

BOOSTING EMOTIONAL ENGAGEMENT AND REVENUE GENERATION THROUGH RADIO SPORTS ANALYSIS

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Abstract: This study explores the impact of sports analysis on radio, with a particular focus on enhancing emotional responses and generating revenue. The study analyzes the associative relations employed by basketball analysts on selected Nigerian radio stations, using Ferdinand de Saussure's Paradigmatic and Syntagmatic Relations as the theoretical framework. The study uncovers 94 instances of associative devices used by basketball commentators to achieve cohesion in their presentations. The study suggests that basketball analysts should ensure their presentations are factually oriented and relaxed, balancing the semantic and cognitive processes employed in their commentaries.

Sport analysis on the radio has become increasingly popular, drawing attention and emotional response and enhancing the enjoyment of sports broadcasts. Analysts and announcers play important roles in enhancing audiences' emotional responses, inserting added value into sporting events through aesthetics in commentary. The radio has also played a significant role in revenue generation in the sport industry, contributing immensely to the development of sports all over the world. Language is a key tool used by radio analysts to convey their intent to their listeners. Sport discourse is identified as a text, and language provides the basis for sport communication to be conducted through a social communicative act. Language is also considered a model for understanding the world, providing information about items, utterances, facts, events, and activities about the extra linguistic reality that can be regarded as a person, institution, or state of affairs.

Overall, this study sheds light on the importance of sports analysis on the radio, both in enhancing emotional responses and generating revenue. The findings have implications for basketball analysts and other sports commentators, who can use associative relations to achieve cohesion in their presentations and provide added value to listeners. The study also highlights the critical role of language in sport communication and underscores the importance of language in shaping the perceptions of audiences.

Keywords: Sport analysis, radio, emotional response, revenue generation, commentary, language, nationalistic qualities, social communicative act.

INTRODUCTION

Sport analysis on the radio have increased the perceived quality of sports broadcasts and draw more attention and emotional response. It has brought high level of suspense and thrill which in turn intensify listeners' involvement and enjoyment (Lee, Kim, Williams & Pedersen, 2016). Analyzing sports on the radio is not an unassuming process because the commentators report the unfolding actions on the pitch to their listeners (Barnfield, 2013). They also link the match with wider events and situate such events within the relating context. Analysts and announcers play important roles in enhancing audiences' emotional responses. They insert added value into sporting events because their job is not only to provide listeners with factual or descriptive information but also to enhance the enjoyment of sports analysis through aesthetics in commentary by introducing dramatic embellishment (Lee et al, 2016).

In recent times, the most important change that has taken place in the sport industry is the significant role the radio is playing in the development of sports all over the world; it has contributed immensely by increasing revenue generation and this has enriched the various stakeholders in the industry. Notwithstanding, the radio had been identified as catalyst for the identification and promotion of knowledge, information and understanding

about various sports and sporting talent in various nations of the world (Alimi, 2003; Raymond, 2017). That is the reason it is unthinkable for spectators and listeners to sit down to a silent sporting event without any added information in contemporary times (Ruaidhri, 2017). The most generous influence of sport commentary suggests that its purpose is to provide inaccessible information to listeners and viewers in a timely manner so as to enhance their experience about such sport (Jordan, 2017). Commentators can shape the perceptions of audiences through the messages contained in their commentaries as they provide the contextual framework for listeners to process the game (Horky & Jakubowska, 2019). The emphasis lies on the growing gap between the entertaining and dramatizing style of commentary. These tended to be more factually oriented and relaxed. The role played by commentary among the listeners is to greatly enhance their emotional response towards sports broadcast (Smith, Myrick & Gantz, 2019). Commentators in their commentaries, especially on an international sport such as World Cup, Olympic Games, Continental Games, league games demonstrate nationalistic qualities such as; patriotism, nationalism, smugness and internationalism (Horky & Jakubowska, 2019). This is made possible because analysts on the radio had taken up the practice of educating their listeners and researching into critical aspects of sports as professionals in the field. They see themselves as managers in the field of sports (Liu & Lin, 2012). Therefore, sport analysis on the radio had become a very important programme in recent times because there is rarely any radio station that sports programmes are not aired. Most radio stations have their sport analysis in the various languages that their prospective listeners understand. The issue of sports had become inevitable to the people irrespective of age, gender, colour, and status.

The radio analysts use language to convey their intent to their listeners in their various locations. It is language that enable sport discourse to be identified as a text because the language in use ranges from a word to a large chunk (Taiwo, 2010; Mikchi, 2011). Language provides the basis for sport communication to be conducted through a social communicative act (Jurin & Krišković, 2017). It is a communicative occurrence which is meant to connect the listeners to the actual use of language (De Beaugrande & Dressler, 1981; Mikhchi, 2011). It is considered as a model for understanding the world because it provides information about items, utterances, facts, events and activities about the extralinguistic reality that can be regarded as a person, institution or state of affairs (Jurin & Krišković, 2017). That is the reason this study is significant in order to examine the text and find out whether there are manifestations of associative relations that are used to achieve cohesion in the presentations of basketball analysts on the radio. The study is also meant to examine the extent at which each of the associative relations manifest in the presentations of basketball analysts on the radio.

Theoretical Framework 2.1 Saussurean's Paradigmatic and Syntagmatic Relations

These models of language structures identify two basic relations of paradigmatic and syntagmatic (Clarke, 2013). The value of a sign is controlled by these two relations. They are the basic structures in which signs are arranged into codes. These two measurements are recurrently exhibited as axes. These two dimensional structures are used to examine the phonological, syntactic and semantic systems of language (Wanying & Kun, 2015). They are complementary relations adopted by structural linguistics in analyzing language through segmentation of utterances into elements. These approaches concentrate on synchronic descriptions by analyzing structural units synchronically as well as describing the distributions (Olujide, 2007).

Paradigmatic relation is also identified as an associative relation (Adedimeji, 2005; Pancerz, 2015). It is widely used in thesauri and other knowledge organization systems in a number of contexts (Wanying & Kun, 2015). Paradigmatic relation is concerned with the available options or choices that might be changed without violating grammatical or lexical patterns (Adedimeji, 2005). It holds between concepts or words which belong to the same phonological, morphological, grammatical and semantic categories (Onoye, 2014; Pancerz, 2015; Namaziandost, Shafiee, & Rasooyar, 2018). It is a fixed, inflexibly united concept relations employed to control vocabularies (Peters & Weller, 2008). One member of a paradigm is followed by another and combine to form a chain (Clarke, 2013). It can be identified as an 'off-line similarity' structure (Onoye, 2014) or as an association of similarity, in such a way that, words involved stand in complementary distribution (Adedimeji, 2005;

Geeraerts, 2010). The relation can also be formalized hierarchically within a classification scheme (Peters & Weller, 2008). However, knowledge representation plays prominent functions in paradigmatic relations because they are meaningfully employed in general or domain-specific representations or organization models. These relations are categorized into; relations of equivalence, relations of hierarchy, and associative relations. The associative relations are unstipulated connections that manifest through any form of relations that are not equivalent or hierarchical in nature but are undirected and flexible. They are relations that indicate contrast, comparison, sequence, alternation, paraphrase, amplification (Pancerz, 2015). In paradigmatic relation, a paradigm is followed by other paradigms which combine together to form a chain. It is a group of associated signifiers or signified that are components of certain defining classification but which are different from each other (Clarke, 2013).

Syntagmatic relations are generally related to as co-occurrences in some context (Wanying& Kun, 2015). They are the kinds of relation that hold between two or more words that are co-present in a sequence (Pancerz, 2015). They are also a type of semantic relations which exist between words that co-occur in the same sentence or text. Syntagmatic relations are not committed to concept but simply in the definite cooccurrence of expressions within certain setting (Peters & Weller, 2008). They are conceivable outcomes of blend. They allude intra-literarily to different signifiers that co-exhibit inside the content (Namaziandost et al, 2018). It occurs within single document or between keywords assigned to a document and can be described as a network (Peters & Weller, 2008). They refer intertextually to other co-present signifiers (Clarke, 2013). These relations enjoy an agreement of positioning in the sentence or text (Wanying& Kun, 2015). They are the structural bond that link morpheme, words, phrasal, clausal and sentences together in an order. The order holds on the horizontal axis or axis of chain (Adedimeji, 2005). This relation constitutes 'on line' cooccurrences (Adedimeji, 2005). Also; combinations based on sequentiality are called syntagma or syntagm. A syntagma is a syntactic string of words or linguistic units that forms a part or some larger syntactic unit. It is a linguistic unit consisting of a set of linguistic forms that are in a sequential relationship to one another (Akbarov, 2016). These linguistic forms depend largely on the level of analysis.

It is also an orderly set of interacting signifiers which form some meaningful whole that are governed by some explicit and implicit rules and conventions. It involves combinations that are based on ordering and the possibilities of combination (Clarke, 2013).

Conceptual Framework 3.1 Associative Relations in Discourse

This is a relationship between words, phrases, clauses or propositions in which one associates with the other (Osisanwo, 2003). The associative relations are unstipulated connections that manifest through any form of relations (Peters & Weller, 2008). This relationship between the clauses or propositions renders them dependent on each other. The relationship may not necessarily be a causal or a correlation in nature (Osisanwo, 2003). It is also a relationship between propositions that allows one of the propositions to cause the other to manifest in the text (Thompson, 2006).

Peters and Weller (2008) propose associative relations in discourse to have specifications which are tagged: terms with overlapping meaning, discipline - phenomena, process - instrument, occupation - person in that occupation, action - product of the action, action - its patient, concept - its origin, causal dependence, thing - agent, raw material - product, action - property associated with it, and concept - opposite. These specifications are exhaustive. However, since the study embarks on examining cohesion in the utterance of sport presenter, Osisanwo's (2003) specifications of associative relations are adopted for analysis procedure.

The relations are explained thus;

- i. **Simple Contrast:** This deals with the differences between two groups. Simple contrast is a test for differences between two groups. To establish a difference between two piece of information, the propositions must serve similar functions but different meaning based on their usage (Sharif, 2015). It is a set of contrast for any distinct pair (Thompson, 2006). This kind of relation is inter-propositional. It expresses that a difference

between one proposition and the other is germane (SIL Glossary of Linguistic Terms, 2020). The devices used in exhibiting contrast in the text include but, neither, or, nor, also, instead, although, whereas, however, and so on.

ii. **Simple Comparison:** This is a comparison of solidarity across two or more groups. It is a state of comparing two things, ideas or events in the text in such a way that the participants state how they are similar and how they are different. It is a device adopted to establish a choice between two pieces of information (Sharif, 2015). Simple comparison is an act of representing one thing or idea which is similar to or like the other based on quality, quantity and relation. It is the condition of indicating the similarity or difference that exists between propositions in the text (Beekman, Callow & Kopesec, 1981). This device make use of certain expressions like either, than, likely, than, more than, whether, and others.

iii. **Chronological Sequence:** This is the sequence in which ideas are presented. It has to do with what comes first, what comes next, and so on (Sudirman & Tiasari, 2017). The phrases, clauses and sentences must be logical because they must correlate with one another. This is necessary so that readers can get the needed information and at the same time derive pleasure, happiness and satisfaction from the text. The function of chronological order is to provide accurate information so that readers can develop their logical skills through the content of the text (Osisanwo, 2003).

iv. **Statement and Affirmation:** A statement is a declaration or remark of opinion or standpoint while an affirmation is a declaration that something is true. Sentences in this category comprise two clauses in which one of the clauses attest that the other is true. The affirmation establishes the validity of the declarative. The affirmative statement affirms the validity or truth of a basic assertion. It affirms the proposition that the speaker is trying to introduce (Mann & Thompson, 1987).

v. **Statement and Denial:** The statement being a declaration and as a part of a proposition establishes a fact while the denial is the other part of the proposition which refute the validity of the declaration in the assertion (Thompson, 2006). The sentences in this category comprise two clauses; one of which is a declarative while the other refute the truth condition of the declarative. The latter clause states that the assertion of the former clause is untrue.

vi. **Denial and Correction:** This subcategory of basic clause relation is an integral part of the text structure. It is the fundamental part of the rhetoric of argument where an interlocutor offers what is true for what he /she is denying as untrue (Winter, 2004). A denial is a means of refuting a fact and stating that an assertion is untrue. It is a nonalignment with certain propositions that such propositions are not the case in which they are viewed by the addressee. A participant denying a fact assumes that the addressee will have some wrong beliefs. Hence, he moves to correct such misunderstanding or misconception. The speaker or writer, in this aspect, cannot just deny any statement, but only assumption which are plausible or acceptable in the context of interaction or which are experientially possible in that context (Majidzadeh & Hayati, 2017).

Denial in clauses can be indicated by the negator 'not' while the correction is indicated by the replacement or change of a part of the clauses. It is also possible to deny an idea and then use the coordinator 'but' to express an unexpected change (correction).

vii. **Contrastive Alternation:** This is a situation in which a statement, issue or idea comprises two clauses that are in contrast (opposite) to each other. Contrastive alternation can also be described as ascertaining relation. It is an internal alternating relation in which a following proposition presents an alternating circumstance where a preparatory condition of the illocutionary act includes the proposition (Van Dijk, 1985). It is an interpropositional relation which indicates a difference in one proposition and an irrelevance in the other (Halliday & Hasan, 1976; Longacre, 1983; Bickford & Daly, 1996). These propositions express events or states that are incompatible with each other (Mann & Thompson, 1987). These clauses are usually independent but are housed in a sentence, statement or expression. The opposing clauses are presented in an alternating manner such that they indicate the contradistinctions that exist between them. Such clauses are also antithetical. Certain conjunctions are used to indicate contrasts in such statements.

viii. **Supplementary Alternation:** This deal with clauses or phrases in a statement or sentence such that one of the clauses or phrases gives additional information about the other. One of the phrases or clauses completes the meaning of the other. Word, phrase or clause, in this regard, enhances the meaning of the other by offering supplementary information about it. Coordinating conjunctions are used by interlocutors to indicate supplementary information in the text (Osisanwo, 2003).

ix. **Paraphrase:** It is derived from a Latin word 'paraphrasis' which means additional manner of expression. Paraphrase is a supra-lexical way of abstracting the meaning of a sentence and putting it in other words (Babatunde, 2000). An expression paraphrased in another expression established a relationship of paraphrase. Hence, they are same in proposition. It is a restatement of the meaning of a text or passage using other words (Udofot, 2011).

x. **Amplification:** This kind of relation is an elaboration relation in which a proposition substantially repeats the content of an earlier one and adds further information (SIL GLT, 2020; Longacre, 1983; Beekman & Callow, 1974). The interpropositional relation exists because a proposition provides detail relating to some aspect of another proposition by stating its attributes, descriptions or specifications (Mann & Thompson, 1987).

Methodology

The study is a descriptive survey research which is embarked upon so as to find out whether there are manifestations of associative relations that are utilized to achieve cohesion in the presentations of basketball analysts on the radio. The study is also meant to examine the extent at which each type of the associative relations manifest in the presentations of basketball analysts on the radio. Sport discourse from five radio stations were purposively selected for this study. Such discourse include presentations made by one-man or by panel of analysts on the radio. These radio stations were selected based on their strategic locations as a radio station was selected from each Local Government Area in Ibadan in order to allow wide coverage of the study. The presentations were purposively selected for analysis from the sport presentations of such radio stations. The selected radio stations whose basketball presentations were analyzed comprise:

1. 100.5 - Inspiration FM, No 7 Osuntokun Avenue, Ibadan (Ibadan North)
2. 92.5 - Impact Business Radio, Akobo, Ibadan (Ibadan Northeast)
3. 107.1 – Noble FM, Bopa Hill, Ologuneru, Ibadan (Ibadan Northwest)
4. 105.5 - Splash FM, Felele, Ibadan (Ibadan Southeast)
5. 92.9 - Royal Root FM, Jericho Area, Ibadan (Ibadan Southwest)

Since the study was intended to come up with unprompted assessment of the inherent lexical signifiers employed in the utterances of the presenters, the researcher did not notify the radio stations in order to get accurate, natural and unprompted data that were analyzed in the study. However, the researcher records the presentations of sport analysts on the selected radio stations in Ibadan metropolis into tape. These recorded presentations were afterward transcribed into written texts so that the associative relations in their utterances can be exposed. Ferdinand de Saussure's paradigmatic and syntagmatic relations is employed as the theoretical mainstay in analyzing this study. It is the theoretical tool that was used to analyze the presentations of the sport analysts in order to investigate the manifestation of the associative relations that were inherent in their discourse. From each of the presentations, phrases, clauses, and propositions were examined to ascertain the extent at which each of the associative relations are inherent in the presentations of basketball presenters on the radio in Ibadan metropolis.

These devices were analyzed using their occurrence in each datum and simple percentage was used to analyze the manifestation of each device based on the presentations considered in the study.

Data and Analysis Procedure 5.1 Data Presentation

In order to ensure measurable analysis of the basketball presentations examined in this study, the researcher assembled and categorized the occurrence of each associative principles from each presentation. Therefore, each presentation as a chunk was represented as data in this section. The data were afterward analyzed in this study.

Analysis of Associative Devices in Data I i. Simple Contrast

- They (Celtics) are leading two games to nothing. The 76ERS are struggling to get a grip on this series.
- You have the likes of Jaylen Brown. They also have Jayson Tatum, ii.Statement and Affirmation ➤ So far so good, the Celtics have been emphatic in this series.
- the Celtics have been emphatic in this series. They are leading two games to nothing.□It looks like the Celtics should be able to get another win and have a three-game lead. iii.Statement and Denial
- The 76ERS are struggling to get a grip on this series. They have stars like Joel Embid, Tobias Harris
- They have stars like Joel Embid, Tobias Harris but these guys have not done enough over the last two games against the Boston Celtics.
- Going into Game Four, it could change but I feel the Celtics would win Game Three later tonight. iv.Denial and Correction
- And for the Celtics, you don't look further when you are looking for the qualities in this team. You have the likes of Jaylen Brown. v.Amplification
- Another game that goes down later tonight, 11pm to be precise.
- You have the likes of Jaylen Brown. They also have Jayson Tatum, two young basketballers doing so well for the Celtics and 76ERS.

Analysis of Associative Devices in Data II i. Simple Contrast

- The Clippers won the first game. The Dallas Mavericks came back winning Game Two. ii.Simple Comparison
- He did so well in Game Two for the Mavericks alongside Luca Donchich.
- They have a whole lot of qualities in the team – the Clippers. The Mavericks also, a whole lot of qualities.
- iii.Chronological Sequence
- Something tells me the Clippers will be too strong for the Dallas Mavericks and the Clippers will take Game Three and go into a two-one lead iv.Statement and Affirmation
- it would be Los Angeles Clippers against the Dallas Mavericks. This is also another game evenly poised.
- It is going to be totally interesting to see Crystal Posinky. He did so well in Game Two.
- Something tells me the Clippers will be too strong for the Dallas Mavericks and the Clippers will take Game Three □The Clippers will take Game Three and go into a two-one lead v.Statement and Denial
- Who is taking Game Three? Really, really not so sure about that. vi.Denial and Correction ➤ And for the LA Clippers, you don't look any further when you look for the quality in their all-star.
- vii.Paraphrase

- My mind tells me. Something tells me viii.Amplification
- This is also another game evenly poised. After two games, the series is tied at one apiece.
- Tomorrow morning, it is going to be totally interesting to see Crystal Posinky. He did so well in Game Two for the Mavericks alongside Luca Donchich.
- There is a certain Kawai Leonard in the team. He won the NBA ring last season for the Toronto Raptors before leaving for Los Angeles Clippers to help the team.
- They have a whole lot of qualities in the team – the Clippers. □The Mavericks also, a whole lot of qualities.

Analysis of Associative Devices in Data III i. Chronological Sequence

- And we have four games that will be going down later tonight and in the early hours of tomorrow in Nigeria.
- The likes of Kelvin Durat, not available for them, Jamau Crawford, also out – injured, not available for the Broklinet.
- For the Toronto Raptors, like they said earlier, Pasca Siaka is doing well for them. Fred Van Fleet is in fringe feel of form as well and they have Sage Mbaka off the bench as well
- ii.Statement and Affirmation
- We have the Toronto Raptors facing the Broklinet, going into Kindui.

- First two games, they were emphatic over the Brokline, winning the first two games.
 - Going into Game Three, the Brokline will be looking to win Game Three and have an advantage in this one.
 - The Brokline have been struggling with qualities. A whole of key players in their all-stars are not available for the playoff.
 - The likes of Kelvin Durant, not available for them.
 - Jamau Crawford, also out – injured, not available for the Brokline.
 - For the Toronto Raptors, like they said earlier, Pasca Siaka is doing well for them.
 - Fred Van Fleet is in fringe feel of form as well and they have Sage Mbaka off the bench as well; the whole of experience.
 - Going into the third game of the first round of that encounter between the Toronto Raptors and the Brokline, that game starts off later tonight, 6:30pm to be precise.
 - The Toronto Raptors, who are the defending champions will lead the series, two to nothing.
 - It looks like the Toronto Raptors most definitely should be winning later this evening to get their third win in the playoff series.
- iii. Statement and Denial
- Can they do that? I really don't think so.
- iv. Denial and Correction ➤ Let's see how that plays out. But right about now, Toronto Raptors are leading the series two to nothing.
- v. Amplification
- The Toronto Raptors, who are the defending champions
 - Macca Saulor, who is the world champion with the Spanish team
 - The Toronto Raptors, who have a whole lot of quality players in the all-stars.
- Analysis of Associative Devices in Data IV**
- i. Simple Comparison
- The Driver Nugget have won one, the Jazz have won one as well.
- ii. Statement and Affirmation
- when it comes to NBA playoff, the Driver Nugget will be locking horns with the UT Jazz.
 - For the Nugget, a whole lot of quality players
 - When it comes to the star guys for the Jazz, it is the duo of a Mitchell and a certain Rudy Gobert.
 - For the Nugget, they would be looking towards Nicola Jokic to get them the winning. Whoever wins this takes a slim advantage into Game Four.
- iii. Statement and Denial
- For the UT Jazz, you don't look further.
 - Even for me, I will not want to sneak out my neck
- iv. Contrastive Alternation ➤ Is it the Nugget? Is it the Jazz?
- v. Supplementary Alternation
- Is it the Nugget winning this one or the Jazz?
- vi. Paraphrase ➤ These two guys are the goal, two guys for the UT Jazz.
- vii. Amplification
- Nicola Jokic, the star man for the Nugget.
 - When it comes to the star guys for the Jazz, it is the duo of a Mitchell and a certain Rudy Gobert. These two guys are the goal, two guys for the UT Jazz.
- Analysis of Associative Devices in Data V**
- i. Simple Contrast
- the Celtics, Raptors came back, having two-two
- ii. Chronological Sequence ➤ When you even get to final of the finals, then you talk about the main final.
- we still have some other teams to talk about before we actually go
 - First two games, the Celtics, Raptors came back, having two-two, before Celtics won the last game. they know that if you lose this, you are out.

- You lose this you are out of this game. iii.Statement and Affirmation ➤ do you see a Miami hit doing a Toronto Raptors? That is a big one.
- They played the final of the Eastern Conference and of course, the final, the general final of the regular season. It is a different ball game entirely when you even get, I mean the whole thing.
- That is a different ball game. That's true.
- That's true. It takes a lot of mentality.
- Boston Celtics against Toronto Raptors will be up again. I think 6:30pm.
- It will be actually up. And of course, like I said 3 to 2.
- Like I said 3 to 2. Three games to two, talking about Celtics against Raptors.
- And of course, looking into this game, I think I'm seeing the game going the game of seven
- Raptors, they are the defending champions. I think they will be thinking that of course If Raptors should get to this game, this is likely
- It looks like that is how they've actually been playing.
- They know that if you lose this, you are out. Yes, definitely.
- But I felt Celtics will want to go defensive today, they will want to go conservative.
- You lose this you are out of this game.
- like I said, if Raptors should get to this, they will wrap it up.

iv.Statement and Denial

- Final of the finals. That is a different ball game.
- Make sure they get this. But I felt Celtics will want to go defensive today, They will want to go conservative. But I feel, like I said Psychology right there. But then I will wait till that.

v. Denial and Correction

- we have to wait. It is a different ball game entirely
- When you even get to final of the finals, then you talk about the main final. ➤ It is going to be. Nobody wants to get out of this vi. Paraphrase ➤ That is a big one. That is a big question.
- They played the final of the Eastern Conference and of course, the final, the general final of the regular season. final of the finals, then you talk about the main final. Final of the finals.
- I think 11:30pm. By 11:30pm.
- like I said 3 to 2. Three games to two.

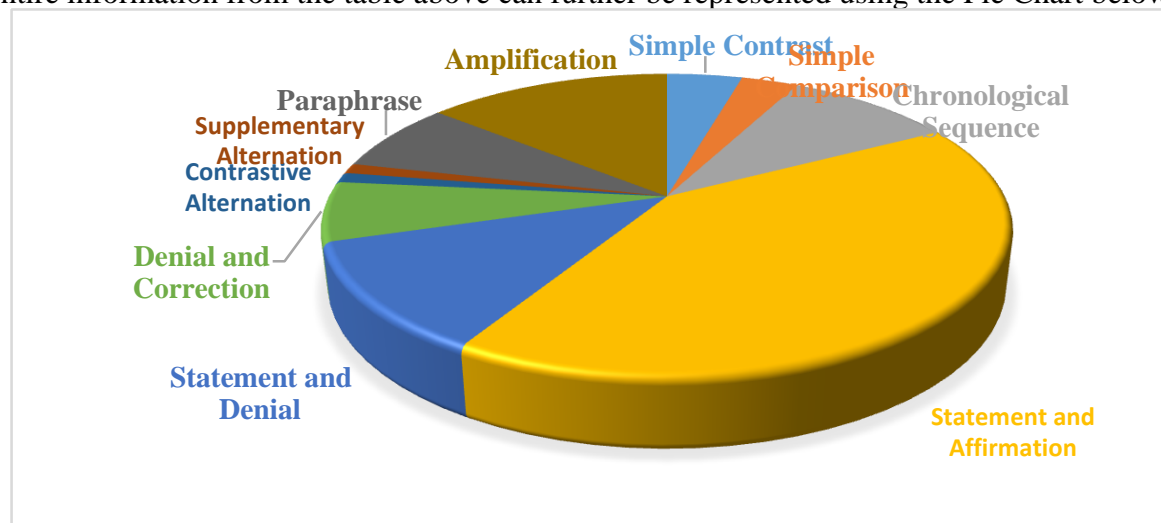
5.2 Discussion of Findings

As the product of semantic relation and cognitive processes, associative devices establish the relationship between phrases, clauses or propositions in which one associates with the other. These affiliations between the clauses or propositions make them to be dependent on each other and cohesive. Such relationship allows some of the propositions to cause the other to manifest in the text (Osisanwo, 2003). The use of associative devices by basketball analysts as presented in the data analysis can be illustrated in the table below;

Associative Relations	Number of Occurrence						
	Data I	Data II	Data III	Data IV	Data V	Total	Percentage
Simple Contrast	02	01	-	-	01	04	4.2
Simple Comparison	-	02	-	01	-	03	3.2
Chronological Sequence	-	01	03	-	05	09	9.6
Statement and Affirmation	03	04	11	05	16	39	41.5
Statement and Denial	03	01	01	02	04	11	11.7

Denial and Correction	01	01	01	-	03	06	6.4
Contrastive Alternation	-	-	-	01	-	01	1.1
Supplementary Alternation	-	-	-	01	-	01	1.1
Paraphrase	-	01	-	01	05	07	7.4
Amplification	02	05	03	03	-	13	13.8
Total	11	16	19	14	34	94	100

The entire information from the table above can further be represented using the Pie Chart below:



From the information above, out of ninety-four (94) instances of associative relations employed in this study, four (04) of the instances are employed to indicate simple contrast. This occurs at a percentage of 4.2% in this study. The presenters did these so as to show differences between two groups that are contrary to each other. Speakers draw distinctions between words, expression, ideas, concepts, and issues in discourse. This form of contrast is exhibited on any distinct pair (Thompson, 2006). Similarly, simple comparison is employed on three different occasions in the study. It manifested on an average percentage of 3.2%. This device is adopted by interlocutors to represent two things or ideas which are similar based on quality, quantity and relation. Its occurrence indicates similarity between propositions in the text (Beekman, Callow & Kopesec, 1981). Chronological sequence is another associative device which transpire frequently on nine (09) occasions and at a percentage of 9.6%. The indication is that phrases, clauses and sentences must be logical because they must correlate with one another. Ideas are presented sequentially to indicate what comes first, what comes next, and so on (Sudirman & Tiasari, 2017).

Statement and affirmation is the most prominent associative device in this study. It manifests thirty-five (39) times in this study and an average percentage of 41.5%. This is possible because it involves two clauses in which one of the clauses is a declarative while the other affirms the earlier clause to be true. The later clause attests and validates the earlier clause which is a declarative (Mann & Thompson, 1987). Likewise, statement and denial is another relation which utilizes two clauses in which the earlier is a declarative while the latter refutes the truth condition of the earlier clause. The earlier statement as a part of the proposition establishes a fact and assertion while the denial is the other part of the proposition which refute the validity of the declaration and state that the assertion is untrue (Thompson, 2006). This device occurs eight (11) times and on an average of 11.7% in the study. Furthermore, denial and correction manifest on a frequency of six (06) and an average of 6.4%. This shows that the presenters deny some expressions and assumptions which are plausible and at the same time offer the

correct forms for those statements so as to avoid misunderstanding and misconception by the listeners in that context (Majidzadeh & Hayati, 2017).

Contrastive alternation and supplementary alternation were sparingly employed by the basketball analysts on the radio. Each of them occurs once (01) and has an average of 1.1% respectively. This is likely because the former is an ascertaining relation in which antithetical propositions were utilized to express events or states that are incompatible with each other (Mann & Thompson, 1987). And the latter uses phrase in the study to enhance the meaning of the other by offering supplementary information about it through the use of coordinating conjunction (Osisanwo, 2008). In addition, paraphrase is another associative device which manifest seven (07) times and on an average percentage of 7.4% in the study. The analysts do this by restating their utterances in other words in the text (Babatunde, 2000). Amplification, as a relation, manifests thirteen (13) times and has a percentage of 13.8% in the study. The analysts employ this associative device in order to elaborate and to substantially repeat the content of an earlier one and as well add further information (Longacre, 1983; Mann & Thompson, 1987).

Conclusion

Presentations made by basketball analysts on the radio are used to perform communicative purposes. The justification for the notion of associative relations in the utterances of basketball analysts on the radio is that their utterances are interrelated and dependent on one another as they propel the manifestation of one another in speech. From the presentations examined in the study, instances of associative devices had been unearthed from the texts to indicate the cohesion that manifest when the interpretation of one textual element is dependent on another element in the text. These associative devices relate to the semantic ties that were used to establish internal links between parts of the text, text and its context. They also serve as the signals available to the presenters in order to guide the listeners towards an intended discourse interpretation. Therefore, aside ensuring that presentations by analysts are factually oriented and relaxed, basketball analysts should ensure that there is balance in the semantic and cognitive processes employed in their presentations. They should ensure that they shape the perceptions of listeners through the messages contained in their utterances as they provide the context for listeners to process the game.

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Appendix

Data I.

Another game that goes down later tonight, 11pm to be precise, Boston Celtics will be playing against Philadelphia 76ERS. So far so good, the Celtics have been emphatic in this series. They are leading two games to nothing. The 76ERS are struggling to get a grip on this series. They have stars like Joel Embid, Tobias Harris but these guys have not done enough over the last two games against the Boston Celtics. And for the Celtics, you don't look further when you are looking for the qualities in this team. You have the likes of Jaylen Brown. They also have Jayson Tatum, two young basketballers doing so well for the Celtics and 76ERS. It looks like the Celtics should be able to get another win and have a three-game lead. Going into Game Four, it could change but I feel the Celtics would win Game Three later tonight.

Data II.

In the early hours of tomorrow, it would be Los Angeles Clippers against the Dallas Mavericks. This is also another game evenly poised. After two games, the series is tied at one apiece. The Clippers won the first game. The Dallas Mavericks came back winning Game Two. Tomorrow morning, it is going to be totally interesting to see Crystal Posinky. He did so well in Game Two for the Mavericks alongside Luca Donchich.

And for the LA Clippers, you don't look any further when you look for the quality in their all-star. There is a certain Kawai Leonard in the team. He won the NBA ring last season for the Toronto Raptors before leaving for Los Angeles Clippers to help the team. They have a whole lot of qualities in the team – the Clippers. The Mavericks also, a whole lot of qualities. Who is taking Game Three? Really, really not so sure about that.

My mind tells me. Something tells me the Clippers will be too strong for the Dallas Mavericks and the Clippers will take Game Three and go into a two-one lead when it comes to the series between the Clippers and the Mavericks. Time will definitely tell. Two teams that are very very good when it comes to basketball.

Let's see how it plays out at Orlando Bubble in Florida, United States when the game takes off tomorrow morning, 2am Nigerian time between the Los Angeles Clippers and Dallas Mavericks.

Data III.

Straight, we go to NBA playoff games. And we have four games that will be going down later tonight and in the early hours of tomorrow in Nigeria. We have the Toronto Raptors facing the Broklnet, going into Kindui. The Toronto Raptors, who are the defending champions, will lead the series, two to nothing. The Toronto Raptors, who have a whole lot of quality players in the all-stars, the likes of Pasca Siaka, Fred Van

Fleet, Kai Lauren. Not forgetting the Macca Saulor, who is the world champion with the Spanish team. They have a whole lot of quality. First two games, they were emphatic over the Broklnet, winning the first two games. Going into Game Three, the Broklnet will be looking to win Game Three and have an advantage in this one. Can we cut the lead to one when it comes to Toronto Raptors and the Broklnet? Can they do that? I really don't think so. The Broklnet have been struggling with qualities. A whole of key players in their allstars are not available for the playoff, and didn't come into Orlando for the NBA playoff. The likes of Kelvin Durat, not available for them, Jamau Crawford, also out – injured, not available for the Broklnet. For the Toronto Raptors, like they said earlier, Pasca Siaka is doing well for them. Fred Van Fleet is in fringe feel of form as well and they have Sage Mbaka off the bench as well; the whole of experience. It looks like the Toronto Raptors most definitely should

be winning later this evening to get their third win in the playoff series. Let's see how that plays out. But right about now, Toronto Raptors are leading the series two to nothing. Going into the third game of the first round of that encounter between the Toronto Raptors and the Brooklyn Nets, that game starts off later tonight, 6:30pm to be precise.

Data IV.

Later tonight, also in Orlando Florida, when it comes to NBA playoff, the Denver Nuggets will be locking horns with the Utah Jazz. The series, right about now, is tied one game apiece. The Denver Nuggets have won one, the Jazz have won one as well. So going into the Game Three, who is going to take the initiative? Is it the Nuggets? Is it the Jazz? For the Nuggets, a whole lot of quality players – Nikola Jokic, the star man for the Nuggets. For the Utah Jazz, you don't look further. When it comes to the star guys for the Jazz, it is the duo of a Mitchell and a certain Rudy Gobert. These two guys are the goal, two guys for the Utah Jazz. For the Nuggets, they would be looking towards Nikola Jokic to get them the winning. This one is really evenly poised between them. Even for me, I will not want to sneak out my neck to say okay. Is it the Nuggets winning this one or the Jazz? But I want to see an entertaining Game Three between the Nuggets and the Jazz. Whoever wins this takes a slim advantage into Game Four. So let's see how it plays out between the Denver Nuggets and the Utah Jazz.

Data V.

A: Quickly, do you see a Miami hit doing a Toronto Raptors?

B: That is a big one. That is a big question.

A: Because I think they are just two games away. B: Well.

A: They played the final of the Eastern Conference and of course, the final, the general final of the regular season.

B: Well, well, we have to wait. It is a different ball game entirely when you even get, I mean the whole thing. When you even get to final of the finals, then you talk about the main final. A: Final of the finals.

B: That is a different ball game.

A: That's true. It takes a lot of mentality.

B: Psychology right there. But then I will wait till that.

A: Okay, we still have some other teams to talk about before we actually go because later tonight, Boston Celtics against Toronto Raptors will be up again. I think 6:30pm. I think that game will be up again in a couple of hours.

B: I think 11:30pm.

A: By 11:30pm, it will be actually up. And of course, like I said 3 to 2. Three games to two, talking about Celtics against Raptors.

B: Yeah! First two games, the Celtics, Raptors came back, having two-two, before Celtics won the last game. And of course, looking into this game, I think I'm seeing the game going the game of seven because it is going to be. Nobody wants to get out of this. Raptors, they are the defending champions. I think they will be thinking that of course, but something tells me that if Raptors should get there, Raptors will make it.

A: If Raptors should get to this game, this is likely because they've shown this kind of underdog that if you get one I get one. It looks like that is how they've actually been playing. And you know that there is every possibility of playing, they know that if you lose this, you are out.

B: Yes, definitely.

A: You lose this you are out of this game.

B: It will be up for grab to go to this game. Make sure they get this. But I felt Celtics will want to go defensive today, they will want to go conservative. But I feel, like I said, if Raptors should get to this, they will wrap it up.

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