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EXPLORING HOW SPORTS TERMS ARE INTEGRATED INTO EVERYDAY LANGUAGE

Abstract. Sports terminology has transcended its original context to become a significant component of everyday language. This study explores the processes and mechanisms by which sports terms are incorporated into general discourse, their impact on communication, and the cultural implications of their widespread use. By analyzing linguistic patterns and cultural practices, the research identifies the ways in which sports terms enrich language and reflect societal values.

Keywords: sports terminology, everyday language, linguistic integration, metaphorical language, cultural dissemination, communication, media influence, language acquisition.

ИЗУЧЕНИЕ ТОГО, КАК СПОРТИВНЫЕ ТЕРМИНЫ ИНТЕГРИРУЮТСЯ В ПОВСЕДНЕВНЫЙ ЯЗЫК

Аннотация. Спортивная терминология вышла за рамки своего первоначального контекста и стала значимым компонентом повседневного языка. В этом исследовании изучаются процессы и механизмы, посредством которых спортивные термины включаются в общий дискурс, их влияние на коммуникацию и культурные последствия их широкого использования. Анализируя языковые модели и культурные практики, исследование выявляет способы, которыми спортивные термины обогащают язык и отражают общественные ценности.

Ключевые слова: спортивная терминология, повседневный язык, языковая интеграция, метафорический язык, культурное распространение, коммуникация, влияние СМИ, усвоение языка.

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Introduction. The language of sports has a unique dynamism, often reflecting the excitement and competitiveness of athletic activities. Over time, sports terms such as "home run," "kickoff," and "overtime" have moved beyond the playing fields to become common expressions in various social and professional contexts. This phenomenon raises questions about how and why these terms gain such popularity and how their usage influences everyday communication. This article seeks to examine the integration of sports terminology into daily language, its significance, and the factors driving its adoption.

Methods. To investigate the integration of sports terms into everyday language, a mixed-methods approach was employed:

1. **Corpus Analysis:** A linguistic corpus of spoken and written English was analyzed to identify the frequency and contexts of sports term usage.
2. **Surveys and Interviews:** Surveys and semi-structured interviews were conducted with 100 participants from diverse backgrounds to explore their familiarity with and usage of sports terms.

3. **Cultural Analysis:** A qualitative review of media, including advertisements, movies, and news articles, was performed to understand the cultural dissemination of sports terminology.

Results. The findings reveal several key insights:

1. **Prevalence of Sports Terms:** Common sports terms such as "level playing field," "game plan," and "team player" are frequently used in workplace and social settings.

2. **Contextual Adaptation:** Sports terms often acquire new meanings when applied outside their original context. For example, "overtime" is widely used to describe extended working hours.

3. **Cultural Dissemination:** Media plays a pivotal role in popularizing sports terms, often using them metaphorically to convey relatable ideas and emotions.

4. **Demographic Variations:** Younger generations and sports enthusiasts are more likely to use and understand sports terms, while older individuals may exhibit varied familiarity depending on exposure.

Discussion. The integration of sports terms into everyday language reflects the pervasive influence of sports in modern culture. These terms serve as metaphors, simplifying complex ideas and fostering shared understanding. For instance, "hitting a home run" is used to denote success, resonating universally regardless of one's familiarity with baseball. Moreover, the use of sports language highlights values such as teamwork, strategy, and perseverance, which align with societal ideals.

Cultural media act as powerful conduits for this integration, embedding sports terminology in advertisements, films, and digital content. This process normalizes their usage and enables their transition into common parlance. However, the study also identifies potential barriers to comprehension, particularly for individuals with limited exposure to sports culture, underscoring the importance of context in communication.

Conclusion. Sports terms have become an integral part of everyday language, enriching communication and reflecting cultural values. Their widespread adoption is driven by their metaphorical versatility, media influence, and alignment with societal ideals. Future research could further explore the global diffusion of sports terms and their role in intercultural communication.

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