

# Chapter 1

## Introduction

### 1.1 Background of the Study

Football develops into an industry. It can be seen from the role of manager that tends to be more than just coaching. Crust and Lawrence (2006) argues that the role of a manager in football management is being extended. Perry (in Crust and Lawrence, 2006) elaborates that manager has three category of task: core responsibility, prime task, and contributory task. He defines: core responsibility concerns: tactics and players selections and club's managements. In addition, prime task concerns: club coaching policy; discipline, fitness, preparation, well-being and development of players; appointment of assistant staff; involvement at board meetings; and, media dealing. Furthermore, contributory task concerns: salary/ contract of players; club's scouting and youth policy; preparing match program notes; general public relations/ sponsorship dealings.

The rapid shift in football management attracts many scholars to conduct research about football management. Crust and Lawrence (2006) investigates the leadership aspect in sport and its implication for the football management. A sport business group named Deloitte (2007) gives a thorough review on club's revenue. Kellet (2002) conducts a research on the use of military analogy and metaphor in Football.

Football manager 2007 (FM'07) game adopts football manager discourse into the game. Thus, any texts which are produced within the game must imply football manager discourse. FM'07 game is a sequence of numbers of previous football management games which is released by Sport Interactive (SI) and Sega. The game is about managing a club. One of the game's features is a news sub-screen, this sub-screen presents everything happens in the game in the form of texts. Modality, one of the linguistic features is used frequently in the bulletin of FM'07 game texts. The game will be discussed further in chapter 3.

Halliday (1994: 88) defines modality is the intermediate degree between the positive and negative poles. The modality use in the texts attracts many linguistics scholars to use it as a tool of analysis. Lillian (2008) suggests that the term of modality is not always used in the same ways or for the same purposes in different text with different context. The analysis of modality use is much more significant than just an occurrence of modal such as can, must, will, etc. The use of modalities implies many meanings and motives behind its use by the speaker in certain discourse. The present study attempts to analyze the occurrences of modality in the discourse of FM'07 game texts. The main aspect of this study is to understand the meaning of modality use in the discourse of FM'07 game texts.

## **1.2 Research Questions**

The study will try to analyze the text within FM'07 game; those are formulated in the following questions:

1. What are the types of modality that occur in the FM'07 game text?
2. How does the use of modality reveal the relations between characters in the FM'07 game text?

## **1.3 Aims of the Study**

The study aims to discover the answers to the questions in the previous part, those are:

1. To discover the types of modality that occurs in the FM'07 game text.
2. To discover the relations between characters in FM'07 game text.

## **1.4 Limitation of the Study**

This study will investigate modality use in the news sub-screen of FM'07 game text using Halliday's modality of functional grammar. This study is limited to the analysis of FM'07 game texts within the game's period of June – August 2006. Moreover, two characters' (i.e. chairman and physiotherapist) utterances are chosen to represent the game's discourse.

## **1.5 Methodology**

The present study uses Fairclough's critical discourse analysis (CDA) as the basic framework to examine the use of modality in the discourse of (FM'07) game texts. Fairclough (1995) suggests that CDA is an approach that examines the use of language and asks why it has been used that way and what the implications are of this kind of use. Moreover, Hallidayan categories of modality are applied to describe the text. In order to interpret and explain the text, Hallidayan system of modality value and orientation are used along with the concept of modern football management.

## **1.6 Organization of the Paper**

The paper is organized into five chapters as follow: Chapter 1 introduces the present study. Chapter 2 reviews some related literatures to serve as the basis for investigating the research problem, they are: critical discourse analysis, modality of functional grammar, and football management. Chapter 3 presents the methodology of the present study. Chapter 4 presents and discusses the findings of this study. Chapter 5 concludes the present study and offer suggestions.