THE IMPLEMENTATION OF CONCEPTUAL METAPHOR THEORY IN THE CONTEXT OF FOOTBALL AND LINGUISTICS

Saadia Mahmood-ul-Hassan, M. Farhan Tabassum, Jamshaid Ahmad and Shahzaman Khan

ABSTRACT:

This article is an attempt to study the use and implication of war-inspired terminologies in the football commentary which is live. There was found a noteworthy conceptual transfer between these two areas, it represented the reasonableness and sustainability of the chief metaphor. Moreover, it was claimed that such metaphorical illustrations connect with a form of escalating terminologies; to portray a war-like scenario. Football commentators use such words to intensify the pace of match coverage. Argentina and Brazil are known as arch rivals and their contest is always expected competitive. While Germany and Argentina are world's best teams, have mesmerizing influence on the minds of people. It was a comparative study which exposed the variation of intensity level in the commentary which was equally indefatigable in the knock out stage matches. Though it was predicted that 2nd match of arch rivals would have been more enthusiastic, yet the amount of metaphors and war-inspired terminologies was more in the 1st semi-final. The analysis delineated the difference of such words; 1st semi-final has more poetic, passionate and action verbs as compare to the other two matches. Cognitive Metaphor Theory can be extended to study the other sports equally.

Keyword: Football, commentary, Metaphor, conceptual metaphor Theory, War scenario.

Introduction

Football has been the most liked and popular game at national international level. It is not only played worldwide but also acknowledged for its exuberant features as agility, pace, speed, dramatic situations, thrilling and sensational moment throughout the game. It makes spectators' expectations reach the zenith point every moment. This game is exceptionally heart-rendering and bewitching it compels the spectators' to stick upon their seats the whole Ninety Minutes. So far as the characteristics of a good football player are concerned, one should have particular and indispensible talent and qualities as endurance and fortitude, persistence, perseverance, the urge and spirit of winning, resolution, self-control and the most important element is sportiveness. A
football player achieves the ability and skills of the game by learning as how he can control his mind and body efficiently. In other words it is called one's own body technique. This method has been used to change the action, which is happening on the pitch into something simpler. It makes the comprehension easier and increases the interest of audience in the physical contest which is taking place in the ground. It is also addressing customers and consumers at the improved elementary and emotional level.

As far as the terminology 'association football' is concerned it is commonly recognized as not only 'football' but also identified as 'Soccer'. It is one of the most popular games in the world due to its dynamic pace and resilience. As far as the etymology of the word football is concerned; it is generally referred as the action of kicking a ball with foot. Another description of this word is that football is originally designated a diversity in sports in feudal Europe, it is usually played by foot. Mob football is the primary kind of football which was played in England. The new guidelines of several footballs were framed during the middle or in the end of late 19th century. The influence and effect of the British Kingdom permitted these guidelines of football to flourish. The arenas as are assembled by shearing people; who are watching television carefully and sometimes with great enthusiasm. The commentators of this exciting game play with the words to excite and instigate the emotions of people who are watching the game on their television set. A war like scenario is created to intensify the impact of the game. Football lovers are emotionally attached with the rise and fall of their respected teams and it is a game of a great stature as how commentators are painting the image. The players are considered warriors who are playing to uplift their flag. It is player like a battle the ground becomes a battlefield and spectators are making noise to encourage their teams.

This study deals with the knock out stage matches, fervor and excitement level can be analyzed with the help of words, full of grandeur and zeal, which are particularly metaphorical in their sense and meaning as how commentators use such terminologies to intensify the level of knock out stage match. It is a comparative study, such words will be studied to show that commentators use such war like terminologies to make the atmosphere more sublime and grandiose.

Literature review

A great modern competition

George Orwell (1945) argues in his essay entitled The Sporting Spirit which was published in 1945
An Analytic Study of Coaching Evaluation Process

that: *Sport is frankly a mimic warfare* and those spectators seriously believe – at any rate for short periods – that running, jumping and kicking a ball are tests of national virtue. Furthermore, he has claimed that:

“Serious sport has nothing to do with fair play. It is bound up with boastfulness, jealousy, disregard, hatred, of all rules and sadistic pleasure in witnessing violence. In other words, it is a war minus the shooting”.

It was printed at the end of 2nd World War; many countries were still in the condition of turmoil and confronting the current worldwide aggression, killings, conflicts and annihilation. It seems to provide the base of an obvious parallel between two conceptual areas in our minds as war and football. While this parallel has been an interesting ramification in many diverse cultural contexts and disciplines. It has a conspicuous effect, when it deals with football, where both linguistic expression and conceptualization mostly take a militarist turn (Seddon, 2004). Most particularly pundits, journalists and commentators; tend to portray the actions around the football pitch in terms of an informal war area, which is made more elevated by the resemblance between the two conceptual domains. There is a great use of numerous kinds of dramatic and sym-bolic language with the entirety and clear-cut metaphorical expression to simple register, allusions and general hostile behavior in the game of football.

The setting can be said to be developed in a wide and extensive war domain which rests decisively on Champagne’s (2004) observation, based on Lakoff (1991) that:

“Soccer is very similar to a war; it is a competitive sport where there is usually a clear conqueror and a loser, tactical thinking, readiness, team work, viewer behavior, splendor of winning and humiliation of loss”.

The Argentina and Brazil rivalry is known as an extremely competitive sports rivalry which is not only existed among the national sides of football of the two nations, but also in the particular circles of fans. The games which are played between these two teams are full of rivalry including the friendly matches also; they are often conspicuous by distinguished and at times disputable events. This rivalry is also entitled the "Battle of the South Americans." According to FIFA, the element of rivalry is the “essence of football rivalry” ESPN FC has graded their rivalries 1st which has been found between two national sides, playing football.
Argentina and Brazil matches are notable for the flair and the game-smanship of the two squads. Both Argentina and Brazil are normally ranked among the top ten national teams. Brazil displays not so well in world titles; Brazilians have 10 against 9 Intercontinental Cups / FIFA Club World Cup. Brazil & Argentina: A rivalry like no other. Over the periods, footballing encounters between Argentina and Brazil have been exhibited a matchless rivalry in South America. Brazilian and Argentina have tried to deep down the rivalry in Rio according to Routers. Brazilian and Argentine officials had been working to lessen the aggressiveness and ferocious enmity between the two nations that has headed them to confined incidences of loud booing and fisticuffs. Brazil and Argentina have been severe soccer rivals - a long-lasting sporting dispute, it has always hit fevered the pitch when Brazil had hosted the 2014 World Cup. While Argentina finished it to the final match, Brazil collided in a spectacular 7-1 loss to Germany and the Argentina fans took sensational pleasure in Brazil's defeat.

“During the tournament the hundreds of thousands of Argentines who flooded Brazil fastened out a song entitled “Brazil, tell me how it feels.”

Routers show that the energy level of Argentinian nation through the lyrics which asks the hosts that how they adored as being “bossed around” in their own house and ended with the ultimate fighting words that Maradona is superior than Pele. The officials and athletes have their views that their fans should enjoy the spirit of Olympics and take their soccer rivalry down a notch for other sports along with the game. Luiz Lima, who is Brazil's secretary, said it after a meeting that Olympics is more than a sporting competition and in the Olympic Village athletes from more than 200 nations are living together peacefully, he said that:

“It is very important that we, at this time, don't bring this thrilling competition from the soccer world that has happening during the World Cup into the Olympics”.

Brazilian and Argentine delegations had been unable to find out any tangible solutions to extinguish the fire of the fan rivalry.

So far as the spectators of both the countries are concerned, Argentineans legally invaded in Brazil during world cup, while Brazilian people were continuously confronting plenty of economic, social and political issues to deal with as a result of the tournament, and
their South Americans opponents were just happy to visit Brazil to celebrate their team and football culture in Brazil. The Argentina and Brazil rivalry usually goes beyond the football pitch. The main reason for this burning issue has been the quest for political and cultural supremacy in South America. Argentineans are very positive and never give up easily. It is very impressive how they can win a game even if they have a much inferior team. This ideology does apply for their supporters as well. Argentinean supporters never turn their back on their teams. There is no matter of winning and losing, drawing far behind in the score, they are in cheerful mood forever. Argentineans has been the loudest and most loyal supporters in the world. As supporters, they are far better than the Brazilians. Brazilians easily turn their back on their teams.

Germany had beaten Argentina to win World Cup final. The result has manifested it is not only Germany's fourth World Cup title and but also their first World championship as a unified nation. The success shows that these three successive World Cups have been won by teams from the same continent, and the following have been won by Spain and Italy in 2006 and 2010 respectively and it happened first time in the World Cup history. It was first occasion when three consecutive World Cup finals remained tied after 90 minutes. The final striking thing that has happened first the time is that, a World Cup in the Americas had not been won by a team from the Americas. Besides, the final match was being played between two one of the best teams and the goal had arrived in the 112 minutes long times and it was so exhausting night. The excitement level of spectators who are present in the ground are full of energy, they are singing and lifting their intensity level throughout the game. While the lovers of football who are watching it at home through TV are boosted by the enthusiasm of commentator's language and paralinguistic features (the Guardian, 2018).

The knockout stage of FIFA world cup 2014

The knockout stage was the second and concluding phase of the contest, followed by the group stage. It had started on 28 June with the round of 16 and finished on 13 July with the final match of the tournament, was held at Estádio do Maracanã, Rio de Janeiro. The best two teams from each group which were 16 in total, advanced to the knockout stage to play in the single elimination tournament. A third-place match is played betw-
een the two losing sites of the semi-finals. World Cup came to its closer as it reached the semi-final destination and four of the major nations of international football ready to fight the battle, as Netherlands, Argentina, Germany and Brazil contested the semi-finals. Although these teams are considered as the top side at this World Cup, Netherlands are the only side of the four not to have won the title of World Cup before, but they are acknowledged as one of the highly decorated footballing nations. Meanwhile Argentina had touched the heights as it was being expected before the tournament. Netherlands did not played as good in the knockout matches as they were playing in the group matches. Brazil and Germany had reached in the semi-finals with a winning record in the contest; Germany’s victory manifested major margin of success in the FIFA World Cup semi-final. The game showed that Germany overtook Brazil as the highest scoring team in the history of World Cup tournament and became the first team ever to reach in the eight World Cup Finals.

What is commentary in general?  
Color commentary

The word Commentary is known as a spoken account of events which are actually taking place (Crystal, 1969). More appropriate term is a sport casting which is used and adapted in this particular context by Ferguson (1983). He has described that sports casting is an oral reporting of an on-going activity of sports, which is related with color commentary (150). It is a dynamic and requisite fragment of the genre. A modern television and radio sport broadcasting is the presentation of whole team and it involves numerous individuals. The play-by-play announcements retain the audience glued with TV and they take thorough interest in the happenings of the game. The color commentator is mainly a color caster; he not only provides exciting background information about the players but also tells about the on-going play in the game. Furthermore, Championship games or other important matches might have two or more color commentators. While a color commentator must have encyclopedic knowledge of the game. Most of them are former athletes or coaches and players who have an in-depth knowledge and understanding of the game and the players when they are covering. By having a previous experience of playing or coaching the game adds a color to commenda-
out specific details about the action to help the audience and to appreciate the athleticism and strategy involved in the game (Work.chron.com, 2018). Every commentator has a distinctive style of capitalising some specific words which becomes his or her distinctive style of speaking as we know stylistic literary discourse which is full of linguistic alignment. It includes the use of linguistics and paralinguistic (Saadia, Shahar & Tabassum, 2015).

**Sports casters**

Sports casting is called a dialog-on-stage and a monologue that is intended to the unknown and unseen heterogeneous audience (Fergusson, 1983). He supplies complete information about what is happening in or on the pitch. It must have such reporting which coordinates with the real actions that are taking place in real time and while football is comparatively a sport which is not only fast but also not so easy often. Moreover, there are some moments in the game that lack action which inevitably need description and the sportscaster, mainly on the radio where there is very little silence, he has to keep up the momentum of his speech, he often uses quite extensive narrative stretches of the ongoing situation (Chovanec, 2009). It is used in written and spoken as formal English but it is also generally used as informal language in commentary by the commentators (Saadia & Tabassum, 2014). Its tone is very vibrant and can be serious or humorous. This language is for different occasions and not inferior to the formal language.

**Register Identification**

It is about picking up a register which keeps the momentum (Haviland, 1979). It is nearly impossible to express in just one register, which we speak is indeed a choice of register. Moreover, to recognize register is a tougher duty because its concept is very pliable. Ferguson says that (1983) the variation of language structure in this particular case which is based on social context, secondly, it is an occasion to use any variation based on dialect.

**Radio and Video**

The television and radio transmission usually share all the identified aspects of register which have been discovered previously. A sportscaster is providing his audience info about a specific extralinguistic action; he is elevating it with the use of color commentary. Regardless of the medium of transmission, the terminology and phrase-
The key difference in the radio and television commentary is concealed in its kind. The linguistic productions depend on the actions on the pitch, which is why the structure deviates too much. Moreover the main difference is to comment the events. The main motive for this is of the shared extra linguistic circumstances of a TV sports-caster and his audience. The sports-casters of Radio are appreciated to refabricate the happenings they are observing in their own words, it is a transmission of a prompt image which is occurring. (Vierkant, 2008).

**Paralinguistic or Paralanguage**

Paralinguistic are the features of spoken communication mainly that do not include words. These may add importance or shades of meaning to what people say. There are found some definitions which confine it to verbal communication that is not words (Teaching English | British Council | BBC, 2018).

The paralinguistic features perform main role in the recognition of the game and it is the most reliable register marker. It conveys the emotion and also produces spontaneous speech. Pitch volume and tempo is changed by the commentators with the level of their enthusiasm. An unexpected change of action displays a unique change in intonation as well. The infrequent stressing is often used and the segmentation of speech is a distinctive thing. Radio sportscasters usually try to avoid silence as much as they can by taking a pause to take a breath or at a loss with their speech Radek (2014).

**Football commentaries: 'a game of two halves'**?

There are some questions which can be raised on the use of intense language and jargons which may cause the reason of increasing animosity and fierceness among the spectators. The language of commentators is not known for its sophistication and refinement but its main motif to cope up with the speed of the game. For instance, we should be worried about the Language, which is adopted by the most famous and well known football commentators on renowned broadcasting channels. A large number of communities around the globe are attentively listening the football commentaries including all types of classes, gender, individuals, or age. Football is a prevailing and dominant sport worldwide; it is adored and worshipped by die hard foot-ball fans or if the game football is such an influential sport then the language should set
an example to football fans. Indeed, it should set an outstanding model to other countries. It is widely known that the football commentators are recognized because of their unique style and use of clichés. Sometimes many people get irritated and annoyed by the clichés used by commentators. Certainly, some are very exasperating, for example “On paper...” one of the most familiar and heard cliché. It was used frequently by Mr. Andy Gray while people found it very biased. Football is about what happens on the pitch, not on 'paper'. There seems no contribution in trying to make the game more exciting because that it is the first and foremost duty of a football commentator (T. J. Blake# Author, 2018).

The use of metonymy and metaphors

Metaphors and metonymy are prevalent in a language. According to Cognitive linguistics the mainstream human concepts are non-literal which are based on metaphor (Kosecki, 2014). The language of football is not an exception and a large share of football expressions are based on metaphors or metonymy. These expressions are mostly functioning as the markers of register. Levin (2008) has analyzed many frequent phrases which are particular register and are associated with time announcing and goal scoring. Lakoff & Johnson, (1980) have pointed out the difference between metaphor and metonymy. According to them metaphor is an understanding of expecting one kind of thing in terms of another thing (5) while metonymy deals with as on entity stands for another (36), there is found a logical connection in metonymy while metaphor is based on likeness.

Cognitive parallel between military action and football

Linguistic scholars have done a lot in identifying the remarkable cognitive alliance between football and the military action in recent times. It is often deliberated in relation of conceptual unification and blending. Fauconnier& Turner (2002), Lakoff (1991), Kuiper & Allan (1996) and Beard (1998) have marked that the resemblances which is found in the structure between dissimilar sports and war, while Chapanga (2004), Seddon (2004) and Vierkant (2008) have handled explicitly with football as they all have outlined and drawn the relations that are made between actions in the two conceptual areas, particularly the metaphorical kind. These following quotes provide pertinent idea:

Kuiper and Allan, (1996) have
said that “the vocabulary of sport is often full of military metaphors. The metaphors tend to draw on an interesting and limited set of domains”. (Chapanga, 2004) has delineated that there is “an irrefutable theme of war in soccer. The sport is a physical contest making it almost inevitable for allusions to war, metaphors of battle and strategy by professionals Commentators”. Vierkant (2008) pointed out that “Metaphor seems to be an inevitable issue when talking about football. Language, football is full of metaphors like “attack”, “shot”, “defense”, “midfield”, “enemy” or “battle”. “Lakoff, (1991) is of the view that “it has long been noted that war is considered a competitive game like chess, or as a sport, like boxing or football”.

These quotes proved that football is not only the game which is tended to be depicted in relation of warfare, but it also connects football and war, it shows the marks of having and “unavoidable” and “undeniable”. To prove this inherent principle, let’s have a look on the typical and brief examples from newspapers of Britain. The Guardian is a renowned British daily newspaper, it is known from 1821 until 1959 as the Manchester Guardian. The Independent is an online newspaper of Britain, which was established in 1986 as a self-governing national morning newspaper published in London.

• Evans to become first casualty of Manchester City
• Former captain David Beckham named in England squad
• Liverpool beat Arsenal after titanic battle
• Wenger awaits United’s heavy artillery
• José Mourinho warns derby referee of Manchester City’s ‘tactical fouls’
• England subplots bring intrigue to Chelsea’s clash with Manchester City
• Antonio Conte concedes title after Chelsea’s bubble burst by West Ham
• José Mourinho’s harry and hurry battle plan could unstitch Manchester City
• Antonio Conte admits Chelsea are out of title race after defeat at West Ham
• Chelsea come unstuck as Marko Arnautovic secures West Ham’s first victory under David Moyes
• Bad blood adds spice as Sam Allardyce and Jürgen Klopp prepare to meet again
• Harry Kane strikes twice as Tottenham brush aside hapless Stoke City
• Leicester crash the party to consign Newcastle to defeat in five-goal thriller on anniversary weekend
• Netherlands vs. Argentina World Cup 2014: Argentina players to wear black armbands in honour of Alfredo Di Stefano
The game of football is like a battle which has an excellent combination of cognitive and motor skills with the active participants as captains and with their teammates, who are trying hard to win the conquest from each other by thrashing and using weapons as full artilleries to bring some particular consequences as fatalities. The newspaper examples show how they create a mountain of a mole and convert a small tip of an iceberg when it is perceived in aggressive terms, and the readers instantly sense the under the cover war scenario in which brilliant football imageries and explanations are fabricated. Significantly it is a matter of fact that it seems hard to visualize such football commentary without using war inspired terminology of the kind which has been mentioned earlier. Such expressions have become an indispensable verbal instrument in the profession of a commentator.

The present study and cognitive metaphor theory (CMT)

Lakoff's initial career was under the charm of the revolutionary ideas of Noam Chomsky like many linguists of his generation in North America. Though, a rift had released those who followed it in the 1970s, which have been denoted by Chomsky, as the Transformational Generative Grammar (TGG) a Standard Theory and those who backed it even more radically. It is a method which is known as generative semantics.

The contemporary theory of metaphor

The central principle of the organization and structuring of a language reflects the structuring of cognition. Metaphors are not limited to be used in examples of creative speaking and writing as poetry. Instead of it, they are used in everyday language, and this is probably the case for most of them not for every human languages. Metaphors are not only a linguistic phenomenon but also systemized as how concepts are arranged and constructed in our minds. We “describe” and “understand them” one thing is in terms of another by transferring the knowledge about one concept which is the 'source concept to another called the 'target concept'. A big portion of language is usually metaphoric as, it advocates that conceptual knowledge of humans is primarily metaphoric.

The embodiment of argument

The present study revolves round the conceptual Metaphor Theory and to prove these points three matches are being compared that which one has the more passionate and powerful language of commentators. As it has already been discussed that Brazil and Argentinian nations have deep roots of rivalry not only in the ground but these roots have spread not only in sports but also in geographical levels. The commentators have every
reason to create an atmosphere of warfare and animosity. The final match though had the powerful capacity and importance yet it was like a match that was being played between two opponents, fighting to be the ruler and to get the crown of football world for next five years it us an undisputed rank. Argentina and Germany are two most anticipated countries who have a great fan following all over the world. The focus of the study is to identify and assemble sufficient examples of war-like lexicon as possible.

Statistical analysis and discussion

This study is concerned with the thought of an extensive war domain, with its somewhat fuzzy and uncertain boundaries instead of a firm inventory of metaphoric expression. though it can be called a typical study in which live oral commentary has been studied but it has been diverted by comparing the dissimilarities between these two matches that which one is more closer to this theory while first match was between two arch rivals and the other had the grandeur of a final contest to get the victory at any cost that is why it entered into the extra time and a golden goal was a decider and it eventually finished the match on the victory, where the German invaders first time won on Americans soil. The BBC boast a commentary team full of skill and experience as the familiar tones of Guy Mowbray, Steve Wilson, Jonathan Pearce, Simon Brotherton and Steve Bower are set to spearhead their team. The war like terminologies has been counted by listening to the commentary, a list of action words and terminologies have been given below.

Figure-1
Word counts in final, 1st semi-final and 2nd semi-final
### Table-1
Metaphorical and war-like terminologies in Final:
Germany v/s Argentina

<table>
<thead>
<tr>
<th>Words</th>
<th>Words</th>
<th>Words</th>
<th>Words</th>
<th>Words</th>
<th>Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collision</td>
<td>Take over</td>
<td>threaten</td>
<td>victory</td>
<td>threaten</td>
<td>Terrible</td>
</tr>
<tr>
<td>Danger</td>
<td>Shake off</td>
<td>shot</td>
<td>Revenge</td>
<td>Power breakers</td>
<td>Injury</td>
</tr>
<tr>
<td>Flags</td>
<td>strong</td>
<td>Set back</td>
<td>Head of two</td>
<td>Battle</td>
<td>Cut short</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>states</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dangerous</td>
<td>intriguing</td>
<td>bulldozed</td>
<td>Safe</td>
<td>Defending</td>
<td>Target</td>
</tr>
<tr>
<td>Burst his line</td>
<td>control</td>
<td>strike</td>
<td>Set back</td>
<td>target</td>
<td>Three shots</td>
</tr>
<tr>
<td>Anger Penalties</td>
<td>challenge</td>
<td>finish</td>
<td>shoot</td>
<td>Injury</td>
<td>Disaster</td>
</tr>
<tr>
<td>Defensively</td>
<td>precise</td>
<td>attempt to</td>
<td>rules the</td>
<td>win for the</td>
<td>Find the</td>
</tr>
<tr>
<td></td>
<td>attempt to</td>
<td>finish</td>
<td>world</td>
<td>reunified</td>
<td>target</td>
</tr>
<tr>
<td></td>
<td>finish</td>
<td></td>
<td>again</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>lost</td>
<td>Beaten</td>
<td>New batch</td>
<td>Win</td>
<td>Give up</td>
<td>Still had</td>
</tr>
<tr>
<td>Burn away</td>
<td>Beaten</td>
<td>Stumble</td>
<td>Attempt</td>
<td></td>
<td>chance</td>
</tr>
</tbody>
</table>

### Table-2
Metaphorical and war-like terminologies in 1st Semi-final:
Germany v/s Brazil

<table>
<thead>
<tr>
<th>Words</th>
<th>Words</th>
<th>Words</th>
<th>Words</th>
<th>Words</th>
<th>Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rivals</td>
<td>Defensive</td>
<td>Hopes in</td>
<td>Competitive</td>
<td>Injury</td>
<td>Football crime</td>
</tr>
<tr>
<td></td>
<td></td>
<td>tatter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Push out</td>
<td>Lost</td>
<td>Awful</td>
<td>Conceded</td>
<td>Break you</td>
<td>Life sentence</td>
</tr>
<tr>
<td></td>
<td></td>
<td>position</td>
<td></td>
<td>down</td>
<td></td>
</tr>
<tr>
<td>Hit</td>
<td>Possession</td>
<td>Kick</td>
<td>Challenges</td>
<td>Broken up</td>
<td>Argentina camp</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Defended</td>
<td>Weak defence</td>
<td>Stumble</td>
<td>American</td>
<td>Lose the final</td>
<td>Proper contest</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>arrogance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Break</td>
<td>Second attempt</td>
<td>Filling their</td>
<td>Might get worst</td>
<td>Massive</td>
<td>Won</td>
</tr>
<tr>
<td></td>
<td></td>
<td>boots</td>
<td></td>
<td>achievement</td>
<td></td>
</tr>
<tr>
<td>Counter</td>
<td>Red</td>
<td>Numb</td>
<td>Totally flat</td>
<td>Overload</td>
<td>Mourning</td>
</tr>
<tr>
<td></td>
<td>defence</td>
<td>defence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Threatening</td>
<td>Collapse</td>
<td>Losing</td>
<td>Great contest</td>
<td>Ruin</td>
<td>valiant</td>
</tr>
<tr>
<td></td>
<td></td>
<td>humiliated</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strikes again</td>
<td>Glory</td>
<td>Terrible mess</td>
<td>What a save</td>
<td>Flesh</td>
<td>Vanquish</td>
</tr>
<tr>
<td>Beaten</td>
<td>Green</td>
<td>Opposition</td>
<td>Initiated the</td>
<td>Punished</td>
<td>Heroes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>flag</td>
<td></td>
<td>ambience</td>
</tr>
<tr>
<td>Counter</td>
<td>Worst day</td>
<td>Victories</td>
<td>Tight contest</td>
<td>Humping</td>
<td>going out</td>
</tr>
<tr>
<td>tackling</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table-3
Metaphorical and war-like terminologies in 2\textsuperscript{nd} Semi-final: Netherlands vs. Argentina

<table>
<thead>
<tr>
<th>Words</th>
<th>Words</th>
<th>Words</th>
<th>Words</th>
<th>Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explosive</td>
<td>Pushed back</td>
<td>Control</td>
<td>Shot</td>
<td>Two nations</td>
</tr>
<tr>
<td>Shoot outs</td>
<td>Tactical</td>
<td>Protect</td>
<td>Counter</td>
<td>Step back</td>
</tr>
<tr>
<td>Winning eyes</td>
<td>Championship</td>
<td>Havelock</td>
<td>Defensive</td>
<td>Hit it</td>
</tr>
<tr>
<td>Challenge Break</td>
<td>Rivals</td>
<td>Attack</td>
<td>Little gun</td>
<td>Penalties</td>
</tr>
<tr>
<td>Crowned Smashed</td>
<td>Saved</td>
<td>Tears</td>
<td>Losing eyes</td>
<td>Fiercest rivals</td>
</tr>
<tr>
<td>Hit</td>
<td>Recovery</td>
<td>Injuries</td>
<td>Defended</td>
<td>Master stroke</td>
</tr>
<tr>
<td>Target Lose</td>
<td>Powerful</td>
<td>Captains</td>
<td></td>
<td>Best blow</td>
</tr>
</tbody>
</table>

Figure-2
Bar chart of final, 1\textsuperscript{st} semifinal and 2\textsuperscript{nd} semifinal

Word Count
So far as the theoretical framework is concerned, the starting point of this study starts from the conceptual metaphors which have been presented by Lakoff & Johnson (1980) that “ARGUMENT IS WAR”, subsequently this idea was refined in Lakoff (1991) to “COMPETITION IS WAR” which have been quoted above. This metaphor is apt and suitable to further understand the context of football especially in context of football match, as war between arch rivals and fierce opponents, it will also be reasonable to employ “FOOTBALL IS WAR” as the target conceptual metaphor, WAR which is working as the source domain and FOOTBALL as the target domain (Nordin, 2008). The inspiration to take this metaphor is understandably that the established linking between war and football is because of wide conceptual resemblance and combination and between the two domains which have been discussed above. Though, this study has analyzed the war like words and metaphors in the football matches yet it can also be used in other competitive sports as cricket, hockey, and rugby and in the club matches of popular Football clubs as Real Madrid and Barcelona. Furthermore, it was assumed that second semifinal would have been pregnant with such words. But the usage of words may also changes with the vocabulary of commentators whether he likes to use such terms or just explains it in sports like scenario instead of war.

**Conclusion**

The knock out stage is the most passionate and competitive stage of FIFA world cup. The analysis shows that the use of metaphorical and war like terminologies is more in the 1st semifinal because it was being played on the soil of Brazil which is not only the opponent side of Germany but also the Host country of that event. Both are world’s best football nations. Brazil and Argentina are arch rivals since an age that is why Brazilian supporters were in the favor of Germany’s victory against Argentina in the final after Brazil’s defeat by Germany in the 2nd semifinal. The ratio of metaphorical words is higher in the 1st semifinal than the 2nd semifinal and final contest of the world cup. The commentators has used much war like and metaphoric terms because of the shameful defeat of Brazil against Germany, the final match is of great importance but the ratio of words has not been as much as it was expected before the study. Football match looks more intense when the war like atmosphere is created by the commentators; it is considered an exquisite war between nations instead of a match to get a title.

**Acknowledgement**

The authors wish to thank the faculty and staff of The University of Lahore for their participation and support of this work.

**Disclosure statement**

No potential conflict of interest was reported by the authors.
References


An Analytic Study of Coaching Evaluation Process


