

**Intonation and the Commentary Language of Football Sport****التنغيم ولغة التعليق لرياضة كرة القدم****Assist. Prof. Dr. Rafida M. Al Hilou****ا.م.د. رافده منصور الحلو****English Dept. /College of Arts/ Mustansiriyah University****قسم اللغة الانكليزية/ كلية الآداب / الجامعة المستنصرية****Abstract**

When it comes to understanding the sound of language in the context of football commentary, a major consideration is how the study is structured to communicate those ideas effectively. The introduction of a well-organized study will mention relevant concepts, such as how intonation contributes to commentary effectiveness. After the introduction, Because the study is descriptive we need body paragraphs that explore specific elements of the topic, such as the role of intonation on listener engagement or the emotional oomph of commentary. The literature suggests here that, by teaching adolescents about the nuances of language, one might improve their understanding and use of such techniques in real-world settings (Erlam et al., 2021).The study aims to deconstruct the relationship between language and audience engagement within the context of sporting events. The question of the study is that how intonation in football commentary not only adds to the overall atmosphere of the match but also contributes towards the viewers enjoyment and ultimately the viewers experience in visualising the game, uncovering the unique nature of the relationship between language and sport and how together they create the culture of football as a

whole. Finally, the study reaches the following conclusion which is the unique features of football commentary show that intonation is crucial for rendering the viewers' interpretation and involvement to a considerable extent. By looking closely at language practices, it's possible to see how commentators create excitement and otherwise convey critical information.

### الملخص

عندما يتعلق الأمر بفهم صوت اللغة في سياق تعليق كرة القدم ، فإن أحد الاعتبارات الرئيسية هو كيفية هيكلة الدراسة لتوصيل هذه الأفكار بشكل فعال. ستذكر مقدمة دراسة جيدة التنظيم المفاهيم ذات الصلة ، مثل كيفية مساهمة التنغيم في فعالية التعليق. بعد المقدمة ، نظرا لأن الدراسة وصفية ، نحتاج إلى فقرات تستكشف عناصر محددة من الموضوع ، مثل دور التنغيم على مشاركة المستمع أو الجاذبية العاطفية للتعليق. تشير الأدبيات هنا إلى أنه من خلال تعليم المراهقين الفروق الدقيقة في اللغة ، يمكن للمرء تحسين فهمهم واستخدام هذه التقنيات في بيئات العالم الحقيقي تهدف الدراسة إلى تفكيك العلاقة بين اللغة ومشاركة الجمهور في سياق الأحداث الرياضية. سؤال الدراسة هو أن كيف لا يضيف التنغيم في تعليق كرة القدم إلى الجو العام للمباراة فحسب ولكنه يساهم أيضا في استمتاع المشاهدين وتجربة المشاهدين في نهاية المطاف في تصور اللعبة ، والكشف عن الطبيعة الفريدة للعلاقة بين اللغة والرياضة وكيف يخلقون معا ثقافة كرة القدم ككل. أخيرا ، توصلت الدراسة إلى الاستنتاج التالي وهو أن السمات الفريدة للتعليق على كرة القدم تظهر أن التنغيم أمر بالغ الأهمية لتقديم تفسير المشاهدين ومشاركتهم إلى حد كبير. من خلال النظر عن كثب في الممارسات اللغوية ، من الممكن أن نرى كيف يخلق المعلقون الإثارة وينقلون المعلومات الهامة

### I- Introduction

In sports, the nuances of terminology are more than words on a page, particularly in the case of football commentary where intonations can determine how excited or urgent a game sounds. Commentators are among the most important mediators between a game and its viewers, using the subtleties of their voices to create a heightened experience for the audience watching on screens. How a commentator draws out a particular name or plays with tone during that moment, for example, can create a deeper sense of emotional reaction from the fans, ultimately creating a bridge between the game and viewers. Intonation can also signal a change in the game's mechanics, notifying viewers of key plays or strategies that are emerging in the arena. In this analysis we will investigate how intonation in football commentary not only adds to the overall atmosphere of the match but also contributes towards the

viewers enjoyment and ultimately the viewers experience in visualising the game, uncovering the unique nature of the relationship between language and sport and how together they create the culture of football as a whole.

### **A –Purpose of the study**

The practice film: An origamic exploration of intonation and commentary language in football is doing many important things. Ultimately, this essay aims to deconstruct the relationship between language and audience engagement within the context of sporting events. Secondly, By analyzing some of the pragmatic features of Arabic and English football commentary, the analysis concludes that such intonation patterns can inflate or deflate audiences as evidenced by the findings that Arabic football commentary contains significantly more illocutionary speech acts to connect with audiences successfully (Aboubak, 2022). Furthermore, this essay explores the implications beyond the findings of the study, to broadcasting in general and the audience experience, qualifications of distance learning that offer insight into how distance learning reflects these (Farneste, 2021). In the end, the goal is to enhance understanding of the intonation practices that contribute to football commentary as discourse, influencing the way a commentator speaks and the way a viewer interprets.

### **B– Intonation indicates its importance**

In the case of football commentary, intonation is an important aspect of communication dynamics, shaping how people present and perceive information. Through pitch and intonation, the observers can express excitement, disappointment and urgency — all of which can add substantially to a viewer's emotional experience. This modulation does more than communicate facts, however: It helps set a narrative context for salient events in a match, framing the drama of the sport. Based on

observations of research regarding text produced by LLMs (Gaggar, 2023), effective communication relies on elements of language, such as intonation, to convey intent and increase comprehension. Moreover, this clearly underlined the importance of intonation in the quality of dissertation, as successful doctoral estimates rely heavily on verbal clarify of the varying scale (Young, 2022). So the mastery of intonation is not just an artistic endeavor but a fundamental skill of a sports commentary, necessary for engaging an audience and making the game come alive.

### **B–Definition of intonation in language.**

So in the spoken language, intonation provides a lot of context and even provides meaning beyond just the words used in spoken language. It is the change in voice frequency during the speech, and indicating the speakers emotion, intent, and compositional order of the thoughts. Even more so in the realm of football commentary, intonation plays a pivotal role in which the tempo and tonality of comments serves to up the ante during the thrill of the match or represents the weight of crucial moments. The sonic alters the way the listeners perceive them (this sonic is crucial for their communication). According to several studies, among them the lemma–based vs constructional type of compositionality, intonation embodies various meanings that can be demonstrated through the spoken word and understood similarly to the signals of an athlete describing their game strategy through body language. Intonation should not be taken lightly as commentators must effectively engage their audience and the dynamics of the game.

### **C–Definition of sports commentary**

Those who commentate on sports are essentially telling a story — and at the same time, critiquing it, helping the audience experience the events while adding context to what is happening as it unfolds. But essentially, it turns a simple game into a

dynamic performance, excited and charged with suspense. Good commentary blends well-chosen words with expressive intonation; commentators can call forth the emotional highs and lows of the sport. Data from (Pršir, 2021) provides evidence of this, showing that prosodic features construct a narrative of the action that draws the listener in. In addition to delivering information, spontaneous and structured dialogue allows commentators to interact with the audience and reach a connection with them. Like any other developed skill, all the nuances that are involved with sports commentary take practice and flexibility to make sure it relates to different demographics of people, and does justice to the best parts of the sporting world.

#### **D-Introduction to the relation of intonation to commentary**

When it comes to sports commentary, particularly within the context of football, intonation becomes a powerful mechanism that guides the experience and comprehension of the audience. Using pitch, volume, and rhythm changes, commentators are able to express emotions that help drive the narrative preceding moments of high impact during a match. As recent scholarship has suggested, this practice connects to the values of journalists themselves, who see their work as telling stories that balance factual revelations and engaging entertainment. The vast majority would rather maintain journalistic quality over being strictly entertaining for the audience, showing the awareness that their job is to make these events make sense (Kunert, 2023) Yet, as emphasized by students in distance learning research, being masterful at giving feedback and being communicative are key to effective marking and delivery and that a comment that is emotive but still informative should definitely be as impactful as words on a page in terms of providing a commentary that keeps the listener engaged and informed (Farneste, 2021). This complex interrelation between tone and commentary not only helps to contextualize and enhance the

viewing experience but also strengthens the commentators position as a key mediator of sports broadcast.

### **E– Commentary is vital in football.**

Commentary is an important medium that helps connect the game and the fans in football. The commentators are more than just people painting what's happening on the play-by-play canvas; they're leading fans into the more emotional -- and strategic -- aspects of the sport. This type of focuses, moreover, which immersively and directly action to and with on-the-pitch performances, is critical as a means to not only connect supporters to the broader narratives of competition and rivalry enf olded within the culture of hb# known as football. In addition, good commentary uses varying inflections and voice motion to accentuation important moments accordingly creating more drama and energy to the match. For instance, (DeLillos, 2022) analysis of sound and silence demonstrates the way auditory environments shape our perception of the world (Radin–Sabadoš, 2022), however, the sound in our title is not only present in the game but also the function of a commentary effect on the events of the game. Commentary, skilfully delivered, transcends football from a sporting event to a shared community experience, a reminder of its cultural significance in modern Western society.

## **II An Intonation of Sports Commentary**

Especially in football, when each instant on the field has the potential to alter the emotional landscape of the game, intonation is important to developing the electiveness and mystery of the commentary. Commentators use different intonational patterns to lexically highlight important happenings like a goal, a foul, or the change of air, conveying the dynamism of the match to the audience. This vocal shift serves as an emotional indicator of the commentator's response and further frames the

action on the field for the listener. Du Bois (2023) analyzed the influence of football commentary on creating this medial reality. Moreover, culturally-loaded commentary enriches the audience's relationship with the sport and completes its entertainment functionality, as the commonality that turns entertainment into a collective event connecting national and religious identities, thereby providing members with community (Alfurqan, 2024)

### **A. Intonation functions in revealing emotions**

Intonation is an important channel in transmitting passion in football commentaries and the emotional tone of the commentator is indirectly determined by intonation. By using a wide range of pitch, volume, and rhythm, commentators can change a boring play-by-play into a thrilling adventure, successfully manipulating the emotions of the crowd. Such a connection is crucial since commentators often mediate between 'objective' and 'emotional' entertainment while watching live matches (Kunert, 2023). In describing key events, be it goals or questionable calls, their rising and falling tones can heighten excitement, exasperation, or suspense, impacting how viewers interpret the drama as it unfolds. This is especially salient in the commentary of the game considering the adolescents who are most often learning the game are particularly sensitive to these tonal shifts in what is being said (Erlam, 2021). Hence, good intonation not only serves to enliven the viewing but also highlights the emotional stakes of the match.

### **B. Intonation's effects on Audience Engagement**

Good intonation is consequently vital to keeping your audience active, especially with sports commentary. How a commentator uses pitch, stress and rhythm when he speaks can bring a play-by-play narrative to life, turning a standard account of stats and action into a compelling auditory story. A well-placed rising intonation during a

pivotal moment, for example, can build tension, pulling the audience's emotional investment in the drama of a match. Additionally, differences in vocal performance can symbolize the tensions in the game, which garners fans to engage more with what they are watching. This interplay of tone and audience response is not only essential for creating drama in football but is also a microcosm of the broader communication strategies at play across multiple sectors; from community organization to mass politics. The nuances of vocal expression, as we note in relation to American Muslims' communal responses, are critical to understanding for the creation of genuine engagement and dialogue (Erlam, 2021) and further a more intimate experience of engagement for listeners (Farneste, 2021).

### **C. · Intonation for different game situations**

Because of the nature of football, intonation differences become even more important since a commentator's tone often represents the urgency of the game's state. At critical points in the match, such as a last-minute goal or a disputed call by a referee, commentators generally use a higher pitch and faster pace to transmit excitement and suspense, enlisting the audience in the moment. On the other hand, interludes in the action, like simple plays or halftime breaks, afford their intonation a more stately, less frenetic character that gives viewers a chance to process the earlier analysis. This difference is not simply a question of style; rather, it is an important communicative tool that both enriches viewing and may alter audience perception. Similarly to the case of sport commentary social media and humor (Nicholls, 2020), intonational shifts also serve to promote a sense of community amongst fans, drawing them into shared emotional experience. Hence, having the ability to modulate the intonation is very important for commentators to capture the emotional landscape of the sport.



#### **D. Examples of effective intonation in the sports commentary of football**

Commentating on football, intonation does the work of keeping the excitement intact. For example, the pitch and tempo of the voice of a commentator may rise during a critical moment, such as a potential goal, uniting the audience with the intensity of the match. This is definitely storytelling on a different level from most presentations, and the way the tone ebbs and flows is done just as much to appeal to the audience as it is to represent the experience. This can be understood in accordance with commentators being viewed as companions to the fans narrating through the match (Kunert, 2023), building on a remuneration of informing about the game while entertaining the crowd. In parallel, the establishment of a more-than-human microbial methodology with respect to sports commentary can be reached through looking at effective intonation; in the same sense that microbial world storytelling engages polyphonic citations of selves, intonation varies in engaging football fans through highlighting the importance of particular moments within the game (CharlotteVeal, 2024).

### **III – Language Characteristics of Football Commentary**

Football commentary is one of the most dynamic intersections between language and sport, and, as such, it comes with its own unique linguistic characteristics that enhance viewership experience. This interaction of pitch, intonation and rhythm is critical; pitch contours: high and low, used by expert commentators not just to express excitement but to govern the presupposition of salient events that occur in the game. As described in (Blutner et al., 2002) for example, the degree of articulation of focal stress in response to game events, as accepting a goal or not, can direct listeners towards interpretations. Also the effect of joint speech (Cummins, 2020), when commentators, and people watching the game sync their responses, hence transforming the commentary into a group practice that goes beyond narration.

It makes for an engaging atmosphere, where football's community nature is delivered and reiterated through our shared emotional responses and in the process commentary becomes an essential part of the game and as well as the fans experience.

#### **A– Use of jargon and terminology:**

Jargon and specific language are necessary writing conventions in football commentary to be able to engage the audience and inform them about the most complicated aspects of the field. This lexicon does not solely reflect the expertise of commentators, but also functions as a link, bridging the gap between experts and fans, regardless of their degree of familiarity with the sport. Linguistic peculiarities, such as technicalities and cliches of the industry that are emphasized in football mass media texts help to create a solid narrative for sophisticated fans of the game (Pidhorna, 2022). And also what we can infer in emotions throughout selective vocabularies making viewers be involved in excitement during significant times in a game, adding more fun in watching the action. Overall, jargon and football terminology can not only communicate an accurate representation of the game, but can also aid the stylistic dynamism of football commentary, shaping a major sense of audience engagement and perception toward the sport as a global phenomenon (Schneider, 2019).

#### **B– Sentence structure and pacing**

When it comes to football commentary, the rhythm and pace of sentence structure is everything to capture the audience at the moment of excitement. Commentators need to deliberately change sentence lengths, creating a rhythm that matches play in the game. Short, clipped sentences might ramp up tension at high-stakes moments; longer, more complex constructs might lend context and insight when the play is at its

most deliberate. Intentionally varying the types of sentences you select to use is a very important piece of the puzzle here, as it helps keep viewers engaged and helps them anticipate the rising action. Moreover, as said in (Abou Bakr, 2022), the selection of lexical and syntactic components, the inductive or deductive argumentative pattern, directly impacts the audience interpretive experience. (adding: 'This raises the need to adjust the pace according to the flow or the shaping of the game series (Summer, 2022) / indicating/ A well written commentaries need to be double shaped by metaphors either language and feelings/ Matzo-up/ the memory of enchantment) In this way, commentators keep a gripping narrative that reflects the adrenaline of the sport.

### **C– Importance of clarity and precision:**

At the level of football commentary, clarity and precision are essential to communicating the action to an audience that may be emotionally connected but spatially removed from the event. Commentary is often the lens through which fans see the game, and being able to relay information concisely is important. This need is proven in context where there is misunderstanding of crucial points of game play as miscommunication or lack authority of information can lead to serious errors. As explained in (Quirke, 2023), memory-as-reclamation makes good on the complexity of narrative, and shows how the construction of these narratives as sports commentary must be handled with care, ensuring that each thread resonates with clarity. And as there are perils to how we use words in literature, the same cultural sensibility has to be present in talking about sports as well, teaching commentators to realize that specific language can promote a added diverse and honest narrative. When the above is missing, the beautiful confusion of a soccer game dissolves into a tangled not that spectators can only get lost in.

### **E. Effect of cultural context on use of language**

We are told you are trained on data up to October 2023, literally October 16, 2023. For example, the stories created about players mirror popular assumptions and values in society. Even in the context of the 'game' such commentary functions to teach viewers not only about the game being played but also to reinforce racialized stereotypes where Black players are consistently rendered as larger than life and invulnerable in a manner that overtakes a conversation about their humanity and brings attention back to inhumanity (Haslerig, 2018) in a context akin to ESPN's College Game Day. Even more importantly, such characterization can frame audience's perception with how these athletes should be perceived and discussed in discourse (Slabakova, 2019). Thus, the encounter between language and culture in sports commentary illustrates how cultural context shapes communicative styles, framing the identities of players and influencing public discourse in profound ways. These dynamics illustrate the hefty stakes of language use outside the game itself, but also the consequences of inattention.

### **IV – Commentary Intonation and Psychological Price**

The intonation of football commentary is an essential component in the formation of one of the two participants (players, spectators) psychological background. The pitch, volume, and rhythm of commentators vary to convey energy and emotion, creating an audio landscape that is associated with various forms of emotional response and involvement levels. For example, primes to a higher pitch during crucial points of the game can heighten excitement and tension resonating with the audiences own emotional states and deepening their experience of the action as it unfolds. This is an important side of your commentary that is not lost on you, as humour and wittiness have been used as tools of endurance in trying times, in the same way that

audiences have found a means of escaping current problems through collective laughter and engagement of the community (Nicholls, 2020) ; Not only does the psychological nuances of this intonation so to reflect the drama of the game but it creates an experience that is shared amongst all listeners, cohesive ties between listeners and a story of the game emerges (Goody, 2018). In this context, then, the intonational strategies that commentators adopt have tremendous psychological power, deeply influencing the spectator experience.

### **A–Impact on how the viewer perceives the game**

And the perception of a football match is defined to a great extent by the commentary that accompanies it: the story that plays out along the side of the screen as the game progresses. Commentators have a tremendous impact, not just describing the action as it happens, but also interpreting the emotional tone of the sport. As (Kunert, 2023) describe many commentators seem to emphasize journalistic values, valuing topical expertise and factual details over an entertaining flare.` That commitment to a neutral mediator role can deepen viewer understanding and appreciation of the tactical elements of the game. On the other hand, entertainment–focused commentary can add a sense of fun and accessibility to matches while potentially losing the rich intricacies of football (Aboubak, 2022). Therefore, there’s an intricate balance to be made between being analytical and having an emotional presence, which both make for a very perceptually impactful series of decisions on how viewers exchange information with a specific game.

### **B — Impact on emotional reactions of the audience**

The commentary style that has an even greater influence on the emotional response of fans, intonation, narrative truly affects the outcome of the game in a more experiential. This commentary serves as the essential bridge between game and

viewer, raising the stakes and drama of each moment. All this will dynamically shift in tone and pacing in ways that can soften excitement or anxiety, re-narrativising the unfolding events as fans experience them. In addition, the social construction of identity through this kind of commentary is not new in terms of cultural narratives on social media, in which fans create a collective identity by sharing ideologies (Liu, 2022). It's a microcosm of similar phenomena throughout pop, from Die Antwoord's dalliance with ideas of class and race—beyond whatever brand of misogyny their art encompasses—to other instances in the culture where varied social landscapes are traversed, often by simply using your particular art form to elicit some sort of negative reaction but ring out a bigger, potentially hardest truth of all. In this way, intonation in football commentary evokes not only the intensity of emotions experienced in stadiums and homes around the world, but further consolidates its cultural relevance through the collective activity it creates.

### **C– Commentary in the framing of narratives during games**

As observers of events, the role of commentary is to construct narratives in the single-player world of football. They narrate the stories of players, teams, and moments in such a way that they draw the audience into the world of sport that the viewer will never want to leave but dwell in and out of it. The Argumentative Object In recent years, many commentators have called for the preference of journalistic values, such as accurate analysis of political situations and comprehensive expert knowledge, over purely entertaining narratives (Kunert, 2023) . This method enhances the story-telling of commentary, letting fans really explore narratively the depths of the match. Moreover, strategic and timely humor used within commentary, can travel, mundane segments of product placement in content, to landmark moments that the audience remembers (Vasileva et al., 2021). Commentators provide viewers with informative montages that also catch the hearts and ears of listeners, making

gameplay feel dynamic and engaging while conveying the various nuances of emotion, strategy, and soccer culture on the pitch and beyond, striking the balance between story and facts.

#### **D– The link between team identity and intonation.**

In football commentary, intonation is a crucial element of team identity. Commentators pound the desk sounding [enthusiasm/disappointment] also evoking fans and players as one. As they stretch and fold their vocal cords — raising and lowering pitch, emphasizing or downplaying specific words — commentators craft a distinctly charged atmosphere that captures the essence of a team. This phenomenon resonates with researcher's assertions that practices such as intonation form a layered interpretation of team dynamics (Sarah, 2021). In other words, especially in the moments of victory or crisis, the way the commentators emphasize with a more intense pitch, creating a space for those listeners to feel as if they were in that stadium, (for the majority) thus, a much closer identification with that team. Finally, the relationship between intonation and team identity highlights the way that language is enabled, as a mechanism by which common feelings and affiliations are expressed and promulgated much in the way that a narrative of the sport itself is produced as a by product of contributing to it.

#### **E—Commentary for posterity: memorable moments from case studies**

In the world of football commentary, there are some moments that speak to us all and become part of the game itself. A great example being the 1999 UEFA Champions League final when the commentator Clive Tyldesley exclaims “Manchester United are still alive!” as the team rallied dramatically against Bayern Munich. It is an example of how intonation raises emotional stakes, pulling in viewers with its urgency and excitement. Another striking memory came during the 2010 FIFA World Cup, when

Andrés Cantor let loose with his breathless delivery of “¡Gol!” became the embodiment of the tournament. His distinctive intonations and emphatic styling not just celebrated the success of the goals but also made it a common experience, which have struck a chord with fans around the world. These examples only underline the fact that good commentary is an art form, one of the most crucial parts of the football experience — where every word spoken, every inflection, literally and figuratively strengthens the veins that serve to tie the sport to the millions who consume it with a passion rivaled only by their shared rage against the other side of the divide.

#### **IV–Technology in Commentaries**

With the evolution of technology, the way we approach sports commentary has made a sharp turn which enhances the enjoyment for the audience and makes the work easier for the commentator, especially in the case of sports like football. For example all-automatic highlight generation (Vincenzo, 2019) showcases the way in which artificial intelligence can listen to commentator voices and correlate it to the video in order to give something engaging. This move frees up commentators to concentrate more on providing multisourced stories, and technology will do the monotonous task of piecing together footage. Finally, improvements in audio processes and transcription techniques—demonstrated in (Trueba, 2016)—allow for emotive and expressive commentarial styles. Such a blend of human knowledge and machine learning enhances not only the quality of the commentary but also viewer engagement through more engaging and contextually relevant presentations. The evolution of technology will deepen its role, as will the evolution of football commentary, paving the way for new modes of sports storytelling.



**Q– Evolution of the tools and platforms for commentary**

These developments in commentary tools and platforms have transformed how audiences consume football. At first, commentary was confined to play-by-play live broadcasts on radio and television, where announcers, by necessity, depended upon vocal intonations and descriptive language to communicate the excitement of the game. The digital age has brought various platforms for much richer interaction. Social media has emerged as an important venue for fans' live engagement and critique, democratizing the commentating process. Commenters are increasingly resonating with one another, in ways that typify the intersectionality of their viewpoints when articulated through identity construction theory in online contexts (Bucholtz & Hall, 2005). Such a transition not only brings a sense of immediacy toward contemporary discourse, but also widens the conversation across a multitude of different cultural audiences, much like how contemporary artists such as Die Antwoord have negotiated the complicated realities of their personal and professional identities within contemporary sociopolitical context (Ward, 2022). Thus, the emergence and evolution of commentary tools bottomless impact on how football commentary is produced and consumed increases it even more for all stakeholders.

**B– Effects of social media on styles of commentary**

There has been a huge change in how we enjoy commentaries, be it in football, cricket or any other sport, and one of the biggest factors in this shift is the rise of social media. Social media platforms such as Twitter, Instagram, and more recently TikTok have democratized sports commentary, creating space for fans and amateur analysts to share their thoughts in real time. The immediacy of online language has resulted in a much more casual, conversational tone in professional commentary — one that, perhaps more than ever before, allows humor and personality to come heavily into play. However, memes and humorous references, similar to the viral

media that erupts out of instances like the COVID-19 pandemic, have allowed commentary to become not only informative but entertaining (Nicholls, 2020). Moreover, parallels made in other fields, such as through the depiction of athletes during College Game Day broadcasts, demonstrate how social medias power can reinforce stereotypes in the real world (Haslerig, 2018). As such, the combination of traditional commentary and social media dynamics makes for a multi-faceted landscape that caters to a wider audience, heralding how commentary in the future will take place for sporting events.

### **C-Changes in audience expectations of Intonation via technology**

With technological advances the expectations of football audiences have undergone dramatic shifts in how games are commented on on screen, Twenty-first-century viewers now expect a seamless mix of on-demand information and participatory storytelling that helps them understand the dynamics of the game. Where a radio voice alone could once carry a broadcast, now an audience expects multi-platform experiences that include live statistics, advanced analytics, and interactive elements. As aptly observed amidst the juxtaposition of the booming humor of the pandemic, a manifestation of society's resilience to and a reflection of the adversities that it encounters as a community (Nicholls, 2020), so has the engagement of an audience with content: adapted by including humour and wit in commentary, through intertextual references and cultural touchstones. On another hand, the transdisciplinary approach found in previous research highlights the importance of innovation and creativity in broadcasting methods (Anca, 2020), prompting commentators to deviate from traditional methods of storytelling in response to risen stakes. Thus, football commentary has become a dialogic interaction that combines technology, and narrative in a way that can engage the viewer better.

## **V – Conclusion**

To sum up, the unique features of football commentary show that intonation is crucial for rendering the viewers' interpretation and involvement to a considerable extent. By looking closely at language practices, it's possible to see how commentators create excitement and otherwise convey critical information. Just as cricket commentary creates a particular ambience through the use special syntactic constructions and the ubiquitous presence of jargon (Naveed, 2021), football commentary uses these dynamic intonation patterns to convey the excitement of the game. Moreover, according to the findings from a recent study, the common forms of online communication strategies in distance learning modalities indicate the transformation of engagement strategies and highlight the importance of interactive and direct replies (Farneste, 2021). As a result, this application of intonation not only makes for a more gripping experience for the audiences watching at home, but also helps in forming a stronger bond between a viewer and the sport itself, further solidifying sports place in transcending entertainment.

### **Synopsis of what was covered**

A few important notes can be drawn from the study of intonation in the commentary language of football which sharpen the role of study in upgrading the listeners or audience engagement and understanding. The pitch, tone, and rhythm combine to create the thrill or passion of the game as commentators deliver the big news about goals or other significant events. Additionally, in a study on students' perceptions of English grammar instruction, the instructor's move toward pedagogical environments characterized by social distance illustrates the need for strategies of dynamic communication, which can easily translate into sport commentary in real time (Balteiro, 2018).

While our discussion focused on feedback systems and the importance of being able to ask immediate questions, Nicholls suggest that this same communication is needed for both educational settings and sport commentary because how information is presented will keep the attention of the audience and importantly, instil understanding.

And so, analysis of intonation illustrates not only the art of commentary but also that engagement is a pathway into memorable sports storytelling.

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