

**ONE PEOPLE, ONE NATION, ONE FLAG: PATRIOTIC UNDERTONES IN 2014 FIFA
WORLD CUP TV FOOTBALL COMMENTARY**

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ABSTRACT

The relationship between sports and patriotism is defined by a country's historical involvements, present-day preoccupations and the prevailing beliefs held by the general public. Football commentators employ this background to fashion their narration according to the spectators' patriotic tendencies. This paper scrutinizes patriotic expression in the 2014 FIFA World Cup as discernible in the match commentaries. I contend that acts of patriotism demonstrated take the form of positive, constructive or extreme chauvinism. Patriotism finds expression in the exhibition of national colors and the veneration of important personalities and national days. I further argue that the commentators' interpretation of the matches is influenced by the patriotic predilections of the participating teams. In addition, commentators employ various literary forms to adorn the exposition of patriotism with drama and spectacle. I conclude that the use of these artistic devices in the presentation of a discernible thematic concern transforms football commentary into narrative.

Key Words: 2014 FIFA World Cup, patriotism, narrator, signifying, chauvinism, ideology, herd instinct, egocentrism.

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