Metaphors in English-language sports discourse:
Linguistic means of "MetaSelf" expression

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Sports discourse is in focus in linguistics due to the influential power of linguistic means, especially the MetaSelf metaphor. The metaphor is of anthropomorphic character since it assimilates all phenomena to a person, his/her morphology, and behaviour. The article aims to establish metaphorical models of MetaSelf in the English-language sports discourse. 300 metaphors were selected from the US and UK periodicals, and publications on open online sources of the sports press from 2001 to 2019. Analysis of the metaphors on a syntactic level and a semantic level was based on frame semantics and the semantic-cognitive method as tools of an integrative approach. The analysis allowed constructing productive metaphorical models of MetaSelf: the physiological metaphor, social metaphor, and morbial metaphor. Within each model, there were established relevant semantic frames and slots that underlay the majority of the MetaSelf metaphors, with examples included. The findings demonstrated prevalence of the physiological metaphor. In the English-language sports discourse, the MetaSelf metaphor was presented in simple (33.8%) and simple sentences in a compound (25.6%) on a syntactic level, collocations (23.4%) and separate words (17.2%) – on a semantic level. A distribution of various parts of speech illustrated a complex structure of the MetaSelf metaphor in the English-language sports discourse. The MetaSelf metaphor serves as an important linguistic means of pragmatically influencing the sports discourse, in which sport is likened to a person as a living organism.

Kyewords: *English-language sports discourse, MetaSelf metaphor, Semantic frame, Slot, Metaphorical model*

1. Introduction

Sports media is gaining popularity around the world (Bhattacharyya 2020) and therefore has a significant impact on their audience. Sport, which can be considered a foundational discourse, is discursively and rhetorically executed (Caldwell et al. 2017). It is characterised by constant development of sublanguage of sport (Bobyreva 2015) and language tracking in sports mediatisation (Caldwell 2020). These are the reasons why sports discourse is in focus in linguistics. Its analysis relies upon the notion of discourse and its specifics in the sports field.

"Discourse analysis is a linguistic discipline that studies three main issues: the taxonomy of discourses, discursive structure, and discursive factors influencing more local phenomena" (Kibrik 2015: 595). By discourse, it is legitimate to understand not only written but also oral speech, which is socially marked and caused by certain communicative situations. This point of view is supported by the research of N. D. Arutyunova, who in part IV of her book "The Language and the World of Man" under "discourse" understands speech "immersed in life" (Arutyunova 2017: 380). The author emphasises the importance of having a communicative situation that reflects the characteristic features of a particular type of discourse. Thus, discourse, being a multilevel phenomenon, is variable since it can reflect subjective mental models of the context.

In discourse, the focus is on meaning and form, which determine how "we experience, order and evaluate the world" (Schirato 2014: 2). They stimulate a communicative practice in a cultural field, which sport is, and contribute to the experiences of its members, or subjects of sports discourse. Sports discourse relies upon the idea of sport as "communication through the different structure of physical activity […] performed by professionals, non-professionals and their supporters" (Yarmolinets et al. 2017: 125) as subjects of sports discourse.

Sports discourse as an institutional phenomenon has some specific features. Institutional types of discourse are communicative processes that adhere to the norms of a particular institution. Common signs for them are dynamism, openness, and discreteness. The differences are due to the professional orientation, which forms a unique cognitive core or informs the basic concepts. Nuclear concepts generate subconcepts, which in turn form the cognitive field of discourse. Thus, discourse is a combination of spoken and written speech, and it is, in fact, live speech, which is framed in a certain communicative situation – the sports field in our case.

Sports discourse underlies its subjects' relation to the sociocultural sphere where they tend to "naturalize and universalize a particular world-view and set of attitudes" (Schirato 2014: 5). The sociocultural sphere provides "insight into the peculiarities of sport communication through a verbalised description of the cognitive-pragmatic processes involved in this communication" (Yarmolinets et al. 2017: 125). Sports discourse exists in three communicative areas: direct oral communication (live broadcasting), indirect oral communication (news programs and messages), and written communication (sports reports, reports, etc.) (Zilbert 2001).

Today, sports discourse is perceived as a kind of national language correlated with the sociocultural sphere of sport as well as the "broadcasting" of the sports mentality characterised by a special speech system. Of particular interest are printed articles in sports journalism, which continue to play an important strategic role. These articles are simple and understandable for everyone as they reflect the mentality and interests of the country in which a given publication is disseminated (Zilbert 2001).

Linguistic means revealed in sports discourse deserve special attention due to their influential power in the sociocultural sphere. Recent studies are devoted to indentifying syntactic-semantic and discourse characteristics of hyperboles in the narrative of football matches (Ramírez & Guerrero 2019). Other studies characterise the textual function of diverse metonymies found in sports newspaper articles (Quintero Ramírez 2017), as well as formal, semantic, and functional aspects of eponymous units (Bobyreva 2015).

Most investigations discuss metaphors because "sports are highly metaphorically understood and […] used as a source domain for understanding other concepts" (Raffaelli & Katunar 2016: 144). Metaphors contribute to better comprehension and perception of world-views and sports discourse. Metaphors enhance the impact on the audience due to their relationships of figurative meanings with an extralinguistic context.

Conceptual metaphors shape media language and construct virtual realities (Kövecses 2018). According to Kövecses (2017) (Kövecses 2017), conceptual metaphors are characterised by four levels of schematicity: image schemas, domains, frames, and mental spaces. Conceptual metaphor theory brings forward analysis of conventionalised, semi-conventionalised, and innovative metaphorical expressions, which are represented by two prominent metaphors in sports discourse: "sport is war", "sport is force" (Raffaelli & Katunar 2016).

The functionality and structural characteristics of the metaphor are quite wide, so their comprehensive review has not been found in the works of scholars. The subject of the study of most theoretical works is the functional features of the metaphor (Kravtsova 2016; Wenchong 2016; Kolpashchikova 2017). They consider the primacy of metaphor as a conceptual construction, following the main provisions of the theory of cognitive metaphor by J. Lakoff and M. Johnson (Lakoff & Johnson 2017). However, insufficient attention has been paid to the study of the structure and types of metaphors based on frames and slots, which determines the relevance of the current research.

Among recent publications, notable works in the cognitive theory of metaphor are by, in particular, E. Sweetser, who co-authored with B. Danziger, the author of academic textbooks. Professor E. Sweetser talks in the famous Cambridge publication "Figurative Language" of her commitment to the theory of metaphor by J. Lakoff, her teacher and colleague (Dancygier & Sweetser 2014: XIV). In her work, E. Sweetser widely uses the concept of mapping, a way of visualising the connections between frame concepts. In one of the joint publications, E. Sweetser states that "we have seen how systematized role-to-role metaphoric relations, constructional slot matching to the source and target frames, and metonymic links within the frames help yield the correct interpretations for such expressions" in a special context (Stickles et al. 2014: 336).

The famous Russian linguist V. Z. Demyankov wrote about the enormous attractiveness of studying the mechanism of knowledge transfer, that is, the processes of the "non-literal use of language expressions from one area more directly given to another, given indirectly". Introducing the theory of prototypes, he pointed out that there is no uniform understanding of the term "frame". Common to all definitions is the similarity of a frame to a module of a technical device and to a frame in a movie. In the concept of Ch. Fillmore, the term "module" as a synonym to the term "frame" is associated with sectional ("modular") furniture: frames are combined into larger modules or frames. The term "frame" has associations with a purpose, with a focus on something(Demyankov 1994).

In this paper, we support the opinion of Ch. Fillmore that the frame represents the essential or possible characteristics of a knowable object (Fillmore 1985). At the same time, the semantic centre is the frame-forming concept that is typical of a particular discourse. The semantic content of the metaphor expressing this frame follows from a hierarchically built system of knowledge extracted from the semantic structure of an indirectly derived sign that denotes a particular denotative situation (Sériot 2014).

A semantic frame, which is the fundamental element of metaphorisation, is a heterogeneous phenomenon; its structural elements are known as slots. According to the *Dictionary of Linguistic Terms* by T. V. Zherebilo, a slot is a terminal node that is part of a frame (Zherebilo 2016). A. P. Chudinov, in his study, characterises slots as "elements of the situation that make up some part of the frame, some aspect of its specification" (Chudinov 2001). Thus, the frame in our interpretation is a structured contextually determined unit of knowledge, which is represented by certain interconnected components and which has an extralinguistic basis.

In sports discourse, semantic frames and slots allow shaping the sports media language via relationships of figurative meanings with an extralinguistic context. In this way, construction of virtual realities leads to the comprehension and perception of the sports world. For instance, the semantic frame "parts of the body" as the fundamental element of metaphorisation may contain different slots. The slot of head, for instance, is made up of cognitive structures, or concepts. These concepts are units of mentality, which together form a

sociocultural map of subjects of sports discourse. Within the slot, the metaphor can be "steel in his eyes".

We address the metaphor of "self", or the MetaSelf metaphor, to highlight experiences of subjects of sports discourse gained during communication. This conceptual metaphor is based on the assimilation of all phenomena to a person, his/her morphology, and behaviour (Belozerova 2010). The metaphor is primarily used for a pragmatic purpose, which is to encode information in order to create a certain image of a person or phenomenon in the process of informing and to convince the readership of its truth.

The MetaSelf metaphor is a necessary, inevitable element of the sports media language and thinking, as well as one of the most important ways of knowing and rubricating the sports world. The metaphor is possible due to a cognitive mechanism for identifying concepts in human consciousness. With the help of the metaphor, the formation of a new epistemological experience is carried out. It is of an anthropocentric character as different kinds of metaphorisation are based on associative connections that arise within the limits of human experience. "The back of my mind", "the highest importance" (Carleton 1995) are examples of the metaphor. The MetaSelf metaphor is one of the most common methods of the allegorical verbalisation of specific information in the designated semantic space.

The complex structure of the MetaSelf metaphor makes us study and identify the direction of the metaphorical expansion in the space of the sports discourse of the English-language media known as sources of sports media. In this regard, we can receive the metaphorical picture of the sports world embedded in the English-language sociocultural sphere. Frequent structures and parts of speech used in the metaphors, meanings of concepts, and compatibility of the words in them contribute to the metaphorical picture.

The semantic-cognitive potential of the metaphor serves as a way of modelling texts in order to conceptualise and represent reality. The study of the potential does not lose relevance in the modern context of linguistic research and is revealed as the linguistic metaphorical modelling of the English-language sports discourse. In addition, the focus should be on discovering and justifying the most effective linguistic methods for investigating the pragmatic impact in the framework of the metaphorical model of MetaSelf.

The current research focuses on the English-language sports discourse and its structure-forming mental-verbal constructs, which is its object. The subject of the research is linguistic means of expressing the MetaSelf metaphor in the English-language sports discourse. The article aims to establish metaphorical models of MetaSelf in the English-language sports discourse.

2. Materials and methods

The generally applied methodology refers to the research by Iranian authors R. Najjari and M. Mohammadi. They studied metaphors in the context of winning/losing at football in a sports discourse based on news headlines in the US media. The stages of analysing the sports metaphors are reduced to identification, integration (recontextualization, that is, comparison with other discourses), and explanation (sociocultural implications of the proposed metaphorical model are given) (Najjari & Mohammadi 2018). We consider this methodological model to be concise and comprehensive for exploring the linguistic means of expressing the MetaSelf metaphor.

The English-language sports discourse was presented in sports media texts, which constitute written sports reporting. The sports media under study included a number of periodicals and publications on open online sources of the sports press from 2001 to 2019. The US periodicals, which provided the language material in journalistic publications, were *Sports Illustrated*, *The New York Times*, *The Washington Post*, *NY Daily News*, and *CNBC*. *The Spectator*, *The Guardian*, and *The Times* were examples of the UK publications. The online sources were some official websites. They included the Fédération Internationale de Football Association (FIFA) (https://www.fifa.com/), the daily newspaper *The Guardian* (https://www.theguardian.com/), the National Hockey League (NHL) (https://www.nhl.com/), the American cable sports channel *Entertainment and Sports Programming Network* (ESPN) (https://www.espn.com/), the online sports media service *Rivals* (https://n.rivals.com/), and the British television sports channels united under *Sky Sports* (https://www.skysports.com/).

The metaphors extrapolated to sports discourse from different spheres of human activity were selected as the language material. At that, the continuous sampling method helped select 100 texts covering major sports events, with 50 ones from the periodicals and 50 ones from the online sources. Totally, 300 metaphors were selected.

To analyse the linguistic means of expressing the MetaSelf metaphor in the sports media, an integrative approach was employed. The approach explores relationships between semantic and cognitive structures inherent to the metaphor. The tools of the approach, frame semantics and the semantic-cognitive method, helped analyse the metaphors on a syntactic level (to identify the type of sentences: simple sentence or simple sentence in a compound) and a semantic level (to differentiate between collocations and separate words). Yu. V. Kravtsova's version of the semantic-cognitive method enabled to determine the meaning of the MetaSelf metaphor, which was based on the frames and slots embedded in them (Kravtsova 2016).

Semantic frames are presented through structural elements, which are fragments of a naive language picture of the sports world. A slot is understood as a specific implementation of a typical situation in the scheme of a frame. In turn, the slot is made up of cognitive structures, also called as concepts, which are units of mentality, for which lexicon units are used. These units together form a socioculturally determined map of an individual, which is an integral part of the national picture of the sports world.

This analysis resulted from extracting the relevant knowledge obtained after observing the MetaSelf metaphors out of the context. The knowledge was associated with determining the most frequent structures and parts of speech used in the metaphors, analysing meanings of concepts and compatibility of the words in them. There were also singled out images most in-demand among subjects of sports discourse. Images and symbols that are understandable to human perception, including those that receive the status of value-specific stereotypes, are of an anthropometric character.

The analysis of the linguistic means under study was based on the metaphor analysis methodology proposed by I. A. Sternin. According to it, signs of the defined concept verbalised by metaphors were revealed and interpreted so that the meaning was consistent with the structure of the meaning or concept (Sternin & Popova 2014). It was possible to identify the mechanism of how relationships of figurative meanings with an extralinguistic context emerged. In the sample, we were cautious of the metaphors based on several features of an object or concept. The same concerned the situations when they did not have a verbal designation or the features had lost relevance or had been forgotten. In this case, the metaphor could not be analysed on a syntactic level and semantic level.

The integrative approach to the analysis is accelerated by an exponentially consistent identification of metaphorical modelling resources, both in the linguistic picture of the world as a whole and in a specific conceptual field. So the analysis contributed to the construction of productive metaphorical models of MetaSelf. The models are characteristic of the English-language sociocultural sphere embodied in the language material of sports media. Within the models, the sources of sports media allowed identifying its subtypes typical of the English-language sports discourse. With this in mind, it was necessary to characterise the subtypes by presenting the relevant frames and slots, with examples of the MetaSelf metaphors included. So the frame values of the MetaSelf metaphor were interpreted. As a result, the most common metaphorical model of MetaSelf was established.

3. Results

The collected MetaSelf metaphors assisted in constructing metaphorical models of MetaSelf. They were classified into three major subtypes, with frames and slots embedded in them. In the English-language sports discourse, the subtypes include the physiological metaphor, social metaphor, and morbial metaphor.

1. In the **physiological metaphor**, the anatomy and physiology of a person act as a source sphere; this is because the physiological characteristics are predominant in a person's knowledge of himself/herself and the world. A physiological metaphor allows a person to visualise sports activity, correlating it with oneself. The following frames were distinguished in this metaphorical model: "Body", "Parts of the body/organs", and "Physiological actions".

• *Frame "Body".* The assertion that a person is something more than just a physical body is not doubted. Moreover, the "body" is perhaps the most primary concept for the human mind in view of the belief that the human soul is in his/her body. In direct relation to the English-speaking sports discourse, the body most often is some kind of sports competition, institution, and so on, while the athletes themselves participating in this competition are its soul.

For example, the article "Rampant Russia ensure quick end to Mohamed Salah's dream" published on the pages of the UK newspaper "The Times" presents the Russian team. At the beginning of the World Cup they appeared as a "nervous host" (social metaphor, metaphorical transfer is carried out on the basis of similarity with the person's social roles (will be discussed in more detail below)), gradually became the "soul" of the championship:

> *In the space of six days, Russia have been unexpectedly transformed from anxious hosts, not quite sure of themselves, to **the life and soul of this World Cup party***
>
> (*The Times*)

In this case, as a result of the metaphorical transfer, the world championship becomes a body, the soul of which is the Russian football team, which is also the host of this championship. The metaphor "the life and soul of this World Cup party" is a simple metaphor, that is, the metaphor is based on the convergence of concepts such as "championship" and "body" on the basis of soul possession. This metaphor is a supplement represented by a complex phrase, in its structure consisting of prepositions, articles, conjunction, and nouns.

• *Frame "Parts of the body".* Both the ordinary and the scientific pictures of the world are characterised by the differentiation of the parts of the human body and its organs. Body parts do not have a prototypical functional load, and the same concept can act both as an organ

("you need to think with your head") and a body part ("it was hit on the head"). At the same time, individual parts of the body (especially the face, back, head, and legs) can serve as a spatial reference. Parts of the body perform certain functions, that is, they are "responsible" for certain areas of life.

In this frame, the following slots can be distinguished: head (including the face, nape, chin, etc.), neck, torso (including the stomach, back, etc.), arms, and legs. The listed parts of the body are highlighted mainly visually, whereby each has some kind of function that underlies the metaphor. For example, the slot "hand" indicates the upper limb of a person, an organ of the musculoskeletal system, and one of the most important parts of the body. With the help of hands, a person can perform many actions, primarily the ability to capture and hold objects.

Let us look at examples of how the "body part" frame is realised in the metaphors of the sports discourse. The article "For Russia, Five Goals and One Big Sigh of Relief" published on the pages of *The New York Times* is an example. It says that in order to adequately prepare Russia for hosting guests and participants in the World Cup, the president had to put pressure on the oligarchs, who were forced to sponsor this event. The author metaphorically expresses "He twisted the arms of Russia's oligarchs", thereby drawing attention to the fact that the World Cup is an opportunity for Russia (and more precisely for the President of the Russian Federation V. V. Putin) to show everyone their strength and power:

> *This World Cup has been seen, almost from the start, as Putin's. He helped swing the vote to bring it here.* **He twisted the arms of Russia's oligarchs** *to help pay for it. He is using it to project Russia's power to its own citizens, and to the rest of the world*
>
> (Smith)

The metaphor "He twisted the arms" is part of a complex sentence, the members of which are expressed by a pronoun, a verb, and a noun. This metaphor can be regarded as simple, since in this case the convergence of objects is carried out according to one sign – to use force against someone, to force, etc.

• *The "physiological actions" frame* contains the following slots: birth, existence (living), sleep, nutrition, death, etc. Consider this frame using the "Existence" slot as an example. In the dictionary, we find the following definition of this concept: "the fact of something or someone existing" (Cambridge University Press 2020). In this case, by existence, we also understand such concepts as "being" and "life". The article "The Hidden (and Not So Hidden) Politics of the 2018 World Cup" published on the pages of *The New York Times* contains the metaphor "A style of play is a way of being". In this metaphor, the style of the game is likened to existence:
•
> **A style of play is a way of being** *that reveals the unique profile of each community and its right to be different," the Uruguayan author Eduardo Galeano once wrote*
>
> (Galeano*)*

The metaphor "A style of play is a way of being" is a simple sentence, the members of which are represented by nouns, prepositions, and a verb.

2. The **social metaphor** has a direct connection with the social life of people, including the roles performed in society and the relations that are smoothed out between people based on roles, obligations, functions, etc. The social life of people determines their relationships, social

roles, etc., which allows us to distinguish between the frames "Social institutions" and "Social roles".

• *Frame "Social institutions".* Social institutions are value-normative complexes (values, rules, norms, attitudes, patterns, standards of behaviour in certain situations) as well as bodies and organizations that ensure their implementation and approval in society. We include social institutions such as the state, army, school, etc.

Consider the example of one of the photos signed as follows: "*Green and white army: Thousands of fans lined the streets to celebrate Yeovil's promotion*" (*Daily Mail*). The author of the article calls the fans "the army", and the traditional green and white colour of the team is presented as the colour of the army flag. The army, in this case, symbolises the unity of the fans and the determination of their actions. The metaphor "*Green and white army*" is represented by a noun and adjectives.

• *Frame "Social roles".* A person, who is part of society, performs certain functions in this society, the totality of which allows us to determine or name his/her status, to establish a social role. In the English-language sports discourse, metaphors with an evaluation component are often found, that is, through which status and attitude towards athletes, a coach, etc. are determined.

According to the results of the analysis, in the English-language sports discourse, the status of athletes is indicated by such metaphors as "king", "host", etc. For example, in the article "Who will be king? Three-way battle for control rocks international chess" published by The Guardian, there is a metaphor for the "king": *"**Who will be king?** Three-way battle for control rocks international chess"* (*The Guardian*).

King is the title of the monarch, the head of the kingdom. It is usually hereditary but sometimes elective. In the figurative meaning, it refers to someone who is important, significant, and occupying a high position. The metaphor "king" is represented in one word – a noun.

3. **The morbial metaphor** is a fairly common model involved in the process of metaphorising the sports discourse.

A morbial metaphor can be represented by the following frames: "Types of disease", "Patient's condition", "Causes of the disease", "Treatment methods and medications used", and others. In the framework of this, the following frames were distinguished: "Diseases", "Causes of the disease", "Treatment".

• *Frame "Diseases".* A disease is a condition of the body expressed as the violation of its normal functioning, life expectancy, and ability to maintain its homeostasis. The article "World Cup fever, gay rights abuses and war crimes – it's an ugly mix" (*The Guardian*) already contains the metaphor "*World Cup fever*" in the title.

Fever (Latin *'febris'*) is a nonspecific typical pathological process characterised by a temporary increase in body temperature due to the dynamic adjustment of the thermoregulation system under the action of pyrogens. In this case, the author of the article draws an analogy, comparing the excitement related to the World Cup with a fever.

• Frame "*Causes of the disease".* The cause of the disease is here considered as a phenomenon that causes the onset of the disease. The cause of the disease may be the spread of the virus. So in the article "Putin basks in the glory of a World Cup that has broken stereotypes and ripped up the rulebook" published by *CNBC*, the metaphor "the virus of football" is found:

> *FIFA's Infantino responded that "**the virus of football** has entered into the bodies of each and every Russian citizen," he said, adding: "We all fell in love with Russia. All of us, everyone who has been here for some time now has discovered a country that we didn't know."*(Ellyat)

Viruses (biology deciphers the meaning of this term thusly) are extracellular agents that can only be reproduced with the help of living cells. Viruses occupy the ecological niche of intracellular parasites, multiplying only in living cells, using their enzymatic apparatus and switching the cell to the synthesis of mature viral particles – virions. These are eventually distributed everywhere and cause diseases of plants, animals, and humans. It turns out that the main feature of the virus is its ability to spread. The metaphorical transfer of the metaphor "the virus of football" is based on distribution. The metaphor "the virus of football" is a phrase with the structure of noun + noun.

• *Frame "Treatment".* Treatment is a system of measures aimed at restoring health, preventing complications of the disease and eliminating painful manifestations of the disease for the patient, providing relief through, for example, healing injections.

In the article "Russia's economy scores as World Cup fans splash out $1.5bn" published in The Financial Times, the metaphor "a welcome shot in the arm" is found: "*The event also gave its economy **a welcome shot in the arm**, the country's top bank said*" (*The Financial Times*)

In this case, the author of the article says that the World Cup should significantly improve the economic situation in Russia. The "welcome shot in the arm" metaphor is a complex phrase.

The investigation into the metaphorical models in sports media texts confirmed its tremendously anthropocentric character. The obtained data show that the most common is the physiological metaphor (Figure 1). Most often, the MetaSelf metaphor is presented in the English-language sports discourse in simple sentences (33.8%) and less often in simple sentences in a compound (25.6%), collocations (23.4%), and separate words (17.2%) (Figure 2). The MetaSelf metaphor can consist of various parts of speech, including nouns, adjectives, pronouns, adverbs, verbs, prepositions, articles, etc. Such a distribution indicates a rather complex structure of the MetaSelf metaphor in the English-language sports discourse.

4. Discussion

Analysis of the MetaSelf metaphor in the English-language sports discourse shows that there are three major subtypes: physiological, social, and morbial. The various subtypes, with syntactic and semantic levels incorporated, demonstrate the perception of sports activity as a "living organism", that is, its anthropocentric character. The MetaSelf metaphor serves as an important linguistic means of pragmatically influencing the sports discourse and, in particular, written sports reporting.
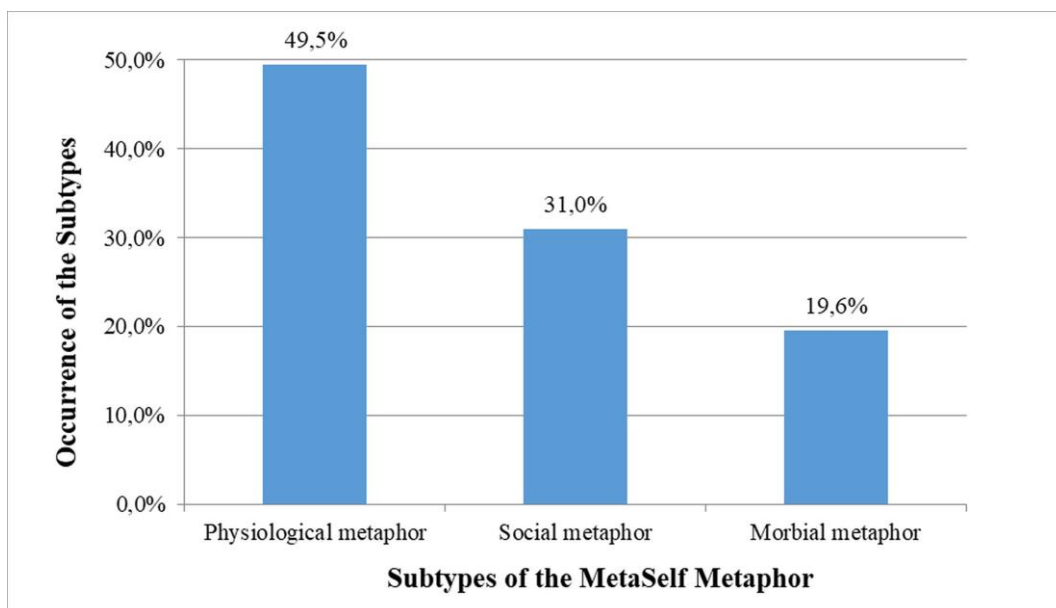
Figure 1: Occurrence of various subtypes of the MetaSelf metaphor in the English-language sports discourse
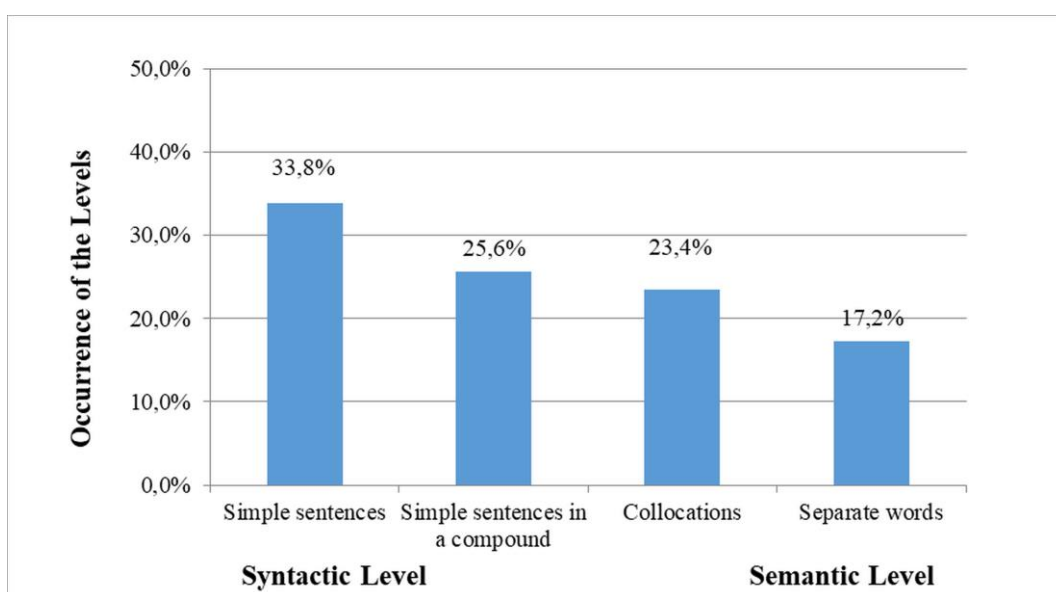

Figure 2: Syntactic and semantic levels of the MetaSelf metaphor in the English-language sports discourse

The physiological metaphor is rightfully considered as one of the most common and productive metaphorical models. In this case, all kinds of metaphorisation are based on associative connections that arise within the limits of human experience. Thus, with the help of the metaphor, the formation of a new epistemological experience is carried out. The analysis of the physiological metaphor allowed creating a metaphorical model wherein sport (and everything connected to it) is likened to a person as a living organism.

Similar studies of the metaphor were carried out by other researchers; however, the most frequent focus, and not necessarily in the English-language context, has been on political, economic, and popular science medical discourses. A comparative analysis of the metaphor in political discourse based on three languages is presented in the publication by the Croatian authors N. Stojan and S. Mijić (Stojan & Mijić 2019). E. Semino, Professor of Lancaster University (Semino et al. 2018), studied the morbial metaphor in healthcare within the framework of the cognitive and discursive approaches to communication.

We allow ourselves to mention these sources solely for the sake of quotation:

there is a rather vast area of research on how the selection is made in the process of metaphorization, what are the patterns of metaphorical combinations in the context of authentic data. The purpose of this kind of research is to establish the consequences of metaphorization on rhetoric, identification in the field of public relations, ideology, etc.

The object of such research is the metaphor itself, but the main emphasis is placed on the specifics of the communication domains from which text data is selected, and this is mainly education, politics (Musolff 2016), medicine (Semino et al. 2018).

Many institutional discourses of the media often include sports stereotypes, which indicates a high public assessment of sports. And, in contrast, we can also often see comparative studies of metaphorisation in sports discourse intersecting with other discourses using metaphors of war (Pirsl 2015; Maslova 2017; López 2018) or culture (Vaczi 2015). Thus, the current research has scientific novelty due to the emphasis on a unique meta metaphor in an autonomous sports discourse.

5. Conclusions

The MetaSelf metaphor is an important verbal operation of pragmatic influence in sports discourse, particularly in written sports reporting. Considering only slots helped correctly interpret the frame values of the MetaSelf metaphor in the English-language sports discourse. The analysis of the linguistic means of expressing the MetaSelf metaphor allowed establishing metaphorical models of MetaSelf in the English-language sports discourse. In particular, the MetaSelf metaphor is represented by three subtypes (physiological, social, and morbial).

The physiological metaphor serves as one of the most common and productive metaphorical models of MetaSelf. In addition, in the MetaSelf metaphor found in the English-language sports discourse, we identified such frames as "body", "body parts", "physiological actions", "social roles", "diseases", "causes of illness", and "treatment". The most common ones include "physiological actions" and "diseases".

It is on the basis of these frames that the majority of the MetaSelf metaphors are created in the English-language sports discourse. Thus, frame-context metaphorisation functions are an actual linguistic phenomenon for further study from the point of view of perception, discourse and practice, including plural-linguistic reflection. Also, it outlines the prospect of

studying the representations of metaphorical models of sports discourse in other languages, countries or cultural communities with the aim of further developing philology and cognitive science.

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