

# Language Ideology on Jose Mourinho"s First Press Conference as Tottenham Hotspur Manager

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# Language Ideology on Jose Mourinho's First Press Conference as Tottenham Hotspur Manager

IGN Adhimas Maharditya, S.ST.

## Abstract

This research investigates the ideology of Jose Mourinho's press conference as Tottenham Manager. Likewise, press conference process happens through discourse and the meeting items are introduced in words. The other reason if the figure of him which is a controversial figure, especially in doing press conference. It is proven with so many of his press conference moments became viral. The Problem Statement of this research is how he expresses his language ideology through his press conference as Tottenham Hotspur's manager. The objective of the research aimed to grasp profoundly on his language ideology in his press conference as Tottenham Hotspur's manager. The method used in this research is qualitative and the instrument of this study is the answer of the problems of the study by conducting some data collection. Through a Critical Discourse Analysis, the study uncovers the hidden meanings of his words at his press conference as Tottenham's manager. The results of the data analysis from Jose Mourinho's first press conference are divided into 5 classifications: Pride, Evasion, Trust Building, Appreciation, and Optimism. There are several results to this research, the first is Mourinho's sense of pride in achievement and his tendency of evading critical questions are shown in the conference. And then he tried to gain trust from media, directors and fans by opened his conference with saving condolence to recently sacked manager, Mauricio Pochettino. He is also a positive person who appreciates things that Tottenham has and spreads optimism to the club that together they will be able to win some trophies.

Keywords: Language Ideology, Discourse Analysis, Press Conference

## 1. Introduction

Language is a method for correspondence which plays out the capacity of telling others our musings, thoughts, feelings, sentiments, etc. Language is the hugest contraption of correspondence composed by human turn of events. Language causes us share our insights, and get others. It's hard to overestimate the centrality of language for our lives. It is continually related to condition it is used inside. People have a particular social establishment, and this is what chooses one's language.

Various implications of language have been proposed. Henry Sweet, an English phonetician and language scientist, communicated: "Language is the outpouring of musings by strategies for talk sounds combined into words. Words are solidified into sentences, this blend offering a clarification to that of musings into examinations." The American etymologists Bernard Bloch and George L. Trager arranged the going with definition: "A

language is a plan of self-emphatic vocal pictures by techniques for which a get-together works together." Any compact importance of language makes different presuppositions and asks different requests. The first, for example, puts over the top burden on "thought," and the second uses "self-emphatic" in a particular, anyway genuine, way. Language partners with each piece of human life in the open field, and it might be seen just if it is viewed as practically identical to everyone.

By and large, there are five key segments of language, which are enlightening cut-off, smart breaking point, expressive, phatic, and demand limits. Some language is compelled by many variables, like, a social foundation, perspectives and wellspring of people. Language is ceaselessly identified with condition it is utilized inside. Each individual has a specific social foundation, and this is the thing that picks one's language.

As referenced above, language is utilized in all aspects of our lives, and it's the most significant piece of correspondence.

Language is utilized in each circumstance, it required. Thus, the necessities to decide our language, a kind of language that is picked for best for the requirements. Each sentence has its specific capacity. It might communicate an announcement, or an inquiry. It additionally might be only a shout. Sentence can be made as an inquiry.

As indicated by Geoffrey Leech (1974), there are five fundamental segments of language. The central work is as far as possible can be viewed as normally imperative, since it causes us pass on messages, portray things, and give our group new data. All things considered, message is a word that depicts this cutoff best. As far as possible is also identified with such a lot of terms as a reality and a worth. The going with breaking point of language is as far as possible. Such breaking point is required each time emotions are granted. There are words that are utilized to bestow perspectives and emotions, which don't pass on a specific data. As far as possible is the solicitation furthest reaches of language is utilized to incite certain activities or responses. The occasion of such a breaking point is a solicitation. Another example of this breaking point is a mentioning. Here overflowing with feeling and situational consequences of a verbalization is a more significant need than a general importance, which makes this, breaking point really like as far as possible. The solicitation work is a piece of social control and social correspondence. Another piece of this breaking point is that the response of a horde of individuals is amazingly more gigantic than an idea passed on by a speaker, since this response picks if such an enunciation accomplished the objective or not. Another restriction of language is as far as possible. As per Leech (1974), this breaking point doesn't have a specific clarification. Here words and sentences are considered as phonetic antiquated pieces. This breaking point serves neither as a mentioning nor as a message. As far as possible causes us use words as a contraption of an easy craftsmanship, and as express signs. Here the enormity of picked words and verbalizations is a more significant need than handiness of this data. The fifth furthest reaches of language are the phatic work. The essential reason behind such a limit is to keep up social

affiliations, and to start, or proceed with the discussion. An unmistakable model from British culture is an accommodating conversation about the environment. Such a conversation doesn't give us any pivotal data. It even doesn't pass on our estimations; in any case it makes us interface with individuals. Each time individuals meet in the city, they can discuss the climate, or work, or kids, it doesn't have any sort of impact. The authentic explanation behind such a discussion isn't the intrigue, yet essentially our craving to talk. Unmistakably, such discussions may in like way contain some fascinating data, yet its abundance.

A nearby gander at above definition may cause one to accept that any individual who has a place with any social gathering may have similar ideas and convictions with others of a similar society. This maintains anybody on the off chance that it is considered the similitudes among individuals as far as culture, religion, and the political alliance. In this way, philosophy is shared convictions and teachings among specific social gatherings and that feeling of correspondence offers capacity to the belief system of those gatherings when they are the prevailing forces in any general public.

Van Dijk (2006) will in general raise the issue of contemplating philosophy from a talk investigative methodology viewpoint. Being a foundation of discourse and composing, Dijk keeps up that philosophies are generally portrayed in both of those methods. Besides, he gives the system of his investigation to the examination of the connections among philosophy and talk which depends on three measurements that are: the customary idea of philosophy as conviction frameworks do exclude the social practices or cultural structures that depend on them and this suggests the hypothesis of philosophy needs to have an intellectual part that manages it as being conviction frameworks. What's more, there are no private individual philosophies, as he clarifies, and that these conviction frameworks are shared by the individuals from a social gathering. If so, an individual probably won't have a private belief system for himself, however he might be included inside specific rules or contemplations that decide his philosophy.

Ideologies, consequently casually characterized, are general frameworks of essential thoughts shared by individuals from a social gathering, thoughts that will impact their understanding of get-togethers and circumstances and control their talk and other social practices as gathering individuals. This implies philosophies are a type of social discernment, that is, convictions shared by and dispersed over (the brains of) bunch individuals. All the more explicitly, for such convictions to be shared by gatherings and their individuals, these must be convictions that are socially significant for them, for example important for their translation of, and support in, significant occasions and activities of public activity and the relations to other social gatherings. Along these lines, gatherings will create various belief systems about their reality and history, about birth and passing, sexual orientation, nature, association, power, work, sex, rivalry, war, etc. With the end goal for philosophies to serve to shield the interests of a gathering, they will in general eloquent particularly the connections to other – prevailing, commanded or contending – gatherings, for example as for the scant assets that are the premise of their capacity.

This examination will utilize Paul Simpson's Language Ideology as the principle structure of this exploration. Simpson (1993) characterizes philosophy as "suppositions, convictions, esteem frameworks which are shared by and large by social gatherings." This productive definition by Simpson opens the eyes towards the idea of belief system as an achievement in any network or any social gathering.

Language Ideology discusses the concealed edge or significance on words. This hypothesis originated from the combination of stylistics and basic etymology. The two controls are good hypothetically to the extent that their experts utilize etymological examination as a reason for their understandings of writings. The dependence of stylistics on etymology implies that as understandings in phonetics become progressively refined, so expressive models become advanced and resuscitated. This implies language philosophy ought to have a free-stream technique for examination as it keeps on adjusting with the general public. As Woodlard

(1998) said that exploration on language belief system will open an entryway among phonetic and social hypothesis.

Ideology systems depict and clarify the tantamount characteristics of the social exhibits of social individuals, yet in hypothetical structure at the same time address lone arrangement. Every social entertainer is a person from different groups, every with their own, now and then clashing ideology systems. At the same time, every social character has her/his own, irregularly exceptional, related encounters (old models), perspectives, conviction system and values, and these will in like way interfere in the progression of models, which, along these lines, will influence the creation (and the wisdom) of talk. Hence, the outline given above might be investigated top down, or base up. The relations included are dynamic and basis: strategies for thinking not so much control that people say (by techniques for perspectives and models), yet solid social practices or talks are themselves expected to procure social information, perspectives and conviction systems in any case, viz., through the models individuals work of other's social goes after (counting others talks) (van Dijk, 1990).

As Demo (2001) states, talk investigation is the assessment of language utilized by individuals from a discourse network. It includes taking a gander at both language structure and language works and incorporates the investigation of both spoken communication and composed writings. Luke (2002, pp.100, 102) contended, basic talk investigation requires the overlay of "social hypothetical talks for clarifying and explaining the social settings, concomitants, possibilities and results of some random content or talk", joined by "a principled and straightforward shunting to and fro" from the small number and huge number levels examination.

In the degree of fundamental talk examination two primary structures applied for example small scale and large scale levels examination. The previous gives its consideration to the language and its segments, state, etymological things, for example, syntactic examples. Something else, the last spotlights on the connection among language and belief system in the public arena (Eghlidi, 2016).



This examination explores the belief system of Jose Mourinho's public interview as Tottenham Manager. The specialist utilized question and answer session since it produces language as a satisfactory character marker (Le Page and Tabouret-Keller 1985). In like manner, public interview process occurs through talk and the gathering things are presented in words. The other explanation if the figure of Jose Mourinho which is a questionable figure, particularly in doing public interview. It is demonstrated with such a significant number of his question and answer session minutes got viral.

## 2. Method

### 2.1 Research Design

This assessment uses qualitative methodology since it examinations word, not number. For this circumstance, the examination depends upon the creator understanding about talk event, and change system in looking at the data. It needs significant appreciation of the subject from the writer to looking at the case.

Qualitative research normally is used in humanistic systems. Emotional assessment henceforth implies the suggestions, thoughts, definitions, qualities, representations, pictures, and delineations of things (Bruce L. Berg, 1989:3).

### 2.2 Research Instrument

The instrument of this study is by corresponding the data manually from the video of press conference with the official English transcript from the video.

### 2.3 Data and Data Source

The data source for this study is extracted from youtube.com video (November 21, 2019) titled "Jose Mourinho's first press conference as Tottenham Manager" from BT Sport channel. The official English script comes from website dailymail.co.uk. The researcher took utterances from Jose Mourinho in his press conference analyzes it using the theory of language ideology.

### 2.4 Data Collection Procedure

The process of collecting data follows these stages below:

1. Preparing and observing the data source. The writer was listening the video (November 21, 2019) titled "Jose Mourinho's first press conference as Tottenham Manager" from BT Sport channel. and matching the utterances of reporter and Jose Mourinho with the official English transcript of the press conference.

2. Numbering and sorting each one of the questions and answers.

### 2.5 Data Analysis Procedure

After having the complete data and the writer understands the transcript and video well, the writer classifies the data into the type of language ideology found in the script.

The way to classifying the data into some classifications is by understanding the concept of context according to Paul Simpson's Language Ideology. The context here related to talk settings, settings which are impregnated with the way of thinking of social systems and establishments. Where semantics focusses on the hypothetical essential suggestions of the contextless sentence, pragmatics (on a basic level, if not by and large before long) centers around the articulation. The articulation is what happens when a sentence, or even bits of a sentence, are changed into authentic pieces of language in a certified setting of use. So to speak, enunciations are what make up authentic spoken or formed compositions.

Later, the transcript is classified into 5 classifications; which are pride, evasion, trust building, appreciation and optimism.

#### 1. Pride

Pride characterizes certainty and sense of pride as communicated by individuals from a gathering, commonly one that has been socially underestimated, based on their mutual personality, culture, and experience. The classification of pride will be coded as 'A'.

#### 2. Evasion

Press conferences are a conspicuous context for the utilization of evasive language, as legislators frequently need to oversee and control the sort and degree of data unveiled when they face the media. The classification of pride will be coded as 'B'.

#### 3. Trust Building

Trust is a person's conviction that another individual or gathering of people will play out a

specific activity and the conviction that that activity is reliable with one's objectives and targets. At the point when somebody confides in one another, they accept enough in the likelihood that an individual will play out a given activity. As such they decide to help out them. The classification of pride will be coded as 'C'.

#### 4. Appreciation

The press conferences severed down give an impression of being overwhelmingly told by the subject of vitality. One of the essential frameworks of vitality is to impart recognition and politically-convinced appreciation. The classification of pride will be coded as 'D'.

#### 5. Optimism

Optimism is diverted into "a touch of everything" – it penetrated all parts of people's lives from their desires for a neighborhood football crew to key parts of individual connections. The classification of pride will be coded as 'E'.

### 3. Findings and Discussion

This chapter focuses on findings and discussion about the ideology in Jose Mourinho's first press conference as Tottenham Hotspurs' manager. The press transcript is classified into types of language ideology found in the script (Attachment 1):

**Table 1. Data Classification**

Data Code	Classification	Dialogue
A	Pride	2, 3, 20, 23
B	Evasion	4
C	Trust Building	2, 16, 24
D	Appreciation	2
E	Optimism	18

**Source: Secondary Data (processed by the writer)**

As in the Table 1 above the data on the first Jose Mourinho's first conference are divided into 5 classifications. First Pride consists of 4 dialogues namely dialogue number 2,3,20

and 23. The second, Evasion consists of 1 dialogue namely dialogue number 4. Then the third Trust Building consists of 3 dialogues, namely dialogue number 2,16 and 24 the fourth Appreciation consists of 1 dialogue namely dialogue number 2. The fifth Optimism consists of 1 dialogue namely dialogue number 18.

From this classification Jose Mourinho's first press conference can be analyzed as follows:

#### 3.1 Pride

Pride is a passionate state getting constructive effect from the apparent estimation of someone or something with which the subject has a close association. It likewise characterizes certainty and dignity as communicated by individuals from a gathering, regularly one that has been socially minimized, based on their mutual personality, culture, and experience. It can likewise be seen as at least two unmistakable feelings (Ekman, 2003; M. Lewis, 2000). With this point of view, pride has been exactly and hypothetically connected to exceptionally different results. From one perspective, pride in one's victories may advance positive practices in the accomplishment area (Herrald and Tomaka, 2002). Then again, the hubristic pride hypothetically connected with narcissism (M. Lewis, 2000) might add to animosity and antagonism (Bushman and Baumeister, 1998).

have noted similarities and contrasts between high confidence and narcissism, two character builds that include elevated levels of pride however that are related with dissimilar intellectual and social collections (e.g., Bushman & Baumeister, 1998; Paulhus, Robins, Trzesniewski, & Tracy, 2004; Twenge & Campbell, 2003). Jose Mourinho can be categorized as narcissist based from his past interviews, such as when he said "I am The Special One" when he first appointed as Chelsea's manager and when he said "Respect" three times while stormed out of his press conference as Manchester United's manager

when he lost 0-3 to Tottenham. Narcissists have exceptionally separated positive and <sup>3</sup> negative self-portrayals, with the end goal that the verifiable self is progressively negative and the unequivocal self increasingly positive and romanticized. This separation appears to probably be related with inward, steady, wild attributions for progress at the unequivocal self-level (I am an ideal individual, I'm generally great), which, as indicated by this sort, would evoke hubristic pride.

<sup>6</sup> It is not a secret that Jose Mourinho is one of the most accomplished football managers of all time. Until now, he has lifted 25 trophies from across five different clubs and four different countries. The <sup>1</sup> achievement is carried out implicitly in his first press conference as Tottenham Hotspurs' manager by mentioning the word 'experience'. The reason is Mourinho as an experienced manager has coached high profiled clubs and brings success to all of them. Which is why experience is one of the Mourinho's greatest pride. According to Paul Simpson's concept of context, the context of word experience here is connecting Mourinho's past success as manager and the current situation that Tottenham has.

In this answer, Jose Mourinho tries to bring back his past experience as a sacked manager. Jose was sacked as a Chelsea Football Club's manager 2 times and as Manchester United's manager at 2018. What Mourinho is trying to express here is he can still prove himself as a top tier manager despite being sacked as a result of terrible matches.

The reporter asks about the reaction of Mourinho regarding his new job. Mourinho answers it with a statement related to his experience about managing a football club in the middle of the season. He had done it in 2001 when he was <sup>5</sup> FC Porto. When he managed the other teams (Chelsea, Inter Milan, Real Madrid

and Manchester United), he did it from the start <sup>1</sup> of the season. In this part, Mourinho said ". I don't have a great experience of getting teams in mid-season. It is only the second time, I did it in Portugal in I think 2001 but I thought about it during these months because I had a feeling I would get a club mid-season, I thought about it a lot." He meant that managing club in the middle of season is not his specialty. After that, he mentioned about how hard it was to take a full control on the players and staffs. He wanted to tell everyone that he was a type of manager who only wants to manage a team from the start of the season which is generally easier for every manager to build a foundation to the club. Later on the conference, Mourinho answered this question to the reporter.

He said "we can win it next season", which is such a weak choice of word for an ambitious manager like him. This is a call of Mourinho being pessimistic about his run in Tottenham which also concluded that Mourinho was trying to make excuses in case his run as Tottenham's manager in 2019/2020 season will be unsuccessful.

The reporter asks about something about working with people who he's not love in Manchester United. In this answer, Jose mentioned the word "experience" three times. This means that he is ready to work with everyone, and also prove that he can still achieve <sup>4</sup> something in Manchester United with 3 trophies (EFL Cup 2016-17, FA Community Shield 2016 and UEFA Europa League 2016-17) despite the poor relationship in backroom.

### 3.2 Evasion

Evasion is defined as the action of evading something. Pride can also be interpreted as an indirect answer; a prevaricating excuse. Evasion can also be said the act of avoiding something or someone. According to Bhatia (2006), Investigation of the corpus uncovers the



development of three wide subjects, which I might want to recognize as 'inspiration', 'impact and force' and 'avoidance', outlining explicit systems that plainly recognize the corpus as an exceptional sort, with its own extremely common open targets and explanatory techniques to accomplish them.

The most prevailing subject is that of energy, which is utilized all through the political question and answer sessions like game public interview with an end goal to portray discretion, congruity and commonality between two oppositely contradicted nations. The subsequent topic is that of impact and force, which the speakers use so as to pre-decide each other's future conduct. Impact is appropriate not exclusively to the semantic arrangement between the legislators themselves, yet in addition to the control that is applied over the crowd, press and open. In spite of the fact that impact is apparent all through, it is especially observable in the subsequent arrangement, where singular explanations are made. Third, it goes over the topic of avoidance that develops, however in fluctuating degrees throughout the public interview, yet fundamentally in the third succession – the inquiries and answers.

Evasion is control, or what Holly (1989: 122) calls 'non-correspondence' of substance; it isn't just bound to what one says (or doesn't state), yet additionally how one says it. It is one of the most significant apparatuses in the possession of political pioneers to offer expressions without fundamentally giving any data. Question and answer sessions are an undeniable setting for the utilization of sly language, as government officials regularly need to oversee and control the sort and degree of data revealed when they face the media.

Jose Mourinho created his own personal clearly when he said "I am the Special One" at the press conference of his appointment as Chelsea FC's manager. By saying that, he has set a high standard for himself as a top class

manager, as in the end of his run as Chelsea's manager, he managed to win 6 trophies for the team and 1 achievement as FIFA World's Best Club Coach at 2004. In English media, there is a term "Mourinho tactical master class" which is used whenever he win a match with his style, a defensive tactic which relies on counter attack.

However, this so called master class tactic didn't last long as he expected. His second run as Chelsea's manager at 2013-2015 and his run as Manchester United(MU)'s manager at 2016-2018 found that his tactic has becoming stale. This was much clearer when even Chelsea's star player Eden Hazard stated:

With his sacking as the manager of Chelsea and MU, he lost his credibility as manager which is shown where he is jobless from 18<sup>th</sup> December 2019 until the day before his appointment as Tottenham's manager at 2020.

With that amount of declining achievements, Mourinho believed that he is still the great manager that can guarantee that Tottenham will win trophies like he did to other teams he managed.

As there are no notable words or pronouns used for context, the whole utterance of this answer will be analyzed. According to this utterances, Mourinho loves to talk about how he evolved in every team he managed. But the way he answered these questions shown that he is trying to discard his arrogance. This act is so important, because Mourinho always has a terrible relationship with either the young star or the icon of the clubs he managed. Frank Lampard and Eden Hazard at Chelsea, Mario Balotelli at Inter, Iker Cassilas and Raul at Real Madrid and lately Paul Pogba at Manchester United. He also said "Don't ask me what are the mistakes but I realise during my career I also made mistakes. I won't make the same mistakes; I am going to make new ones." The mistakes



here refer to his bad relationship with the directors and the players, because he never admits a single mistake regarding the other related topic such as tactics or player selection.

In short words, Mourinho is always trying to protect his image as a great manager by covering his past mistakes with an excuse that he is always evolved and no longer being the man who made the mistakes before. Unlike his past appointment conference, he is now trying to match his ambition with Tottenham's directors, players and the fans. This can also mean he is now trying to actively get the fans attention to him, rather than being smug and let the fans cheer me like before.

### **3.3 Trust Building**

One factor that adds to group achievement is trust. Each mentor should know the jobs that trust has inside their group and how they can create it. Like utilizing viable support, trust prompts solid group attachment and upgrades a mentor's capacity to build up their competitors and group to arrive at their maximum capacity. An absence of trust can disturb the group's center, decline execution, and add to the passing of a player's trust in the group, the mentor, and each other. An absence of trust . can upset the group's center, decline execution, and add to the passing of a player's trust in the group, the mentor, and each other.

Trust is a person's conviction that another individual or gathering of people will play out a specific activity and the conviction that that activity is predictable with one's objectives and targets. At the point when somebody trust one another, they accept enough in the likelihood that an individual will play out a given activity. As such they decide to help out them. Trust thusly is a component of hazard and duty. On the off chance that individuals accept that somebody is mindful enough, they are happy to face a challenge on their doing what they anticipate. The more prominent the duty

that the individual shows or the more prominent their confidence in the obligation, the more noteworthy the hazard they are eager to take.

Likewise, Jose Mourinho as a top class manager needs to give appreciation to all elements in the team. It is always an important matter for a newcomer to respect the legacy of their new environment and create a bond with the people around it. In fact a new employee at Tottenham. He had some answers in the press conference regarding his opinion about his new club.

As there are no notable words or pronouns used for context, the whole utterance of this answer will be analyzed. In this utterance, this is his very first statement in this press conference. He was paying respect to Pochettino, which is although he cannot bring any title to Tottenham, he is able to bring Tottenham to top 4 of the England Premier League and even brought them to Champions League final at 2019. Pochettino has a special place in Tottenham's fans and players, which is the reason Mourinho brought this topic in the opening so in expectation he can easily get the support from the players.

Mourinho was trying to boast Tottenham players' trust in him by saying that he wanted them when he managed the previous clubs. This is actually not a mumbo jumbo, as when he was a Real Madrid's manager, he brought Gareth Bale and Luka Modric from Tottenham. This is why that answer has a bigger meaning to the players. By saying that he really loves the current players, even though Tottenham was at 14<sup>th</sup> of 20 at England Premier League, he really wanted that everyone in the club put their trust on him.

This time, Mourinho is focusing on answers regarding young players. Tottenham was always relying on young players since Pochettino took

charge on the club. But since the players lack of regeneration, in this season their average of players' age is 27 years 84 days, placed top 6 oldest averages of players. By saying that he was going to focus on young players, it gives motivation to not only the young players in the current squad such as Ryan Sessegnon and Oliver Skipp (19 years old when Mourinho was appointed), but also the players in the academy.

### 3.4 Appreciation

In the question and answer session, Bhatia (2006) investigation of the corpus uncovers the development of three expansive topics. He recognized as 'inspiration', 'impact and force' and 'avoidance', delineating explicit methodologies that unmistakably recognize the corpus as a special classification, with its own extremely commonplace informative goals and explanatory systems to accomplish them. The question and answer sessions broke down give off an impression of being overwhelmingly commanded by the topic of energy.

Energy exemplifies four head procedures:

1. to accomplish shared conviction, or common comprehension between two ideological contrary energies;
2. to communicate acclaim and politically-spurred appreciation;
3. to propose a promising future relationship; and
4. to communicate contrasts strategically, to 'pad the blow'.

As it is about the press conference of Jose Mourinho can be analyzed relating to appreciation as follows:

Despite being dubbed as an arrogant person, Mourinho still shown his appreciation towards the club.

As there are no notable words or pronouns used for context, the whole utterance of this answer will be analyzed. This first long statement by Mourinho in this press conference not only

shown his pride and trust, but also his way to appreciate Pochettino the former manager of Tottenham. This is an important way to gain fans and players' affection as Pochettino has served Tottenham for 7 years and he has special place in Tottenham's fans and players.

### 3.5 Optimism

Optimism' is a fairly poorly characterized term that has been utilized to portray a scope of various encounters, emotions and auras in different social and recorded settings. Good faith is diverted into "a touch of everything" – it saturated all parts of people groups lives from their expectations for a nearby football crew to key parts of individual connections.

Optimism is fundamental to thoughts regarding religion (ideas of resurrection or the hereafter), customs (four leaf clovers, toasts, and so forth.), love (our good faith about the accomplishment of connections), family (particularly kids as an image of a characteristically hopeful future) and a portion of the all-encompassing philosophies that describe the Western world – private enterprise, opportunity, independence, freedom, vote based system, the American Dream, etc.

Showing optimism at your first press conference as a manager will surely give confidence boost to players and fans.

As there are no notable words or pronouns used for context, the whole utterance of this answer will be analyzed. In this utterance, Mourinho tried to imply that Tottenham needs a full season to recover from Champions League final lost at 2019 to become the winner in the 2020 edition, just like Liverpool who won Champions League at 2019 after losing at final at 2018. This is also implied that Mourinho had optimism that Tottenham can win Champions League on his first year as manager.

## 4. Conclusions

This research analyzes Jose Mourinho's language ideology in his first press conference as Tottenham Hotspurs' manager using Paul Simpson's theory and strengthened with Kathryn Woodlard's. As it is known that Jose Mourinho is the most phenomenal football manager due to not only his success at winning trophies, but also his unique and unpredictable traits. Wherever he goes, football fans and media will always follow him. There's no exception when he was appointed as Tottenham Hotspurs' manager at November 21, 2019, the attention of football world change to him.

During the press conference, Jose Mourinho answered so many questions asked by various journalists. Using the theory of language ideology, here is what can be concluded in Mourinho's press conference:

1. Mourinho opened his press conference by saying condolence to a recently sacked manager, Mauricio Pochettino. This is his way to gain attention and trust from media, directors and fans.
2. The sense of pride in achievement is one of Mourinho's main attribute. In his press conference here, he always stressed his achievement by saying the word 'experience'. This is the way Mourinho to tell Tottenham's fans that they need no worry about the club's current problems, as he said in press conference, that this kind of problems is not a stranger for him.
3. Mourinho is a person who takes his pride highly. The most iconic phrase for him when he was at Chelsea "I am the Special One" has etched in everyone's mind that he is a kind of person who don't want to be seen incompetent despite his failure as Manchester United and Chelsea(2<sup>nd</sup> period) manager. In this press conference, he show his way to protect his image of top manager by saying that the time when he was unemployed for 11 months, he

said that he learn everything about the growth of football tactics and he also said that he is mentally and physically ready for managing Tottenham and bring them to glory. This means that Mourinho didn't want everyone think of him as a failure manager who took 11 months to get the next job.

4. Trust building is an important thing to do as a new employee to the new environment. Despite his terrific achievements, Mourinho was still a new employee at Tottenham. His way to gain trust is by praising the director, Daniel Levy, the players and even the academy. In this press, Mourinho said that he will continue this club's current architecture and promised to not change everything that already exists.
5. Although Mourinho is known as his arrogance, he still gives appreciation to Mauricio Pochettino as the former manager of Tottenham.
6. Mourinho also spreads his optimism by implying that Tottenham can win Champions League on his first year(2020) after they lost the final at 2019, just like Liverpool who lost Champions League final in 2018 and then won it at 2019.

# Language Ideology on Jose Mourinho's First Press Conference as Tottenham Hotspur Manager

## ORIGINALITY REPORT

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Submitted to University of Glamorgan

Student Paper

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Submitted to Southampton Solent University

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