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**Cross National Rivalry: National Identity in Sports Discourse**

Nationalism and sport are often interwoven and subsequently, the competitive nature of sport can also mirror the contentious nature between international athletes. Evidence of such inter-group conflict may manifest through ethno-linguistics (Dijk, 1995) and is reinforced through social identity theory (Tajfel & Turner, 2004). Data analysis of Russian and American sport discourse was evaluated in four categories. Data includes Word Association Net dictionary entries for the four opposites of the sport event schema: (a) strong – weak, (b) success – failure, (c) ahead – behind, (d) winner – loser. Semantic analysis established asymmetries of the lexical oppositions relative to sport competition, which reinforce the manifestation of social identity in ways that elevate the status of one group while degrading the perception of the other.