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## Panorama of the main linguistic trends in Spanish football (2008-2021)

Jesús Castañón Rodríguez ([Idiomaydeporte.com](http://Idiomaydeporte.com), Valladolid, Spain) (\*)

(\*) Director of [Idiomaydeporte.com](http://Idiomaydeporte.com) ([info@idiomaydeporte.com](mailto:info@idiomaydeporte.com))



He is a Doctor of Hispanic Philology. He is author of 25 monographs and 19 book chapters, among which are *Hinchas del idioma* and *El lenguaje periodístico del fútbol*. He collaborated with the Real Academia Española and the International Baccalaureate Organization. He has received the Juan Antonio Samaranch Prize for Sports Poetry and the Rey Pelayo Trophy from the Government of the Principality of Asturias. His last publication as a co-author is *Diccionario de anglicismos del deporte*, published in Arco / Libros in 2021.



Image for the online workshop *Sprache und Fußball II*, organized by the Österreichische Linguistiktagung in Vienna. The striped shirt corresponds to Real Sporting de Gijón SAD and the dark one, to the commemorative edition released by the Real Federación Española de Fútbol in 2020 to celebrate the triumph of the Spanish National Team over the Netherlands in the FIFA World Cup in 2010.

For Spanish football, the 2008 to 2021 period is of great significance linguistically, owing to the growth in interest in the light of the numerous triumphs obtained. At the level of the Spanish National Team, the period between 29 June 2008 in Vienna and 1 July 2012 in Kiev saw a winning streak with victories in the 2008 and 2012 editions of the UEFA European Championship and the FIFA World Cup of 2010. This panorama has been completed by the recent second place in the UEFA Nations League in 2021.

At club level, Spanish teams achieved 7 championships in the UEFA Champions League and a further 8 in the UEFA Europa League, adding to the historic run of European competitions in which Spain leads in the first tournament with 13 winners and 11 runners-up and in the second with 13 champions and 5 runners-up.

This continued success generated a growing interest and an extensive bibliography on the forms of expression of football, especially in the scope of three fields: language institutions, sports clubs and the media.

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### 1 Linguistic reflections

#### 1.1 Institutions

The reflection of the linguistic institutions has evolved from its traditional role of observatory of the most current language trends to include the presence of new focuses related to the learning of languages and the projection of a living image of the language.

#### Real Academia Española

Throughout history, members of the Association of Spanish Language Academies and the Royal Spanish Academy have provided guidance on designations, studied the terminology to incorporate it in the dictionary, made proposals for the replacement of foreign words and expressions, promoted criteria for linguistic correction and commented on current aspects.

Less well known is their constant labour of analysis, documentation and study, with the intervention of the library, speeches, databases and publications.

At present, the general collection of the Library of the Royal Spanish Academy includes 29 football monographs dated between 1933 and 2018 with literary works, those of a technical nature, regulations, reflections on its social repercussions, dictionaries and linguistic studies. Since 1948, football has been present in the inaugural speeches of new members of the Academy, to comply with two functions: to trace human profiles of important personalities and to serve as a secondary reference or an easily understood example. The databases included in the linguistic corpora of the Academy have provided the following results. Football appears documented since 1919 in the *Corpus del Nuevo diccionario histórico del español*, since 1955 in the *Corpus diacrónico del español (CORDE)*, since 1975 in the *Corpus de referencia del español actual (CREA)* and in the *Corpus del español del siglo XXI (CORPES XXI)*. In 2021, as reflected by the *Corpus Avanzado* of Enclave RAE there are 21,103 documents organised in 10 topics, which originate in written sources of fiction and non-fiction on varied media such as internet, books, miscellanea and the press, as well as being classified in 10 zones for the analysis of the Spanish language including Spain, Río de la Plata, continental Caribbean, the Andes and Mexico and Central America. In the case of publications, football is present in magazines, grammar books and dictionaries such as the *Diccionario panhispánico de dudas* in 2005, the *Nueva gramática de la lengua española* in 2010 and the *Boletín de la Real Academia Española* with articles on anglicisms and their adaptation to the Spanish language (Nomdedeu 2019; Rodríguez González, 2012).

Up until its arrival in the *Diccionario de la lengua española*, the study of football terms has formed a *rhombus* such as that drawn by the midfield line of a team. The examination of the evolution of the lexicon over time and the history of words can be found in the *Nuevo diccionario histórico del español*, which gives continuity to the *Diccionario histórico de la lengua española*. The compilation of verified current uses and innovations can be found in the electronic versions of the *Diccionario de la lengua española*, which has taken on the task of the *Diccionario manual e ilustrado de la lengua española* and the *Diccionario esencial de la lengua española*. The geographic, social and cultural information on the Spanish of America has been found since 2010 in the *Diccionario de americanismos*. And the clarification of the rules with guided proposals and the resolution of doubts regarding spelling,

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vocabulary and grammar is provided by the Department of “Español al día” in line with the work developed by the *Diccionario panhispánico de dudas*, as well as by the Fundación del Español Urgente-RAE which has prepared specific guides for the Summer Olympic Games of 2012, 2016 and 2020, the European Championship of 2012 and 2016, the FIFA Football World Cup of 2014 and set up the guidance section *La Liga del español urgente*.



Ilustración: Jesús Castañón.

During this 2008 to 2021 period, 2014 saw the appearance of the twenty-third edition of the *Diccionario de la lengua española* which included 145 football terms. A statistic that, with the new electronic versions, as recorded by the service Enclave RAE, in 2020 reached 150 definitions, 9 examples, 9 headwords and 4 etymologies. Likewise, version 23.1 of the *Diccionario de la lengua española*, of 2017, included terms such as *deportividad* (*sportsmanship*), *deportivo* (*sporting*) and *fair play*; version 23.2, of 2018, *casa* (*home*), *local*, *localía* (*condition of local, playing at home*) and *visitante* (*visitor*); version 23.3, of 2019, *centrocampismo* (*tactic favouring the midfield*) and *cobrar* (*punish, i.e. by the referee*); and version 23.4, of 2020, *equipación* (*kit*) and *línea* (*line*) applied both to the series of players of a team that performs a function and to the linesman. The road leading to this publication is full of the comments by the different academies of the Spanish language, the Lexicography Institute, five commissions and the Interactive Unit (UNIDRAE) to analyse documentary sources, data banks, historic files, reference works and studies on lexicography.

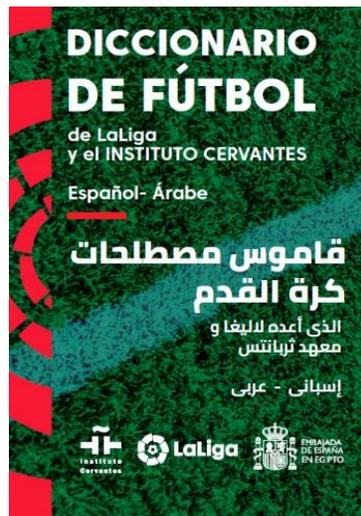
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### Instituto Cervantes

The Instituto Cervantes has found in the world of sport a means to promote the image of Spain, its language and its culture via the mediatic, social and international relevance of this area.

Since 2019 it has reached agreements with LaLiga to publish bilingual Spanish-Chinese, Spanish-Arabic and Spanish-Indonesian dictionaries, published in China, Egypt and Indonesia.

And since 19 February 2021 it has maintained a collaboration agreement with the National Sports Council to disseminate an image of the language and sport as universal assets, thanks to the organisation of various proposals. This is the case of events with literary authors, meetings on the subject of sport in literature, and programmes on sport in books for the promotion of reading, activities that relate artistic expressions with sport, the welcoming of Spanish players and teams at centres of the Instituto Cervantes when they compete in a foreign country, marathons, races and matches held on the occasion of high level sporting competitions, conferences and campaigns for the promotion of pan-Hispanic sport and the preparation of specialised dictionaries.



Spanish-Arabic dictionary cover.

### 1.2 Universities

The reflection by universities in articles, books and research studies has generated contributions in three major lines of work.

First, studies on language related to 13 fields: anglicisms, creativity, dictionaries with a historic and contemporary focus, the teaching of Spanish as a foreign language and the influence of the language of sport on language learning, comparative studies with Chinese, French, Italian, English and Portuguese, foreign words and expressions, bibliographic sources, aspects of grammar, footballer jargon, questions of semantics, sexism, multilingual terminology and

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translation and interpretation. It is a varied field in which, since 2010, the teaching of Spanish through sport and the learning of speciality languages have occupied a prime position (Chiva et al, 2016; Díaz, 2010; Galindo, 2014; Palomero et al., 2017; Pilmark & Hakansson, 2011; Rodríguez Carril et al, 2010; Rojas Torrijos-Osorio-Palacio, 2020; Stabb, 2017; Universidad de Alicante, 2015; Vilachá, 2017).

Second, works on the journalistic language of the media which have approached 7 lines of action: characterisation of phraseology, metaphors and neologisms; style books and uses in the press, radio, television and internet; forms employed in digital media, social media and blogs; expressions of the communications management of clubs; professional football and the economy; as well as sporting practice.

And third, the analysis of the cultural relations of the language of sport in 4 scopes: literature, ties with other artistic manifestations, links with sociology, the media and entertainment, as well as the formation of sports culture.

### *1.3 Other visions*

Other visions have included a two-pronged approach. A broad focus has been related to a general reflection and the orientation towards a decorous use of language thanks to the work of style correctors, linguists and translators.

Since 2008, linguists and professionals of physical activity and sport have studied the expressions of football with a historic or contemporary focus and examined the way in which sports terms of foreign origin have influenced Spanish (Loza & Castañón, 2010; Torreadella & Nomdedeu, 2013 and 2018). They have also combined curiosities of the language, comments on errors and doubts and the etymological explanation of terms and sayings (Alvar Ezquerro, 2014; Celdrán, 2009; Ortega, 2014 and 2016).

The orientation towards a decorous use of language, brought about by journalists, style correctors, linguists and translators, emphasised the role of journalism in the deterioration and alteration of the language, the excess of neologisms and foreign words, comments on use and abuse with incorrections and improprieties. However, it proposed the glossing of expressive findings, the contribution to the elevation of the general level of culture, the possibilities of sport as a resource to offer a livelier image of the language associated with cultural aspects. It included the view of academics (Álvarez de Miranda, 2008; Anson, 2009; Lorenzo, 2008; Pascual, 2013; Rodríguez Adrados, 2008), of language scholars (Castañón Rodríguez, 2011, 2016, 2018, 2019 and 2021; Fundación del Español Urgente BBVA, 2015; González Ferrán, 2015; Guerrero Salazar, 2019; Hernán-Gómez Prieto, 2009; Lavric et al., 2008; Miguel 2014; Nomdedeu, 2009; Rodríguez González, 2013 and 2016; Rodríguez González & Castañón Rodríguez, 2021; Romeu, 2017; Solivellas Aznar, 2016), of linguistic services to disseminate linguistic and cultural values associated with the language of football (Gallego Barbeyto, 2015; Universidad de Salamanca & Liga de Fútbol Profesional, 2016-2018; Universidad de Salamanca & Marca, 2020) and of numerous sections of the press and radio such as those recorded on Cadena COPE, Cadena

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Ser, EsRadio, Libertad Digital, Onda Cero Radio and Radio Nacional de España with “El menosprecio de la lengua”, “Elena Hernández resuelve nuestras dudas” and “La Fundéu responde”, “La Lengua Viva”, “Palabras al aire”, “Palabras moribundas” and “Unidad de Vigilancia”.

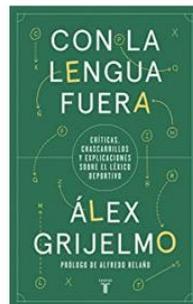
With a specialised focus, linguists, style correctors, humourists, journalists and sociologists analysed various sporting terms and expressions in *El español en el deporte* on La Página del Idioma Español in Brazil and Uruguay (1997-2017), *Literatura y Lingüística del deporte* on the platform Comunidad Virtual Ciencias del Deporte (2002-2021), *Palabras mayores* on the portal Basketconfidencial.com (2001-2013), *La cárcel de papel y de las ondas del lenguaje futbolístico* on Idiomaydeporte.com (2004-2009), *Palabras en juego* in the Oviedo newspaper La Nueva España (2005-2008), *Libro de estilo del periodismo deportivo* on the television channel La Sexta (2010), *Deporte con estilo* in the digital newspaper Sphera Sports (2014-2016), *La liga BBVA del español urgente*, of the Fundación del Español Urgente (2015), *Erratas de campo* in As.com (2016) and *Con la lengua fuera* in the newspaper As (2016-2019). On the radio, together with sporadic collaborations by Álex Grijelmo on the programme Carrusel deportivo, of Cadena Ser (2016-2019), three specific sections on sports language arose on the radio between 2009 and 2019: *Hinchas del idioma* en Radio Salamanca, of Cadena Ser (2009-2012); *El deporte del lenguaje* on the Malaga stations Avance Deportivo Radio and Radio 4G Málaga (2014-2016); and a commentary on sports expressions in the programme *A diario* on Radio Marca (2017-2018). And they provided details on journalists who promoted the correct use of the language, as well as commenting on criteria for the correction of style and providing access to useful resources.



La Nueva España



EL GRUPISTA



Some sections with specialized focus.

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This panorama has been complemented by the presence of linguistic activities and reflections at congresses, summer courses, optional subjects, expert qualifications and master's degrees and at conferences organised by different foundations and universities (Bocos, 2009; Fundación del Español Urgente BBVA, 2012; Fundación San Millán de la Cogolla and Fundación del Español Urgente BBVA, 2012; Paniagua Santamaría, 2009; Rojas, 2005 and 2011).

### 2. The view of the sports clubs

Since the decade of the nineteen thirties, tens of institutions, sports federations and universities with centres of Physical Activity and Sports Science have contributed to the Spanish language with multilingual works, dictionaries, encyclopaedias, studies on foreign words and expressions, terminological aspects, words used in educational contexts and meetings to deal with newscasting in Spanish regarding high level competitions.

During the first decade of the twenty-first century, clubs in Argentina, Austria, Spain and Italy provided guidelines for correct behaviour to prevent the undesired consequences that can be generated by verbal violence, emphasised the role of language in media constructions in global communication, drafted multilingual publications of equivalent terminology, reflected on the metaphoric use of sports language in communication, recorded the cultural manifestation of sport in dictionaries and other works to facilitate its understanding, published works on humourism and other linguistic mechanisms and encouraged multilingual meetings to characterise the features of sports language in different languages. This was the case of Afepe, the Centre of Olympic Studies of the Universidad Autónoma de Barcelona, the Centre of Olympic Studies José Benjamín Zubiaur, the Olympic Games Organising Committee, the National Sports Council, la Facoltà di Scienze Motorie e Facoltà di Lettere e Filosofia della Università degli Studi di Milano, the Faculty of Physical Activity and Sports Sciences of the University of Valencia, International Association for Sports Information (IASI), Liga de Fútbol Profesional, Museo del Juego, Real Federación Española de Fútbol and the University of Innsbruck.

In the second and third decades, academic bodies and networks in Austria, Spain and Norway, such as Building the Global Anglicism Database (GLAD), the National Sports Council, Futbolistas On, Institut Nacional d'Educació Física de Catalunya, Instituto Vasco de Educación Física, LaLiga, Real Federación Española de Fútbol, TERMCAT, Unió de Federacions Esportives de Catalunya and the University of Innsbruck focused on the treatment of language in the light of the full incorporation of women in sport, multilingual meetings, the creation of online bibliographical resources, the preparation of multilingual terminological dictionaries combining four to eight different languages and glossaries and other resources aimed at improving communication, the teaching of language through football and the learning in English of the most commonly-used football terms.

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Book covers of football entities for learning English terminology.

This review illustrates how well football was able to adapt to the digitalisation of the multi-screen society with videogame competitions and its conversion into an electronic sport with its own competitions since 2000. It combined global strategies and technological ideas to attract new publics and expand digital entertainment with the linguistic contribution of *casters* or commentators of Internet broadcasts, who have reproduced characteristics of journalistic language intended for non-specialised spectators and have gravitated towards formulas with a predominance of theatricality, current events in real time, the use of social media as a source of information and the interaction with fans in transmissions via internet. It is a successful trend that has been adopted in 2021 by the *Olympic Agenda 2020+5* for the future *Olympic Virtual Series* with the participation of five international federations.

### 3. Journalistic language

The language of communication has contributed an original meeting point in a seductive spectacle of images and sounds that has combined rhythms, accents, spontaneity and expressiveness to showcase the expressions of sports language, the corridors of power, the emotions in the stands and the creations of the media. It has hosted a social fiesta to conquer a dream that is lived in clamour and the emotions of which are communicated with historic values of social and cultural significance.

Furthermore this period, 2008 to 2021, has recorded a change of paradigm, of interest to linguistic studies, since it responds to a new model for the organisation of sport aimed at consumption that includes: enthusiasm among clubs, fans and football players, the appearance of press offices and communication agencies and extensive marketing that covers everything from the naming of the stadia – with double-barrel names formed by the traditional name and a commercial name – to the conversion of a sports name into a registered trademark to generate publicity rights by combining the initials with the shirt number such as, for example, CR7.

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According to the analysis made at the *I Congreso de Comunicación Deportiva ante los nuevos retos del siglo XXI*, this era of coexistence between analogical and digital communication has made it necessary to work in a global and transmedia manner, as well as to combine information with entertainment and real media with virtual media (Diputación de Badajoz, 2021).



Poster of *I Congreso de Comunicación Deportiva ante los nuevos retos del siglo XXI*.

This has given rise to a complex panorama with the intervention of brands, social relationships, marketing, advertising, communication agencies, aspects of logistic structure, communication offices, press departments, protocol, social media... It has developed the capacity of technology to produce, reproduce and amplify sport and influence new consumption habits with spectacular and striking forms. It has exchanged and linked information at high speed with the leisure industry and has issued messages to society to create social advancements and form values.

It has recorded a transformation of traditional media on digital sports, entertainment and services platforms and has generated new profiles that have converted the journalist into a social being who attends to a broad community of followers characterised by a new participation of a public that demands to contribute, create and share information with innovative, creative, fun and exciting forms. Something to which communication has responded with OTT, social media, transmedia and attractive, fast and technological contents with information on performance and

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infographics for statistics able to bring the public closer to the action and respond to their interest and curiosity.

It has also contributed a permanent reinvention, all kinds of innovations in contents, communication formats in mobility, products, images and sounds. It has generated changes in work flows, it has incorporated service information, the measurement of audience preferences in real time, innovative profiles in the editorial office (analysts, SEO, social media and product, data journalists, infographics specialists, photographers, video and audio technicians, streamers...) and the appearance of communications agencies and offices that represent sports professionals to contextualise facts, lessen the excesses of social media and monitor media and news, especially in sporting careers that take place in a foreign culture, country or language.

Changes of narrative have been recorded that, without losing the essence of journalism, bring together audio, video and text in a continual and immediate updating that, since 2012, has brought new genres, modern narratives, management, publishing and leisure platforms, and the gradual application of artificial intelligence, big data, automated writing of sports news with robots, broadcast instantly on websites, news platforms and social networks and the publishing of style books that consider Spanish for international editions.

For the footballer this is a new experience, based on digital chat to converse, share experiences and promote social values; interaction with fans via social media and geolocation; and a global perspective that requires mobile and online coverage of competitions. And, at the same time, they see how their figure and image are transformed into an icon, brand and media culture personality to represent different values through sport.

This coexistence between the practices of the traditional media and the contributions of digital communication has led to various linguistic innovations.

The broadcasting of news on football takes place in a fragmented, choral and plural manner, with multiple points of view that ensure that no detail is lost, with a jovial and friendly tone to create an enthusiastic frame of mind, able to make the recipient feel that he or she is at the centre of the action and entitled to participate with an opinion.

As a general principle, the style books that arose in the second decade of the 21<sup>st</sup> century have focused their efforts on an adaptation to global Spanish for the correction of texts, marked by the use of an understandable lexicon that approaches a cultured standard, with consultation of the publications of the Royal Spanish Academy and the Fundación del Español Urgente, the promotion of cultured vocabulary and avoidance of offensive words, euphemisms, localisms and foreign words and phrases, clichés and set phrases. This work, in the case of the radio, has focused on different criteria according to the news formats, with a formal language, an informative magazine that combines objective information with the opinion of the director, transmission with a live choral narration of the competition together with the expression of emotions in search of maximum intensity and showmanship and a carousel that combines information and entertainment (Abad, 2019; Cadena Ser, 2017; Fundación del Español Urgente-RAE, 2021; González-Palencia & Mendaña, 2012; Grijelmo, 2019; Real Academia Española,

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202018; Rojas, 2011; Tascón, 2012).

Mobile communication has generated new spaces, without limits as to borders or time zones, a new standard of writing and an exciting form of shared and enveloping experiences that makes use of an impatient language with lightweight and fast expressions that serve up the information at high speed, create a show based on the beauty of the image and attract the public with fun elements. In podcasts, radio platforms, à la carte television and streaming, it is usual to eliminate references to time. And in the case of traditional television, it has led to the use of culturalist images to provide the discussions with a state of emotional alertness that emphasises the spectacle and entertains the sensations of the fans.

One of the most significant aspects of the change of paradigm has consisted of intensifying emotions, sharing experiences and interacting by appealing to two forms of knowledge; what we think and what we feel. This has given rise to the coexistence of two registers: a professional use and a personal use.

The first has favoured subjective interaction so that the user feels as though he or she is the star, and it has taken advantage of visual metaphor, essential information given at high speed, microtexts to be read quickly and easily, spontaneity and a preference for spoken language, terminological precision, care in translations, the use of lexical Latin Americanisms, transcriptions of names from different alphabets, the use of generic terms rather than local terms for the particular context, the summary of the sporting event and its emotions by means of headlines with wordplay and sense of humour and the description of events with a vocabulary suitable for non-specialised audiences. And it has also created a modular structure for newswriting that can be automated, modified and adapted to the needs of different products.

And the second has recorded the simplification of syntax, the elimination of insignificant words; collective writing in collaborative tools; news articles with short and concise headlines and structures of three or four paragraphs in length in which the use of the indicative predominates. In the case of social media and digital chats a new perspective has been created based on three axes: the cultural marker that generates style, image and reputation, the establishment of semiotic relationships with colours and font sizes and a new colloquial standard for digital environments via threads of writing with a synthetic language of links and labels for possible reuse in other environments or combination with other forms of communication. It has been characterised by a form of newswriting with a descriptive headline that includes keywords, an exposé of the conclusions in the introduction, set out in short paragraphs with a single idea and the use of subtitles, headings, lists and words in bold. All of this in a colloquial register with particular phonic, grammatical and lexical features.

At the phonic level, traditional and digital communication share unforgettable sounds to describe and create excitement, taking into account: the constant raised tone and modulation of the voice; diction and articulation of sounds with emphasis; the expressivity of vowels and consonants; the expressive pronunciation of the vowels *u*, *i* to visualise ideas of speed and danger: the expressive lengthening of vowels; the emphatic pronunciation of the consonants *f*, *s* and *z*; the use of the consonant *r* to provoke vibrations; changes in intonation with curves, cadences and volume; the

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creation of a special rhythm issuing a large number of words at great speed; variations of rhythm, pauses and silences; and the combination of various timbres of voice.

They also conserve sounds to share the social fiesta and advertising in order to invite the audience to dream in an atmosphere of showbusiness, festival and joy. They take advantage of onomatopoeia, rhyming refrains to be sung in chorus, rhythmic games, rhetorical or technical figures for modification of repeated discourse that use well-known quotations from the general news to evoke in football a well-known idea originating elsewhere in advertisements and the titles of popular songs, books or films.

The new digital writing has recorded, among other phenomena, the suppression of sounds and final syllables, the loss of vowels, the omission of punctuation marks, the use of capital letters for emphasis.

To attend to the new needs of communication in reduced spaces the grammatical level has turned to ellipsis, the omission of articles, prepositions and conjunctions, interjections, exclamation and question marks, the use of short phrases and the predominance of coordinated sentences, as well as the use of intensifiers to mark emphasis in evaluations.

The reduced space for quick broadcasting via different internet and social media products has necessitated, at a lexical level, the use of necessary neologisms, abbreviations and initials which are applied to all the clubs in a corporate image that enables identification of the clubs in all kinds of headings and allows quick reading, as well as automatic newswriting.

And space has been reserved for fantasy, for the creation of unforgettable striker line-ups via the invention of new meanings for prestigious initials: *BBC* refers to the Real Madrid strikers Bale, Benzema and Cristiano based on the abbreviation of the British Broadcasting Corporation and *MSN* alludes to the strikers of Fútbol Club Barcelona Messi, Suárez and Neymar based on the abbreviation of Microsoft Network.

The idea of connecting with global enthusiasm and facilitating the understanding of messages has led to the elimination of localisms, the use of anglicisms owing to their brevity and expressivity, lexical creativity via composition and the use of suffixes, appreciative expressions to value positively or negatively, terms and twists of juvenile language and the use of expressive forms from other cultural, political, commercial and religious spheres to increase the consumption of a mega show with a rhetorical capacity to connect the pitch with the street via figurative language, nicknames, turns of phrase, sayings and modifications of the titles of socially successful cultural forms (music, television, cinema and social media). And also the replacement of expressions with their representation via emoticons and symbols.

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### 4. Epilogue

In short, the triumphal period of Spanish football has been a driver, leading to social innovation and a great expansion of the language with renewed strength in different fields.

In the institutional world, with the full incorporation of the language of football for its orientation, analysis, documentation and study.

In the interaction of the language with the world of sport, it has backed the role of football in the learning of the Spanish language and culture, the projection of a living image of the language via its mediatic, social and international relevance and the learning of specialist languages for the development of elite sporting careers.

And in communication, the adaptation of language in media construction to the change of paradigm towards a global communication has made it possible to maintain the legacy of earlier stages and encourage the enjoyment of cultured and elegant language, to adapt the different levels of idiomatic resources to the space of mobile communication, establish relations with other non-linguistic elements that intervene in journalistic writing and the coexistence between analogical and digital media with the perennial influence of English. The appearance of new global strategies and technological ideas will soon bring a greater and permanent commitment with the fans, the introduction of the smart stadium, the monitoring of social media or the development of digital assets of electronic sports... And also the application of the use of correctors, language predictors, automatic summary applications, chatbots, smart searches, translation engines and automatic subtitling. A huge challenge for translation and interpretation, as well as for the creation of language models with text mining aimed at values of defence of cultural heritage.

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