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

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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 saying 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.

Numerous meanings of language have been proposed. Henry Sweet, an English phonetician and language researcher, expressed: "Language is the outflow of thoughts by methods for discourse sounds consolidated into words. Words are consolidated into sentences, this mix offering an explanation to that of thoughts into contemplations." The American etymologists Bernard Bloch and George L. Trager planned the accompanying definition: "A language is an arrangement of self-assertive vocal images by methods for which a social gathering collaborates." Any concise meaning of language makes various presuppositions and asks various inquiries. The first, for instance, puts over the top load on "thought," and the second uses "self-assertive" in a specific, however real, way. Language associates with each part of human life in the public arena, and it very well may be seen just in the event that it is considered comparable to society.

For the most part, there are five fundamental elements of language, which are enlightening capacity, stylish capacity, expressive, phatic, and order capacities. Any language is controlled by various variables, for example, a social foundation, perspectives and source of individuals. Language is constantly identified with circumstance it is utilized inside. Each individual has a specific social foundation, and this is the thing that decides 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 per Geoffrey Leech (1974), there are five primary elements of language. The principal work is the instructive capacity can be viewed as generally significant, since it causes us convey messages, portray things, and give our audience new data. As a matter of fact, message is a word that depicts this capacity best. The educational capacity is likewise identified with so much terms as a fact and a worth. The following capacity of language is the expressive capacity. Such capacity is required each time emotions are communicated. There are words that are utilized to communicate perspectives and emotions, which don't convey a specific data. The third capacity is the order capacity of language is utilized to incite certain activities or responses. The case of such a capacity is an order. Another case of this capacity is a solicitation. Here full of feeling and situational implications of an expression are a higher priority than a general importance, which makes this capacity fairly like the expressive capacity. The order work is a component of social control and relational communication. Another component of this capacity is that the response of an audience is considerably more significant than an idea communicated by a speaker, since this response decides if such an expression accomplished the objective or not. Another capacity of language is the stylish capacity. As per Leech (1974), this

capacity doesn't have a specific reason. Here words and sentences are considered as phonetic antiquities. This capacity serves neither as a solicitation nor as a message. The stylish capacity causes us use words as a device of a graceful craftsmanship, and as specific signs. Here the excellence of picked words and expressions is a higher priority than handiness of this data. The fifth capacity of language is the phatic work. The main reason for such a capacity is to keep up social connections, and to start, or proceed with the discussion. A notable model from British culture is a casual conversation about the climate. Such a sort of talk doesn't give us any vital data. It even doesn't communicate our sentiments, however it causes us to interface with individuals. Each time individuals meet in the city, they can discuss the climate, or work, or kids, it doesn't make a difference. The genuine explanation behind such a discussion isn't the intrigue, yet just our craving to talk. Obviously, such discussions may likewise contain some intriguing data, yet it's redundant.

A nearby gander at the 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.

Ideologies characterize and clarify the similitudes of the social acts of social individuals, yet in hypothetical structure simultaneously represents singular variety. Every social entertainer is an individual from numerous social gatherings, each with their own, occasionally clashing belief systems. Simultaneously, every social on-screen character has her/his own, occasionally one of a kind, anecdotal encounters (old models), perspectives, belief systems and values, and these will likewise meddle in the development of models, which, thus, will impact the creation (and the cognizance) of talk. Consequently, the outline given above might be perused top down, or base up. The relations included are dynamic and logic : philosophies incompletely control what individuals do and say (by means of mentalities and models), yet solid social practices or talks are themselves expected to obtain social information, perspectives and belief systems in any case, viz., through the models individuals build of other's social works on (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" between the small scale and large scale levels examination.

In the extent of basic talk investigation 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 study uses qualitative research method because it analyzes word, not number. In this case, the study depends on the writer understanding about speech event, and adaptation strategy in analyzing the data. It needs deep understanding of the subject from the writer to studying the case.

Qualitative research often is used in social sciences. Qualitative research thus refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions 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 discourse contexts, contexts which are impregnated with the ideology of social systems and institutions. Where semantics focusses on the abstract underlying propositions of the contextless sentence, pragmatics (in theory, if not always in practice) concentrates on the utterance. The utterance is what happens when a sentence, or even bits of a sentence, are transformed into real chunks of language in a real context of use. In other words, utterances are what make up actual spoken or written texts.

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

1. Pride

Pride defines confidence and self-respect as expressed by members of a group, typically one that has been socially marginalized, on the basis of their shared identity, culture, and experience.

The classification of pride will be coded as 'A'.

2. Evasion

Press conferences are an obvious context for the use of evasive language, as politicians often need to manage and control the type and extent of information divulged when they face the media.

The classification of pride will be coded as 'B'.

3. Trust Building

Trust is an individual's belief that another individual or group of individuals will perform a particular action and the belief that that action is consistent with one's goals and objectives. When someone trust each other, they believe enough in the probability that a person will perform a given action. As such they choose to cooperate with them.

The classification of pride will be coded as 'C'.

4. Appreciation

The press conferences analysed appear to be overwhelmingly dominated by the theme of positivity. One of the principal strategies of positivity is to express praise and politically-motivated appreciation.

The classification of pride will be coded as 'D'.

5. Optimism

Optimism is channelled into "a bit of everything" – it permeated all aspects of peoples lives from their hopes for a local football team to key aspects of personal relationships.

The classification of pride will be coded as 'E'.

3. Findings and Discussion

This chapter focuses 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 datas 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 an emotional state deriving positive affect from the perceived value of a person or thing with which the subject has an intimate connection. It also defines confidence and self-respect as expressed by members of a group, typically one that has been socially marginalized, on the basis of their shared identity, culture, and experience. It can also be viewed as two or more distinct emotions (Ekman, 2003; M. Lewis, 2000). With this perspective, pride has been empirically and theoretically linked to highly divergent outcomes. On the one hand, pride in one's successes might promote positive behaviors in the achievement domain (Herrald & Tomaka, 2002). On the other hand, the hubristic pride theoretically associated with narcissism (M. Lewis, 2000) might contribute to aggression and hostility (Bushman & Baumeister, 1998).

Researchers have noted similarities and differences between high self-esteem and

narcissism, two personality constructs that involve high levels of pride but that are associated with divergent cognitive and behavioral repertoires (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 highly dissociated positive and negative self-representations, such that the implicit self is more negative and the explicit self more positive and idealized. This dissociation seems likely to be associated with internal, stable, uncontrollable attributions for success at the explicit self-level (I am a perfect person, I'm always perfect), which, according to this type, would elicit hubristic pride.

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. This 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.

> (A2). **Mourinho**: …
> This training ground will always be his training ground. He can come when he wants. When he misses the players, misses the people he worked with, the door is always open for him. From my **experience**, tomorrow is another day and he will find happiness again, he will find a great club again and he will have a great future. It would be in modern days, very bad news if this is the last

time he loses his job because that's how life
…

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.

> (A3). **Mourinho**: **…**
> It is not easy because I need to be balanced, I cannot think I can come and change in four days. 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. The conclusion was I would always have a game two days or three days after my appointment so I need to go through stability.
> …

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 in FC Porto. When he managed the other teams (Chelsea, Inter Milan, Real Madrid and Manchester United), he did it from the start 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.

> **(A23) Question**: You went to Porto mid-season and said about winning the title one year later…? Same here?
>
> **Mourinho**: We cannot win the Premier League this season. We can – I'm not saying we will do – we can win it next season.

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.

> (A20). **Mourinho**: It is one of the lessons, for me it is **experiences** and the accumulation of **experiences** is just about that. You have to learn with your **experiences**, especially when you have time to analyse those details. I think it is an important thing.

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 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), Analysis of the corpus reveals the emergence of three broad themes, which I would like to identify as 'positivity', 'influence and power' and 'evasion', illustrating specific strategies that clearly distinguish the corpus as a unique genre, with its own very typical communicative objectives and rhetorical strategies to achieve them.

The most dominant theme is that of positivity, which is used throughout the political press conferences like sport press conference in an effort to depict diplomacy, congruity and mutuality between two diametrically opposed countries. The second theme is that of influence and power, which the speakers utilize in order to pre-determine one another's future behaviour. Influence is applicable not only to the linguistic negotiation between the politicians themselves, but also to the control that is exerted over the audience, press and public. Although influence is evident throughout, it is particularly noticeable in the second sequence, where individual statements are made. Third, it comes across the theme of evasion that emerges, though in varying degrees throughout the course of the press conference, but primarily in the third sequence – the questions and answers.

Evasion is control, or what Holly (1989: 122) calls 'non-communication' of content; it is not simply confined to what one says (or does not say), but also how one says it. It is one of the most important tools in the hands of political leaders to make statements without necessarily giving any information. Press conferences are an obvious context for the use of evasive language, as politicians often need to manage and control the type and extent of information divulged 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:

> *"Tactical training. We do more with Conte. We know exactly what to do on*

the pitch, where I have to go, the defenders (know) where they have to go. With Mourinho it was just he put the system (in place), but we didn't work a lot (on it). We know what to do because we play football, but maybe the automatism was a little bit different."

With his sacking as the manager of Chelsea and MU, he lost his credibility as manager which is shown where he is jobless from 18th 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.

(B4). **Question:** You say you have been thinking a lot in the summer, I know you will have been studying, keeping up with documentation, your football and other sports. You quoted (Charles) Darwin at one point about adapting. Despite all you have won, do you think now you are a new, improved Jose?

Mourinho: I think so, I believe so. I always thought these 11 months were not a waste of time, these 11 months were months to think, to analyse, take care and think about things. I think so. You never lose your DNA, your identity, you are what you are, the good and the bad. I have time to think about many things. 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.

I have time, I am stronger, and when I am saying stronger I don't mean fitter. I was always fit. But I think I am stronger. The emotional point of view I am relaxed, I am motivated, I am ready and I think the players felt that in two days, they felt I am ready to support them. This is not about me. I think in your career you have moments, not just career but in life, moments and through periods and I am in a period that is not about myself. It is about my club's fans, my

players, I am just here to try and help everyone.

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 means 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 contributes to team success is trust. Every coach should know the roles that trust has within their team and how they can develop it. Similar to using effective reinforcement, trust leads to strong team cohesion and enhances a coach's ability to develop their athletes and team to reach their full potential. A lack of trust can disrupt the team's focus, decrease performance, and contribute to the loss of a player's confidence in the team, the coach, and one another. A lack of trust . can disrupt the team's focus, decrease performance, and contribute to the loss of a player's

confidence in the team, the coach, and one another.

Trust is an individual's belief that another individual or group of individuals will perform a particular action and the belief that that action is consistent with one's goals and objectives. When someone trust each other, they believe enough in the probability that a person will perform a given action. As such they choose to cooperate with them. Trust therefore is a function of risk and responsibility. If people believe that someone is responsible enough, they are willing to take a risk on their doing what they expect. The greater the responsibility that the person demonstrates or the greater their belief in the responsibility, the greater the risk they are willing 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.

(C2). **Mourinho**: Afternoon, first of all I think I have to, and I do it, I do it with a bit of sadness, but I have to do it, I have to speak about Mauricio (Pochettino). I have to congratulate him for the work he did and I have to share with you what we already shared indoors which is this club will always be his home.

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.

(C16). **Question**: It was a big shock for the players and now they are with one of the most successful managers in history. What did you say to them and how much did you have to think about that moment?

Mourinho: I told them exactly what I am telling you, I told them one of the reasons I decided to come was them. Was them. I tried to buy some of them for different clubs, I couldn't. Some of them I didn't even try because you know how impossible it is, but I like this squad very, very much. I like the players very, very much. It is not something new. I don't say this to look nice for them, I told that two, three, four years ago. I am really, really happy.

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 14th of 20 at England Premier League, he really wanted that everyone in the club put their trust on him.

(C24). **Question**: Excited to be working with these players?

Mourinho: It's one of the reasons I came. Everything started with Mr Levy's vision for the club which he shared with me in a very, very specific way. That impressed me. But I wanted a club with a good level of players and a good level of the team.

We have a very good squad with good young players coming. I don't know in detail but it's an academy that normally produces good talents. As I always say there is not one manager in the world who doesn't like to play, and to help young players to develop.

The problem is some of them get players to bring through and some don't. I was lucky to have Scott McTominay as a kid, Raphael Varane as a kid, (Mario)

Balotelli as a kid. I was lucky to have talents in the majority of the clubs where I've been. So if Tottenham is a great academy that produces great players it's also something nice.

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 press conference, Bhatia (2006) analysis of the corpus reveals the emergence of three broad themes. He identified as 'positivity', 'influence and power' and 'evasion', illustrating specific strategies that clearly distinguish the corpus as a unique genre, with its own very typical communicative objectives and rhetorical strategies to achieve them. The press conferences analysed appear to be overwhelmingly dominated by the theme of positivity.
Positivity embodies four principal strategies:
1. to achieve common ground, or mutual understanding between two ideological opposites;
2. to express praise and politically-motivated appreciation;
3. to propose a promising future relationship; and
4. to express differences diplomatically, to 'cushion 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.

(D2). **Mourinho**: Afternoon, first of all I think I have to, and I do it, I do it with a bit of sadness, but I have to do it, I have to speak about Mauricio (Pochettino). I have to congratulate him for the work he did and I have to share with you what we already shared indoors which is this club will always be his home.

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 rather ill-defined term that has been used to describe a range of different experiences, feelings and dispositions in various social and historical contexts. Optimism is channelled into "a bit of everything" – it permeated all aspects of peoples lives from their hopes for a local football team to key aspects of personal relationships.

Optimism is essential to ideas about religion (notions of rebirth or the afterlife), rituals (lucky charms, toasts, etc.), love (our optimism about the success of relationships), family (especially children as a symbol of an intrinsically optimistic future) and some of the over-arching ideologies that characterise the Western world – capitalism, freedom, individualism, liberty, democracy, the American Dream and so on.

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

(E18). **Mourinho**: I don't know because I never lost a Champions League final but I can imagine it is not easy. You reach one of the biggest moments you can achieve in football, you are one step away from it, you cannot do it and I can imagine that is not easy. You have the

example of Liverpool, one year they lost the Premier League by one point and the Champions League by one goal and the next season they are very strong in the Premier League and the season after they lost the final they went strong and won it.

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(2nd 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.