استراتيجيات استخدام لطف التعبير

في الخطاب الاعلامي الرياضي الإنجليزي

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الملخص

بعد فحص و تحليل عينات من التعليق الرياضي البريطاني، توصل الباحث الي بعض النتائج المهمة. أولاً: يتجه معظم المعلقين البريطانيين إلى استخدام تعبيرات ملطفة ويستخدمون استراتيجيات مختلفة بدافع من بعض العوامل. ثانياً: يميلون إلى استخدام تعبيرات ملطفة كثيرًا في بعض الموضوعات المحددة مثل موضوع الموت و موضوع الأوقات الصعبة. ثالثًا: لا يستخدم المعلقون البريطانيون بعض الاستراتيجيات. رابعًا ، يتأثر المعلقون البريطانيون بالوسائط الرياضية المتخصصة لتحديث استخدامهم لاستراتيجيات لطف التعبير. خامسًا: يلعب السياق الاجتماعي دورًا مهمًا في التعامل مع إستراتيجيات التلطف في التعليقات البريطانية. سادسا: يميل المعلقون البريطانيون إلى استخدام "المرادفات"، و "المصطلحات"، و "التقليل"، و "المبالغة" على التوالي أكثر من الاستراتيجيات الأخرى. سابعًا، يميل المعلقون البريطانيون إلى استخدام استراتيجيات الابتكار الرسمية في خطابهم الرياضي.

Having investigated samples of British sporting commentators, some important results can be identified. First, it becomes clear that British commentators are euphemism oriented and use different strategies motivated by the certain factors. Second, they tend to use euphemism a lot in such topic as death and hard times. Third, some strategies of euphemism are not used by British commentators. Fourth,

British Commentators are affected by sporting specialized media to refresh their use of euphemism strategies. Fifth, the social context plays an important role in handling strategies of euphemism in British commentaries. Sixth, British commentators tend to use "Synonyms", "Jargon", "Understatement", and "Overstatement" respectively than other strategies. Seventh, British commentators tend to use formal innovation strategies in their speech.

Introduction

In their daily conversations, people frequently do use figurative language. They tend to do so because figurative language provides them with efficient and effective tools for communicating about both familiar and unfamiliar topics. It helps people express their ideas when the context of communication does not offer a shared perceptual environment with their recipient, as is the case in distance learning. In such contexts, figurative language helps communicators to coordinate their understanding and their actions toward the accomplishment of a shared goal.

Like other aspects of language, figurative language is affected by the context in which it occurs. The rules for effective communication are specified largely by the conditions in which that communication occurs. People are sensitive to these factors and adjust their speech accordingly. Consequently, figurative expressions, framed as descriptions

or interrogatives, are used differently in different situations to maximize their utility.

In addition to stressing the differences among various aspects of media discourse, it is also worth mentioning the similarities in usage across media. Communicating through various contexts, oral or written, shares the common factor of a separation of the communicating parties. The fact that subjects in both conditions produce similar rates of figurative expressions shows the importance of figurative language across contexts in bridging the gap brought about by separation. In essence this result would seem to support the claim that figurative language provides a useful tool for building a common ground among communicators (Carter, 2004). Figurative language is perhaps the most common expression of creativity in everyday life (Carter, 2004). People often use figures of speech, like metaphor, to describe a variety of emotions and experiences. Although figurative language pervades human dialogue, our understanding of how people come up with these types of expressions is quite limited.

Psycholinguistic research has produced a wealth of knowledge on metaphor comprehension (e.g., Gibbs, 1994; Glucksberg, 2001; Kintsch, 2000; Lakoff & Johnson, 1980), but we are only now starting to understand how the mind creates figurative language. Recent investigations have begun to shed light on the underlying cognitive processes involved

in metaphor production (Chiappe & Chiappe, 2007; De Barros, Primi, Miguel, Almeida, & Oliveira, 2010; Pierce & Chiappe, 2009; Silvia & Beaty, 2012). Nevertheless, all metaphors are not equally created; they vary in terms of novelty and familiarity.

The objective of the present study is to examine the cognitive processes that cause these different types of figurative language. Conventional metaphors are straightforward, often cliché or idiomatic expressions. Metaphors are typically defined by aptness, or the extent to which the structure represents a comprehensible and appropriate comparison between a topic and a characteristic exemplar (Tourangeau & Sternberg, 1982). For example, the conventional description "life is a journey" entails a 1-to-1 comparison, one that is familiar and easily comprehended. There must be some conceptual distance between topic and exemplar; otherwise, the comparative statement is literal and not figurative. In contrast, creative metaphors are unique expressions of language. Researchers often discuss conventional metaphors in terms of aptness or appropriateness (e.g., Gibbs, 1994; Tourangeau & Sternberg, 1982) and assess the conceptual agreement between the topic and vehicle in a figurative statement (Chiappe & Chiappe, 2007; Pierce & Chiappe, 2009). Creative metaphors, on the other hand, are frequently used in conversation to describe an emotional experience (Carter, 2004), developed to express

imagery in literature (Plotnik, 2004), and employed as a symbolic tool in several artistic traditions (Kennedy, 2008). They are unique in the sense that both the creator of the expression and their audience are unfamiliar with the descriptive phrase.

Euphemism is an important part of everyday speech. Many linguists, sociologists, and anthropologists have noted the crucial role that euphemism plays in different aspects of real-world communications. It is claimed that people's metaphorical conceptions of certain topics affect their real-time processing of conventional euphemistic phrases that relate to these topics. Moreover, people's metaphorical conceptions of various sensitive, even taboo, subjects interfere in their use and understanding of new euphemistic expressions. It appears, then, that people have some ability to recognize the possible metaphorical motivations for new euphemistic phrases and can readily judge the appropriateness of these expressions to a specific discourse situation (Nayak & Gibbs, 1990, and Glucksberg, Brown & McGlone, 1993).

Euphemism in English can be studied according to the rhetorical and figurative points of view. Metaphorically speaking, the conventions of figurative language constitute a rhetorical code, and understanding this code is part of what it means to be a member of the culture in which it is employed (Sadock, 1993). Euphemism, therefore, can be examined

through different discourses: social, religious, linguistic, political, and so on. Thus, it deserves an especially close examination because of its pervasiveness and weight in all of these discourses. It undoubtedly serves as a linguistic bridge to indirectness that tends to dominate human communication in the modern era. It is believed that euphemism in most languages is used to have an effective emotional power on a listener's mind. Hence, euphemism is an expression intended by the speaker to be less offensive or troubling to the listener than the word or phrase it replaces (Sadock, 1993:55).

Sports Media Discourse:

According to Anne O'Keeffe, media discourse refers to interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer. Though the discourse is oriented towards these recipients, they very often cannot make instantaneous responses to the producer(s) of the discourse, though increasingly this is changing with the advent of new media technology, as we shall explore. Crucially, the written or spoken discourse itself is oriented to the readership or listening/viewing audience, respectively. In other words, media discourse is a public, manufactured, on-record, form of interaction. Thus, as these basic characteristics may sound, they are crucial to the investigation, description and understanding of media discourse.

The relationship between sports and media has been a popular topic among previous studies. There is no doubt that sports events and activities are prevalent in our modern society. For example, Olympics games, NBA (National Basketball Association), and other sports games can be seen on daily newspaper, websites, television, and even social media nowadays. The extent of the media impact is far beyond athletes and sports teams, it also includes the spectators and the business world (Beck & Bosshart, 2003).

It's known that media serves as an entertainment for the public and allows people to enjoy the excitements of sports activities regardless of their locations. (Marwat, Waseem, Khattak, Abbas, & Bi Bi, 2014). Mass media acts as a vehicle that carries different sports information and a mode that shapes audiences' attitudes toward different issues. It also highlights the mainstream cultural values and social issues we need to be aware of in the society.

Euphemism has been used by all the concerned in the field of sports in order to achieve a considerable position for the field in modern world. Having a retrospective view of sports, it can be realized that practicing sports at first was more of a hobby rather than a business; it was practiced by amateurs at first. Step by step and because of the wide spread of sports all over the world, lots of people in the field began to take sports as a profession (Waseem, 2014). Until recent times, the view towards practicing sports has

been devalued. Lots of societies did not take practicing sports as something serious. However, with the progression of time, lots of people began to interfere in the field of sports, chief among them have been players, commentators, journalists, and even spectators. In modern times, the concerned in the field of sports have become specialists and an important trend pushed itself foreword: all forms of sports have become science and business. Sporting journalists and commentators have done their best to add respect and prestige to the field of sports propagating the idea that it has become an international language. To achieve this all journalists and commentators, each in their own ways, began to use whatever tools they had in hands to enhance the view towards sports. One basic tool used a lot by them is euphemism.

Well–known British Football commentators:

On the British context, lots of famous football commenters tend to use different strategies of euphemism in their work to change the dry worded description and commentary of matches into a very interesting one which audience or listener can enjoy. Some of the very well–known British football Commentators are Jon Champion, Peter Drury, and Martin Tyler.

Jon Champion

Jon Champion is one of the most outstanding and respected British football commentator. Over the last

twenty years, he has become very famous in English football occasions around the world. He is also heard weekly commenting on the important matches in the English premier league. He began his career in BBC radio. He was appointed as senior commentator and received widespread acclaim as the voice of the premier league and the English national team. He has also participated in commenting on UEFA Europa League, Champions League, and World Cups. In 2014, Jon Champion joined ESPN in March as a play-by-play commentator for 2014 FIFA World Cup in Brazil. Champion has provided the soundtrack to some of the sports' most memorable moments. In his work, Jon Champion always resort to different strategies of euphemism to add stature and respect for the games and at the same time to enrich the language and idioms of audience.

Peter Drury

Peter Drury is another well-known British football commentator whose reputation has been widespread in the last twenty years. Away from traditional commentators who concentrate on the description of the occasion being televised, Peter Drury has addicted digressing off the main track and thus taking a very different approach to the job. Due to an inflated idea of his own importance, Drury feels that it is his duty to use his own background to enrich the process of description and commentary. Another important characteristics of his is his obsessive use of alliteration in an

attempt to please the ears of his audience. On a very important occasion in which he should have concentrated on it, Drury left the match between Liverpool and Marseille in champions league 2004 and began to read a long extract from Coleridge's romantic epic "The Rime Of The Ancient Mariner" instead of commenting on the game. These days he usually recites his own poems or sonnets during games. He also loves to use clichés during matches. In this way, Drury changes the dry language of football into a very rich experience in which he shares pieces of literature with his audience. He also uses some strategies of euphemism in his commentary to make of it a highly respected one.

Martin Tyler

Martin Tyler is another very famous English football commentator who has covered lots of matches in premier league, European Champions league, as well as other domestic and international competition. He has provided his voice to the football video game series "FIFA 2006". In 2003, he was chosen to be premier league commentator of the decade. He also played an important role in publishing some of the important football books. He has worked for many television networks and wrote for many newspapers. He has acclaimed fame in the analysis of matches and has always been quoted as being one of the experts in the field of football. On more than an occasion, he thanked fans for voting for him to be chosen as the commentator of the

decade. His style is also characterized by his different uses of strategies of euphemism. Listening to any of the he has commented on, one finds out how Tyler has enriched his commentary to make of it an interesting experience.

John Motson

John Motson, also known as Motty, is an English football commentator. Beginning as a television commentator with the BBC in 1971, he has commented on over 2000 games on television and radio. From the late 1970s to 2008, Motson was the dominant football commentary figure at the BBC, apart from a brief spell in the 1990s, when his friend and rival Barry Davies was selected for two FA Cup final commentaries, the 1994 World Cup final and the UEFA Euro 1996 semi-final between England and Germany.

In 2008, Motson announced his retirement from live television commentary. He continued to cover games for *Match of the Day* highlights and appeared on BBC Radio 5 Live as well as commentating on CBeebies' *Footy Pups*. In September 2017, he announced his full retirement from BBC commentary, having commented on 10 FIFA World Cups, 10 UEFA European Championships and 29 FA Cup finals. In July 2018, he announced he was returning from retirement to work for Talksport. In August 2018, John Motson was unveiled as the voice of Football INDEX,

lending his voice to national TV and radio advertisements for the 2018/19 football season. Motson regards the Hereford United v Newcastle United match as his big break through. Through a bad winter, the game itself was a 3rd round FA Cup replay that had been postponed many times and was eventually rescheduled to be played on a 4th round FA cup day. Because of the potential for an upset, the BBC bosses decided the game should be bumped to the top of the billing on the BBC's Match of the Day program. Described as the FA Cup's greatest ever giant killing, Motson claims it was this FA Cup upset, and the story of the season that made his bosses at the BBC decide he could be trusted with more TV matches; consequentially Motson believed because of this game he was later given a three year deal. Motson also believed if Ronnie Radford had never scored his famous goal he would never have had a TV commentary career. Motson's commentary on the Radford goal:

> "Oh what a goal! Radford the scorer. Ronnie Radford! And the crowd are on the pitch. What a tremendous shot by Ronnie Radford."

Objectives of the study:

The aim of this study is to identify and examine euphemistic expressions used by British commentators in sports media discourse and to show the motives of the British

sports commentators in using euphemistic expressions within their commentary. The study also aims at investigating the most frequent strategies of euphemism used by British commentators during their commentary on football matches. Moreover, the study tries to discover the most frequent topics in which British commentators use the strategies of euphemism and to what extent the social context govern the usage of these strategies.

Research Questions:

1– What are the motives of British sports commentators for using euphemistic expressions?

2– What are the most frequent strategies of euphemism used by British sports commentators?

3– What are the most frequent topics in which euphemistic strategies are used?

4– To what extent does the social context govern the use of euphemistic strategies?

Methods and Procedures:

Sample:

The British Sample consists of 20 British Football matches with an English Commentary Collected from Different British Channels. These 20 matches are restricted to the matches of the English Premier League and European

Champions League with British commentary. There are matches for English teams such as Manchester City, Chelsea, Tottenham, Liverpool, and other European teams such as Real Madrid, Barcelona, Juventus, Milan, and Rome.

Data Analysis Procedures:

After collecting the British Football matches with English Commentary, the researcher picks up every euphemistic expression used in every selected football match and classifies such euphemistic expressions into the 26 strategies of euphemism.

Data analysis is based on the euphemism strategies mentioned in following section. The following procedures are adopted by the researcher in analyzing the two types of collected data:

1– The British commentaries are analyzed to which of the 26 euphemism strategies are used, and which of these are more frequent than others.

2– A statistical analysis is conducted to see whether or not the data are statistically significant.

3– A qualitative analysis is conducted to explain and investigate the data from a cultural perspective.

Euphemism Strategies

The researcher has gathered strategies of using euphemism from different sources. These strategies are introduced and developed in a number of sources like Allan and Burridge (1991), Warren (1992), Neaman and Silver (1983), Husam El Deen (1985), and others. These sources have divided the strategies of using euphemism into two main strategies: Formal Innovation and Semantic Innovation. Each one of the two consists of some sub-strategies as follows:

1. Formal Innovation:

It is defined by Ham (2005) as the production of euphemistic expressions by reforming the taboo words. This strategy consists of 15 sub-strategies as follows:

1.1 Compounding: The combination of two or more words to form a euphemism. For example: "sex business" and "foreplay". (Ham, 2005: 256)

1.2 Derivation: The improvement of a loan word by adding a native suffix or prefix to its base such as "celibacy" from "celibates" (life without sex). (Ham, 2005: 230)

1.3 Acronym: According to Allan and Burridge (1991), it is the combining of the initial letters of a taboo phrase into a single word as in "SNAFU" (situation normal, all fucked up) (Allan and Burridge, 1991: 17). It is sometimes called "initialism" as in "W.C." (Neaman and Silver, 1983: 11).

1.4 Clipping: Allan and Burridge (1991) define it as removing some letters of a taboo word, for example, "bra" instead of "brassiere" (Allan and Burridge, 19991: 16).

1.5 Abbreviation: Neaman and Silver (1983) believe that we can produce euphemisms through reducing a taboo phrase into one of its parts like: "AIDS" from "acquired immune deficiency syndrome".

1.6 Onomatopoeia: Ham (2005) defines onomatopoeia as one which denotes the tabooed word and designed to mimic its sound. For example: utterances like "piss" for "urinate" and "bonk" for "sexual intercourse".

1.7 Back Slang: According to Ham (2005), back slang is a phonetic process in which the back part of the tabooed term is transferred to the front part of it. For example, the euphemism "epar" is used instead of "rape" (Warren, 1992: 133).

1.8 Rhyming Slang: It is the creation of euphemism that phonetically rhymes with their dispreferred counterparts, like "hit and miss" for "piss" (urinate) (Huang, 2005: 46).

1.9 Phonemic Replacement: By this strategy, taboo words are re-modified by matching parts of them with semantically unrelated ones. For instance: "shit" for "sugar" and "shoot" (Allan and Burridge, 1991: 15).

1.10 Deletion: Ham (2005) defines it as eliminating the taboo words by making a pause which requires contextually

based inference by the listener to be comprehensible. For example: "Did you?" for "Did you have sexual intercourse?" (Ham, 2005: 241).

1.11   Borrowing (Loan words): It means that the speaker uses a word from different languages. For example: borrowing the word "mot" to euphemize the female genital organ (Allan and Burridge, 1991: 95).

1.12   Jargon (Learned words): Allan and Burridge (1991) refer to it as the use of technical terms designed to be used by a speech community. For example: the use of the utterance "mentally challenged" and "mental disorder".

1.13   Nurseryism: Huang (2005) defines it as euphemizing the taboo words by using child-like phonemic forms. For example: "baby" for "male genital area".

1.14   Synonyms: It is the replacement of taboo word by another which has identical meaning but less offensive. For example: "passed away" for "died".

1.15   Diminutives: It is the adding of suffixes to indicate smallness or affection (Neaman and Silver, 1983: 11). For example: "Heinie" which is a diminutive of "hind end" which means "buttocks" (ibid: 11).

2. Semantic Innovation:

Warren (1992: 133) believes that the second strategy of euphemism is figurative in nature and most euphemism expressions come through it. This strategy includes 11 sub-strategies as follows:

2.1 Particularization: According to Ham (2005), it is a strategy in which a general term is particularized within the context to refer to an issue said to be taboo. For example: "satisfaction" for "orgasm" and "innocent" for "virginal" (Ham, 2005: 232).

2.2 Implication: Ham (2005) defines this strategy as a dispreferred term implied by the speaker and several steps are needed to extract meaning of this implication. For instance: "The natural daughter of X" for "Illegitimate child" (Ham, 2005: 250).

2.3 Metaphor: According to Neaman and Silver (1983), it is a creation of a concept, usually euphemistic, standing for tabooed issues through comparison. For example: "The cavalry's come" and "Red" for "Menstruation" (Allan and Burridge, 1991: 15).

2.4 Reversal: Ham (2005) states that it is the use of the opposite of the word ironically. For instance: "Blessed" for "Damned" (Ham, 2005: 232).

2.5 Understatement: According to Baldick (2004), it is the way of introducing tabooed issues as less significant as it is. For example: "Sleep" for "Die" (Ham, 2005: 232).

2.6 Overstatement: According to Ham (2005), it is the opposite of understatement. It is an exaggeration for emotional effect. For instance: "flight to glory" for "died" (Allan and Burridge, 1991: 18).

2.7 Part-for-whole: It is the use of a part to express the whole of something. For example: "spend a penny" for "go to the lavatory" (Allan and Burridge, 1991: 18).

2.8 General-for-specific: It is the use of the whole entity to refer to a part of it. For instance: "I'll go to the bathroom" for "go to excrete".

2.9 Fuzzy words: Huang (2005) defines it as the use of vague terms which have flexible meanings. For example: "The things" for "genitals" (Huang, 2005: 46).

2.10   Proper nouns (Names): According to Warren (1992), it is the use of the name of the person to refer to a taboo issue.

2.11   Geographical Adjectives: Warren (1992), in his model of euphemism formation, states that this strategy is used when the geographical directions are used to refer to a taboo issue.

Analysis

Example 1:

Commenting on one of the English premier league, Peter Drury, the British sporting commentator, said "The player sits as if he is in a W.C."; here he applies one of the

euphemistic strategies, "Acronyms", to describe the way one of the player is sitting. Instead of using the awkward phrase "water closet" and so as not to offend the emotion of those who listen to his commentary, he uses an abbreviated form to soften the amount of awkwardness connotated through the phrase.

Example 2:

The British sporting Commentator, Martin Taylor, describes the way one of the woman players received the ball by using her chest by saying "She stopped it by her bra". He adopts "clipping" as a euphemistic strategy in an attempt to avoid using the exact words which may have a sort of sensitivity through using the exact word. In a similar situation, Jon Champion, the famous commentator, says "what a control by the chest". Here, he uses "general for specific" as a euphemistic strategy to show how the woman player stops the ball using her chest.

Example 3:

Applying a different euphemistic strategy, Jon Champion uses "phonemic replacement" to express the idea that one of the players has scored in his own goal; he says "Oh! Shit! He scores in his own goal". The commentator here applies the strategy to carry the meaning of scoring in one's own goal by mistake. He uses the expression "shit"

instead of "sugar" and "shoot" in order to re-modify the meaning.

Example 4:

In a different context, Peter Drury comments on the presence of one of the physically handicapped persons as a spectator for his English team in one of the matches by saying "And here is one of the mentally challenged spectator." In the example mentioned above, the commentator adopts "jargon (learned words)" as a euphemistic strategy to soften the passive connotation through using the real phrase which describes those people "physically handicapped". In another situation, the same commentator says "The match will begin with a kick from a physically challenged boy"; he also uses the same strategy to soften the negative meanings that may result from using the exact word.

Example 5:

One of the most critical experiences in our life is that one related to death. Speaking about the dead always brings about passive emotional contexts; that's why people may resort to different tools to relieve the pain and passive atmosphere arising once exposed to the noun phrase "Death". The field of sports is not an exception. In one of the matches, the famous commentator Peter Drury, comments on the death of one of the players by saying "He met his everlasting sleep". Thus, he uses "understatement" as

a euphemistic strategy so as to avoid using the exact word "dead" to relieve the pain. In another match, he commences his commentary by saying "A minute of silence for the player who came to his long sleep". Here, he describes the scene of the players standing before the beginning of the match without motion for a minute as a manifestation of their mutual emotionality and sympathy with the deceased player; the commentator also applies "understatement" as a strategy to soften the passive connotation of the word "death".

Example 6:

Another important strategy of euphemism recurrently used by British Commentators is that of "overstatement". Lots of commentators resort to it in an attempt to enhance the meaning intended. For instance, John Motson, the famous British Commentator, speaks about the death of some Liverpool fans upon one of the important matches by saying "The spectators flied to their glory". Instead of describing the movement of the spectators from life to death he tries to enhance the meaning of those who died for the sake of their team by mentioning the award awaiting for them in the hereafter. "Overstatement" is used here as a strategy to connotate the idea. In a similar context commenting on the death of one of the most famous world players, Johan Cruyff, the famous commentator Jon Champion says "He went to heaven". Again, the commentator uses "overstatement" as a

strategy to highlight the same idea of the better world awaiting for the famous player to live in.

Example 7:

A recurrent euphemistic strategy used by almost all sporting commentators is that of "Synonymy". All of them use it to soften the meanings intended. Lots of examples can be quoted to denote the wide spread use of this strategy of euphemism. For example, at the beginning of a football match between Real Madrid and Barcelona, the players stood a silent minute to mourn the death of the Spanish prime minister. Commenting on the scene televised, Martin Taylor, the famous commentator says "The prime minister sadly passed away". Thus, he uses the verb phrase "passed away" instead of "died" to relieve the pain of the word. In fact, passing away stresses the feeling that it is just a matter of movement from one world into another, but never "an absence". In a similar context, Peter Drury, speaks of a silent minute standing by the players on the death of a group of spectators during one of the matches by saying "A minute of silence to honor those who lost their lives". Thus, instead of using the verb died, the commentator uses a different expression "lost their lives" to avoid the gloomy effect connotated by the use of the verb died.

Example 8:

In a similar situation, yet different context, the same commentator, Peter Drury, comments on one silent minute standing by the players to mourn the death of a young fan of one of the English Football teams, Sunderland, because of a cancerous disease by saying "A minute of silence to honor a boy who has died of a malignant disease". Here, the commentator replaces the passive connotated word "cancer" with "A malignant disease" as a synonym in an attempt to relive the pain of the word.

Example 9:

In another example, in a certain football match, one of the players fell dead on the playground because of a heart attack. Peter Drury, the sporting commentator, comments on the scene by saying "He suffers from heart problems". Thus, he replaces "heart attack" with "heart problems" as a synonym of euphemism which soften the meaning in an attempt to relieve the pain of the severe emotional situation.

Conclusion:

        Having investigated samples of British sporting commentators, some important results can be identified. First, it becomes clear that British commentators are euphemism oriented and use different strategies motivated by the certain factors. Second, they tend to use euphemism a lot in such

topic as death and hard times. Third, some strategies of euphemism are not used by British commentators. Fourth, British Commentators are affected by sporting specialized media to refresh their use of euphemism strategies. Fifth, the social context plays an important role in handling strategies of euphemism in British commentaries. Sixth, British commentators tend to use "Synonyms", "Jargon", "Understatement", and "Overstatement" respectively than other strategies. Seventh, British commentators tend to use formal innovation strategies in their speech.

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