

PRAGMA-COMMUNICATIVE ASPECT OF THE OLEKSANDR USYK VS TYSON FURY FIGHTING DISCOURSE, 05.18.24, RIYADH, SAUDI ARABIA**ПРАГМА-КОМУНІКАТИВНИЙ АСПЕКТ ДИСКУРСУ БОЮ ОЛЕКСАНДРА УСИКА ПРОТИ ТАЙСОНА Ф'ЮРІ, 18.05.24, РІЯД, САУДОВСЬКА АРАВІЯ****Turshukova N.H.,***orcid.org/0000-0002-2275-1396**Candidate of Philological Sciences,**Associate professor at the English Language and Communication Department**Borys Grinchenko Kyiv Metropolitan University*

The following work deals with the pragma-communicative features of the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia. It is stated that the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, is a type of sport discourse – boxing one. It stressed that the given discourse is a complex phenomenon of language usage for social practices with pragma-communicative purposes of its participants. It is underlined that the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, has features of the institutional, mass media, advertising, ideological, entertaining discourses. It is pointed out that structurally the given discourse consists of 3 phases: pre-fighting, fighting itself and after-fighting. It is stated that the main pragma-communicative purposes of the given discourse are: to get victory and become the absolute world heavyweight champion with 4 belts: IBF, WBA, WBC, WBO, to propagate some ideas, to popularize sports, boxing, sport clubs, styles of living, to popularize countries punchers represent, to advertise and promote some products, services, and brands, to make spectacular show for audience. It is stated that Tyson Fury used insulting and making fears strategy and tactics to demoralize Oleksandr Usyk, his team and fans, to make panic among rivals and thus bring victory, while Oleksandr Usyk and his team used strategy and tactics of peace and balance, as well as strategy and tactics of professionalism and inventiveness, which were more effective in given discourse and finished in the Oleksandr Usyk and his team victory over Tyson Fury and his team. It is proved that Tyson Fury and Oleksandr Usyk used images for discourse realization. Oleksandr Usyk used image of the Ukrainian Cossack chieftain provoking motivation of himself and of his people to win a personal victory over Tyson Fury, as well as national Victory over the fascist russia, while Tyson Fury used the image of a cool boy, able to make insults, to be narcissistic, disrespectful and arrogant for self-promoting. It is stressed the Ukrainian national values based on the Christian ideology of love won victory over the values of the immoral society, which is similar to the universal victory of good over evil. It is obvious that strategy and tactics used by Oleksandr Usyk and his team were more effective than strategy and tactics used by Tyson Fury and his team and finished in a convincing victory of Oleksandr Usyk over Tyson Fury. Victory of Oleksandr Usyk and his team over Tyson Fury and his team, successful popularization of Ukraine, its values, culture and traditions during the discourse realization are considered to be contribution to the common national Ukrainian Victory over fascist russia.

Key words: sport discourse, boxing discourse, institutional discourse, mass media discourse, advertising discourse, ideological discourse, entertaining discourse.

Подана робота присвячена розгляду прагма-комунікативних особливостей дискурсу бою Олександра Усика проти Тайсона Ф'юрі, 18.05.24, Ер-Ріяд, Саудівська Аравія. Зазначено, що дискурс бою Олександр Усик – Тайсон Ф'юрі, 18.05.24, Ер-Ріяд, Саудівська Аравія, є різновидом спортивного дискурсу – дискурсу боксу. Підкреслено, що даний дискурс є комплексним явищем використання мови для соціальних практик з урахуванням прагма-комунікативних цілей його учасників. Зазначено, що дискурс бою Олександр Усик – Тайсон Ф'юрі, 18.05.24, Ер-Ріяд, Саудівська Аравія, має ознаки інституційного, медійного, рекламного, ідеологічного, розважального дискурсів. Підкреслено, що структурно даний дискурс складається з 3 фаз: передбою, власне бою та післябою. Встановлено, що основними прагма-комунікативними цілями даного дискурсу є: здобути перемогу та стати абсолютним чемпіоном світу у важкій вазі з 4 поясами: IBF, WBA, WBC, WBO, пропагувати певні ідеї, популяризувати спорт, бокс, спортивні клуби, стилі життя, популяризувати країни, які представляють боксери, рекламувати та просувати деякі продукти, послуги та бренди, створювати видовищне шоу для глядачів. Зазначено, що Тайсон Ф'юрі використовував стратегію і тактику образ і страхів для деморалізації Олександра Усика, його команди і вболівальників з метою викликати паніку серед суперників і таким чином досягти перемоги, тоді як Олександр Усик і його команда використовували стратегію і тактику спокою і рівноваги, як також стратегію і тактику професіоналізму та винахідливості, які були більш ефективними в даному дискурсі та завершилися перемогою Олександра Усика та його команди над Тайсоном Ф'юрі та його командою. Доведено, що Тайсон Ф'юрі та Олександр Усик використовували певні образи для реалізації дискурсу. Олександр Усик використовував образ українського козацького отамана, мотивуючи себе та свій народ на здобуття особистої перемоги над Тайсоном Ф'юрі, а також на здобуття національної перемоги над фашистською росією, тоді як Тайсон Ф'юрі використав образ крутого хлопця, здатного ображати, бути самозакоханим, неповажним і зарозумілим з метою просування себе та саморекламувати. Наголошено, що українські національні цінності, засновані на християнській ідеології любові, перемогли цінності аморального суспільства, що можна вважати подібним до загальнолюдської перемоги добра над злом. Вочевидь, що стратегія і тактики Олександра Усика і його команди були більш ефективними, ніж стратегія і тактики Тайсона Ф'юрі і його команди, і завершилися переконливою перемогою Олександра Усика над Тайсоном Ф'юрі. Перемога Олександра Усика та його команди над Тайсоном Ф'юрі та його командою, успішна популяризація України, її цінностей, культури та тра-

дицій під час реалізації дискурсу вважаються внеском у загальнонаціональну Перемогу України над фашистською росією.

Ключові слова: спортивний дискурс, дискурс боксу, інституційний дискурс, медійний дискурс, рекламний дискурс, ідеологічний дискурс, розважальний дискурс.

Problem statement. Sport is considered to be part of social life with its prototype of game and competition [4]. Sport activity as social practice is considered to be complex phenomenon with the variety of sport kinds, of sport clubs and schools, sport movements, organizations and unities, with the variety of sport teams and individuals. Sport activity as complex phenomenon presupposes competition between 2 competitors to win a victory over rival, where competitors have their supporters, their fans. So, any sport discourse as a phenomenon of language usage for social practices with the pragma-communicative purposes of its participants is a fight of 2 competitors, of theirs fans to receive victory over rival. The Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, belongs to a sport discourse of boxing, having its pragma-communicative purposes, which need investigation. Given discourse investigation is acute and actual in terms of the Ukraine struggling against the fascist russia, while any Ukrainian people achievement is a contribution to common national Ukrainian Victory.

Literature review. Sport discourse as phenomenon of social practices in the sphere of sports with its proto-type of game and competition has received great investigation and scientific analysis from different angles of research [4; 5; 6; 11]. The given work is an attempt to make its contribution to the Discourse Analysis, Critical Discourse Analysis and Linguistics of Text.

The aim of the paper is to investigate the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, with emphasis on its pragma-communicative purposes, using several methods of scientific research such as pure sampling method, comparative method, method of simple calculation, discourse analysis method.

The material of the work. The article deals with the problems of the Oleksandr Usyk vs Tyson Fury fighting discourse and its pragma-communicative features. It is known that boxing match between Oleksandr Usyk (Ukraine) and Tyson Fury (UK) took place on the 18th of May at Kingdom Arena, Riyadh, Saudi Arabia, with the result of Oleksandr Usyk's victory over Fury by split-decision and his becoming the undisputed champion with the collection of the world range of IBF, WBA, WBC, WBO belts.

In the given article the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, is considered to be a certain type of sport

discourse, boxing discourse, which has features of the institutional, mass media, advertising, ideological, entertaining discourses, which in unity make it a unique socio-cultural phenomenon of language usage for the pragma-communicative purposes of its participants with emphasis on their social, national, religious, sexual, professional, gender and other peculiarities and orientations.

Being a type of sport discourse, boxing discourse, the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, is aimed to define and nominate the world boxing champion with the collection of the world range of the IBF, WBA, WBC, WBO belts.

As institutional discourse, the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, is organized according to the norms and rules of the Unified Rules of Boxing, adopted by the Association of Boxing Commissions on the August 25, 2001 [12].

As mass media discourse, the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, is considered to be a mass media discourse of the international or even global level, the material of which is published in press, broadcasted by TV, radio, internet.

Being ideological discourse, the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, presupposes to propagate some ideas, some values, style of life. So, Oleksandr Usyk identifies himself as Christian of the Orthodox Church, as Ukrainian, as Cossack, descendant of Kiev Rus. His tolerance, patience, respect and love to people, his braveness and endurance, his creativity and inventiveness are able to demonstrate the Christian and Ukrainian national values in action. Tyson Fury identifies himself as Gypsy King with his behavior opposite to Oleksandr Usyk's behavior: disrespect to people, insulting and self-glorifying, narcissism and arrogance, qualities which are associated with immorality.

Two systems of individual values, of Oleksandr Usyk vs Tyson Fury, are given in opposition, identifying the fight of good and evil with a clear victory of good. Demonstration and propaganda of the Christian and national Ukrainian values are acute and urgent in terms of international and global support to Ukraine, which identifies good, in its struggling with the fascist, terroristic russia, which identifies evil. Symbolically, victory of Oleksandr Usyk over

Tyson Fury is correlated to the universal truth of the good victory over evil, and thus of the Ukraine victory over the fascist, terroristic Russia in future.

Moreover, victory of Oleksandr Usyk over Tyson Fury is symbolic in terms of Ukrainian national character. The values of freedom, respect to people, courage and braveness, patience and power of will, love and dedication for people, based on the Christian ideology, are the main values of the Ukrainian previous, modern and (we hope) future generations and may be the example for other nations and nationalities.

As advertising discourse, the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, plays the role to advertise some services and products, to popularize the punchers' countries, sports, boxing, sport clubs, organizations.

Thus, the Ukrainian anthem, the Ukrainian national emblem and flag within the team and fans clothes; the national flag with the name of the special purposes unit of the Main Intelligence Directorate of the Ukraine Defense Ministry "Kabul 9" [2], which was created at the beginning of the Russian invasion by veterans of the Ukrainian special services and the Armed Forces; the clothes of Oleksandr Usyk from the Ukrainian brand "Damirli" [3] in a form of vyshivanka and Crimean Tatars' clothes, used him during the press conferences; the Ukrainian chieftain image choice and the Ukrainian song "Be patient, Cossack" with lyrics by Olexandr Usyk and music by Drevo for the fighting show [3]; the choice of the Ukrainian song «Drum» by Artem Pyvovarov and the mysterious Klavdia Petrivna for the press conference of the face-off (stand-off) and punchers' weighting before the battle; the advertising of the football club of Polissya (FC Polissya) as an element of Usyk's clothes – were able not only to get fun to the audience worldwide, but to pay attention to Ukraine, its people, to popularize Ukrainian culture and traditions, Ukrainian music and songs, Ukrainian sports and boxing, to advertise Ukrainian brands of music and clothes, to promote the Ukrainian sport club.

Such effective marketing and advertising campaign with the Ukraine popularization is especially urgent and acute in terms of the Ukraine fight against Russian Federation for the country independence and sovereignty. In such way Oleksandr Usyk and his team made their contribution to the Victory over fascist Russia.

Being entertaining discourse, the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, is considered to be a show, oriented on the audience to get fun of the given competition. Thus, show orientation correlates with sportsmen

images: Oleksandr Usyk's image of the Ukrainian Cossack and Tyson Fury's image of a cool boy were used to entertain audience. Image choice and its realization is made by sportsmen deliberately.

Oleksandr Usyk used image of the Ukrainian Cossack chieftain during the fight show to identify himself with the brave generation of the Ukrainian Cossacks, the brave fighters for justice and independence, against evil and its forces, brave defenders of women, children and elder persons. The image of the Ukrainian Cossack chieftain by Oleksandr Usyk was reinforced by the Ukrainian song "Be patient, Cossack" with lyrics of Olexandr Usyk, motivating the sportsman for victory over Fury, provoking the same motivation for the Ukrainian people to struggle and gain victory over the fascist Russia.

The image of the Ukrainian Cossack chieftain by Olexandr Usyk was reinforced by the allusion usage in a form of sportsman address to his father during his first minutes after the fight victory over Fury, similar to the address of Ostap to his father Taras Bulba at the moment of his execution on a cross by Polish men, similar to Jesus Christ address to His Father God at the moment of his execution on a cross by Israelites:

Father, do you hear me! We did it. We did it [1].

Tyson Fury's ring image of a cool boy was reinforced by the songs of Bonnie Tyler's «I Need a Hero» and of Barry White's «My Everything», which motivated him and his fans for the victory over Usyk:

With the Gypsy King wearing a backwards cap and a sleeveless jacket, Barry White's "My Everything" blared out at Kingdom Arena. Fury looked as cool as a cucumber as he began to amble towards the ring. When enough of "My Everything" had played, the medley moved on Bonnie Tyler's "I Need a Hero" [7].

Tyson Fury's ring image of a cool boy was reinforced by using him insulting phrases, words of taboos, warnings to Olexandr Usyk and his team during the press-conferences, weight-in and stand-off before the battle:

I'm ready to rock and roll," Fury (34-0-1, 24 KOs), 35, said. "Fireworks tomorrow night. I'm going to knock that f-er spark out. I'm coming for his heart. That's what I'm coming for. F-his belts. I'm coming for his f-ing heart" [9].

Using the strategic behavior of insulting and even elements of fighting with rival team members, Tyson Fury tried to demoralize Oleksandr Usyk and his team, to make them afraid of him, as fears are able to make panic among rivals and thus bring victory:

"Don't be afraid," Usyk (21-0, 14 KOs), 37 said he told Fury, during their faceoff. "I will not leave you alone tomorrow." Usyk said. Fury played his usual mind games throughout the promotion. But

Usyk was unbothered by them the theatrics. Tyson Fury dad John Fury head butted a member of Usyk team earlier in the week. The head butt resulted in a gash in Fury's forehead [9].

But effective tactics of peace and balance by Oleksandr Usyk and his team with successful fighting in ring made it possible to win victory over Tyson Fury.

As for its structure, the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, consists of 3 main phases: 1) pre-fighting; 2) the fighting itself; 3) after-fighting.

The pre-fighting phase presupposes the preparation to the fight itself: making negotiations and agreement between punchers and their teams, making preparations for sport event, sportsmen training in sport camps.

The fighting itself consists of: a) the pre-battle actions of face-off (stand-off) and weighting of punchers before the battle; b) the battle between 2 competitors to win the victory within the 12 rounds competition.

Thus, during the pre-battle actions Tyson Fury refused to stare into the eyes of Oleksandr Usyk on Thursday night in a tense stand-off before the battle for the undisputed title on Saturday [8] and Tyson Fury dad John Fury butted a member of Usyk team during the weight-in [9].

After-fighting phase presupposes: a) competition analyses, results discussions by the competitors themselves during the press conferences, by sport analysts, specialists, boxing punchers, fans, ordinary people, engaged in this discourse and b) future plans drawing:

1. *The 'Gypsy King' was saved by the bell in the ninth round having survived a standing eight count forced by a furious assault from Usyk, who added the WBC belt to his WBA, IBF and WBO titles* [7].

2. *"Fury was boxing like he won the fight", Lewis said on DAZN. "No boxer can judge and say they won the fight. Every time a round was close they should look at it like a loss"* 10].

3. *Tyson Fury adamant he won his fight with Oleksandr Usyk, saying he has the "same answer" having "watched the fight back lots of times"; The 'Gypsy King' is preparing for a rematch with the Ukrainian on December 21* [7].

Thus, "the second fight" or rematch was proposed to Oleksandr Usyk by Tyson Fury on October, 2024, later on December, 21, 2024, is considered to be future plans of the given discourse.

Summing up the material, it's important to stress that the Oleksandr Usyk vs Tyson Fury fight-

ing discourse, 05.18.24, Riyadh, Saudi Arabia, is a certain type of sport discourse, boxing discourse, having features of the institutional, mass media, advertising, ideological, entertaining discourses, having its 3-phases structure, is considered to be a complex phenomenon, which needs complex investigation.

3. Conclusions. Making conclusions of the given scientific research, we can state that the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, is a complex phenomenon of language usage for social practices with pragmatic-communicative purposes of its participants. Being a certain type of sport discourse – boxing discourse, the Oleksandr Usyk vs Tyson Fury fighting discourse, 05.18.24, Riyadh, Saudi Arabia, has features of the institutional, mass media, advertising, ideological, entertaining discourses. The given discourse is aimed at getting victory and becoming the absolute world heavyweight champion with 4 belts: IBF, WBA, WBC, WBO, aimed at propaganda of some ideas, at popularization of sports, boxing, of sport clubs, some styles of living, it is aimed at popularization of countries the punchers represent, at advertising of some products, services, brands, at making spectacular show for audience.

Tyson Fury used insulting and making fears strategy and tactics to demoralize Oleksandr Usyk, his team and fans, to make panic among rivals and thus bring victory, while Oleksandr Usyk and his team used strategy and tactics of peace and balance, as well as strategy and tactics of professionalism and inventiveness. Strategy and tactics used by Oleksandr Usyk and his team were more effective and finished in the Oleksandr Usyk and his team victory over Tyson Fury and his team.

Tyson Fury's and Oleksandr Usyk's fighting presupposes image making and its realization. Thus, Oleksandr Usyk used image of the Ukrainian Cossack chieftain provoking motivation for himself to win a personal victory over Tyson Fury and for the Ukrainian people to get national Victory over the fascist russia, while Tyson Fury created image of a cool boy, able to make insults, to be narcissistic, disrespectful and arrogant. Strategy and tactics used by Oleksandr Usyk and his team were more effective than strategy and tactics used by Tyson Fury and his team and finished in a convincing victory of Oleksandr Usyk over Tyson Fury.

As complex phenomenon, the given discourse requires further investigations using different approaches. Strategies and tactics investigation of both competitors is considered to be prospective.

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