed method of both qualitative and quantitative method for the study. This is done in order to arrive at the right findings. The research also adopted semiotic and contemporary metaphor theory as theoretical framework to examine the effects and meanings of the metaphors and proverbs used by isiXhosa football commentators to convey message on both Umhlobo Wenene FM and UCR FM.

5.3 CONCLUSION AND RECOMMENDATIONS

The study discovered that isiXhosa football reporters heavily relied on metaphors and proverbs to express the match expectations, describe the activities in the field as well as present the outcome of a football match. There is a notable widespread use of images that denote war, conflict and aggression. Football reporting in isiXhosa also borrows from other life domains and is therefore viewed as a race, battle, food, trade, conversation or even a prayer. Football is also associated with religious concepts such as redemption and condemnation.

The results of the study also showed that football commentators in isiXhosa borrow heavily from the military domain to tell the reality of a football match. Football ground is correlated to a war zone where fighters can engage from the right or left flank. Other distinct positions are midfield (isisu), defense area (udlala emva), danger zone (yindawo enobungozi), penalty area (yindawo yesohlwayo). e.t.c. Lead players are given military roles and titles such as captains (iinkokheli zabo), whereas the players are collectively referred to as brigades and squads (amajoni). Other titles that denote trained weaponry use include assassins (ukubulala), hit man (umbulali) and danger man (indoda enobungozi). The action of playing football is seen as a military engagement in a clash (ingxabano), battle (imfazwe), act of terrorism (uvukela umbuso) or resurgence where battle lines are clearly drawn. The need or duty to protect own region or boundary is what necessitates the shooting down (ukudubula uwise), killing (ubulale), putting to sword (ufake kwintshuntshe), and use of rifles (izibham) on the perceived enemy.

There are also war strategies such as marking an enemy (uvala utshaba), bursting through the enemy territory (bangakwindawo yentshaba zabo), counter attacking (bayahlasela), ambushing (bayazimela babe sele behlasela), launching attacks

(bayabahlasela), neutralizing the danger (bacima ingozi), e.t.c. All these terms have been borrowed from the military domain and their use attests to the fact that isiXhosa football commentaries in the two radio stations is indeed militaristic.

The study identified most utterances in sports commentary as either metaphors or proverbs, which are adopted to create mental pictures in the listener's mind. There is a language that is used in football commentary and this language is specific to sport. People who do not follow sport are sometimes confused when the metaphors and proverbs are used in football reporting. The effect of metaphors and proverbs on listeners can be either positive or negative. This research concludes that a word can have several meanings depending on the context in which it is used.

It is therefore recommended that sports commentators need to be sensitive to the use of metaphors and proverbs on live radio. They have formed an imaginary formidable relationship with the listening fans. The commentators should endeavour to avoid metaphors or jokes that could incite violence among football followers. On the other side, sports fans need to know that soccer is just a game, there is no need for them to react negatively when commentators use metaphors and proverbs.

The research recommends that radio listeners have to know that the core function of metaphors and proverbs in commentaries is to save time, as actions are spontaneous on the soccer field. The commentators do not have enough time to explain so many things because of the duration of each matches. Listeners should understand that the metaphors that are used in football reporting are for description of events and making the fans interested on what is happening on the football field. The researcher would like to suggest the following research topics for further research; ignorance and violence because of commentaries. In addition, the study did not explore how different genders react to football commentaries.

In addition, the nature and features of language used in the reporting of other sport disciplines (such as volleyball, rugby, athletics, horse racing etc) could be investigated to create a broader understanding of the language of sports reporting in South Africa.

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FACULTY OF HUMANITIES, SOCIAL SCIENCES & LAW
Department of Arts (English)

P/Bag X1 Unitha Mthatha 5117 Tel: 047 502 2620/ Cell: 0768194525 Fax: 0866956184
E-mail: senongene@wsu.ac.za

29th October 2019

The Station Manager
Umhlobo Wenene FM
Port Elizabeth

Dear Sir,

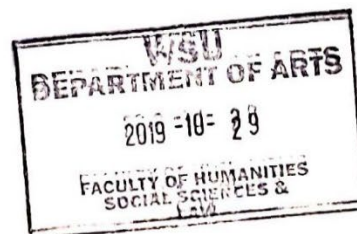
RE: REQUEST FOR PERMISSION TO CONDUCT RESEARCH IN YOUR RADIO STATION

On behalf of the Department of Arts, Walter Sisulu University, I write to inform you that Mr **Nangamso Gubelana** is a registered student for the Master of Arts in African Languages and Literature and his research topic is **"Metaphors and the Use of Proverbs in Isixhosa Football Reporting: The Case of Umhlobo Wenene FM and UCR FM in the Eastern Cape of South Africa."** The research is purely for academic purposes and it will be made available to you immediately it is concluded.

As supervisor of the above student, I am kindly requesting you to grant permission for the student to gain access to your institution to conduct his research. We also request for any other assistance you can give related to the above subject.

We thank you in advance and looking forward to hearing from you.

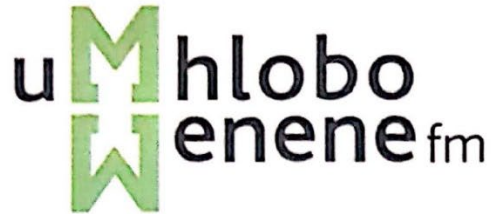
Prof Enongene Mirabeau Sone
National Research Foundation (NRF) C Rated Researcher
Professor of English and African Literary Studies
Walter Sisulu University
Faculty of Humanities, Social Sciences and Law
Department of Arts (English)
Private Bag 1 WSU
Nelson Mandela Drive Campus
Mthatha 5117 Eastern Cape
Republic of South Africa
Cell: +27(0)768194525
Office: (+27) 0475022620
Official email: senongene@wsu.ac.za



Address to go here

Address to go here

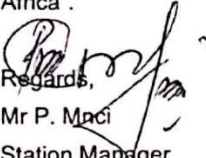
Annexure B: Letter of approval from the Umhlobo Wenene FM



Conyngham Street
Parson's Hill
Port Elizabeth
6001
01 November 2019

Good day Sir

Permission is hereby granted to the student, Nangamso Gubelana to conduct his research on his chosen topic titled, "Metaphors and the use of proverbs in isiXhosa football reporting: the case of UMhlobo Wenene FM in the Eastern Cape of South Africa".


Regards,
Mr P. Mnci
Station Manager
UMhlobo Wenene Fm

South African Broadcasting Corporation SOC Limited: Registration Number: 2003/023915/30
Non-Executive Directors: Mr B E Makhathini (Chairperson), Ms M Mkhalela Mulaudzi (Deputy Chairperson), Prof S Cooper, Adv M B B Lekalakala,
Mr D M Mamele, Mr M G Markovitz, Mr D K Mohube, Ms B Muthen, Ms J Patel, Mr J H Phalane, Ms M B Papayya, Dr M Sockwa
Executive Directors: Mr M T Mxakwe (Group Chief Executive Officer), Mr I C Pletjies (Chief Operations Officer), Ms Y van Bijon (Chief Financial
Officer), Company Secretary: Ms L V Bayl



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Annexure C: Letter to seek for permission approval from the UCR radio station

Walter Sisulu University
Nelson Mandela Drive
Mthatha
19 June 2019.

The Station manager
Unitra Community Radio
Unitra

Dear Sir/ Madam.

REQUEST FOR PERMISSION TO CONDUCT A STUDY

I am currently registered for Masters in isiXhosa with the Walter Sisulu University in Mthatha. My research topic is, "METAPHORES AND THE USE OF PROVERBS IN ISIXHOSA FOOTBALL REPORTING: THE CASE OF UMHLOBO WENENE FM AND UCR FM, EASTERN CAPE, SOUTH AFRICA". The purpose of the study is to make people aware that there is a language used by sport commentators, and this language is specific to sport commentary.

I therefore request permission to gain access to your institution.

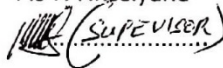
The results of the study will be made available to those participants who wish to have them.

Yours Faithfully,

Mr Gubelana

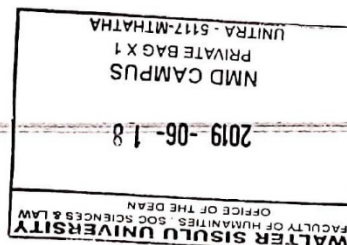
.....

Ms N Nkosiyanane

 (SUPERVISOR)

date.....

The manager..... Date.....



Annexure D: Letter of approval from the UCR radio station



Walter Sisulu University NMD Campus
Ground Floor, Old Library Building, Mthatha
Tel: 047 502 2829
Fax: 047 502 2801
Email: info@ucr.fm.org
Cell: 073 539 1157

23 October 2019

TO WHOM IT MAY CONCERN

UCR-FM hereby provide written consent for the researcher
N. Gubelana, student no: **204626854** from Walter Sisulu University
to conduct research on the following topics:

- Metaphor and the use of proverbs in football reporting, the case of UCR-FM.
- The radio station has not been forced or coerced to anyone to participate in this study, the participation is voluntary.
- UCR-FM acknowledge that this study is for research purpose only and the radio station will not be remunerated in any way

UCR-FM is full aware that the final research report will be made available to them and to public access.

Yours Faithfull

Ravi Hlati
Sport Department
Cell : 083 988 7768



Board Members

Chairperson: Mr A Nkatane, Deputy Chairperson: N. Hlakweni, Secretary: L.Toni, Deputy Sec :N Dyalavana, Finance: B.Bhelesi, N. Ntlonze, T. Butshingi, Z. Tekula, N. Gqadushe

Informed Consent Form

I..... have been asked to participate in a research study that seeks to make people aware that there is a language used by sport commentators, and this language is specific to sport commentary.

The aim of the study is to add to limited dictionaries of Xhosa/English football terminology or glossary that is mainly based on introspection. I humbly ask to interview who ever is dealing with sport for approximately 20 minutes and ask for any recorded information that is available on sport. The interview will be audio recorded. There are no known risks associated with this study.

I understand that all data will be kept confidential and will be destroyed after completion of the study.

The study has been explained to me. I have read and understood this consent form, all my questions have been answered, and I agree to participate. I understand I will be given a copy of this signed consent form.

.....
Signature of participant

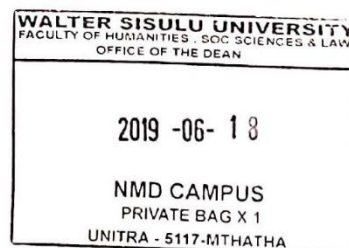
.....
Date.

.....
Signature of witness

.....
Date.

.....
Signature of Investigator

.....
Date.



Annexure F: Questionnaire

QUESTIONNAIRE

Please put an **X** next to your answer.

1.	Gender	Male:	Female:	
2.	Age	18-30:	31-50:	
3.	Are you a soccer fan?	Yes:	No:	
4.	How do you access the match?	I go to the stadium:	Listen to radio:	Watch TV:
5.	Which language would you prefer the commentators to use?	English:	IsiXhosa:	IsiZulu:
6.	Do you understand all the metaphors used by the commentators?	Yes:	No:	Sometimes:
7.	Do you think people who have little knowledge of soccer understand commentators when they use metaphors?	Yes:	No:	
8.	How do you feel when the team has lost the game?	Angry:	Disappointed:	Happy:
9.	Have you ever been in a situation of wanting to punish the coach/players when they do not play well?	Yes:	No:	Sometimes:
10.	Metaphors used by the commentators make supporters to think soccer match is...	Just a game:	Battle field:	Waste of time:
11.	How do you feel when your team loses?	Blame the coach:	Blame the players:	Burn the stadium: