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**The reception of live football broadcasts: Appropriating media discourse in everyday life**

This paper will give an overview of the findings from the ATTAC corpus, a collection of video-recordings of football fans watching the FIFA men's World Cup live on television. Methodologies employed range from discourse analysis, conversation analysis, studies into the multimodality of embodied interaction as well as sociolinguistic notions like identity construction. For instance, we will look at the very specific use of the pronoun 'that' in the football reception situation, or the idea of "Englishness" as discussed by the viewers of the, together with the Olympics, most important international sports event.