

## LINGUISTICS

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### **The language characteristics in broadcasting discourse**

Television is considered to be the most powerful and major of all media. Television led to emerging of different types of sport commentary. Thus, live commentary demands more skills from sport analyst than just telling the viewers what they can see on their TV sets. This definitely requires more tension and puts more pressure to entertain an audience in a way that elaborated the picture. Football statistics, comparisons, various historical information, different reviews of football matches help to elaborate commentaries. With the help of various language peculiarities the sport analyst attracts audience attention and keeps it during the whole football match. The language used in live commentaries decreases the gap between the commentator and football viewers.

Key words: sport commentary, slang, idiom, metaphor, charactonym, ellipsis.

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