122 - BOATING IS NEEDED: VIRTUAL RESEARCH APPROVAL OF THE CASE STUDY OF PORTAL MALHAÇÃO

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INTRODUCTION

We could use several examples of how our imagination, our consumption and even, why not, our interests are guided by means of mass communication, creating a sort of illusion of need, reinventing our habits and customs.

Since the advent of radio and periodicals in the 20s and 30s have already glimpsed the possibility of using sport as attractive, because the more they invested in the sport, the more profit was generated (FERRANDO, 1998). Radio was the mediator between tradition and modernity, and the most effective vehicle to the dawn of television. With mass access to television, the relationship between media and sport ended up signing for good. This process spectacularization Sport is also closely linked to the image of sports heroes, confusing what is real and the unreal.

Currently, sport is an activity that draws the attention of young people, along with music, dance and graphic arts. The same can be said for the internet, which exerts a fascination on the generations that grow in the midst of remarkable technological innovations.

Functioning as an agent of socialization of the young, the sport provides the formation of interest groups that meet in various spaces, whether in schools, market places, in clubs or cafes. With easy access to the Internet, youths began to cluster through specific sites and discussion groups, showing that navigate and have currently is required. In this study, the searches were conducted in an Internet portal that includes a website, a discussion group, a group blog and a list of fans in an attempt to establish possible connections between youth, sports and television.

TV, SPORTS AND YOUTH

The presence of mass media in modern societies has led to changes in relation to ways of seeing and feeling of human groups, influencing various social practices.

If TV viewers now receive more TV spots, also vary the ways they relate, from the ways their own autonomously compose chip programming or design their personal rhythms of television reception, now much more impacted by the possibilities of zapping . (MARTIN-BARBERO, REY, 2001: 67).

Like sports, the media are present in all spheres of our life mainly through the latest technologies. They represent an important agent of transformation, since they introduce information and patterns of behavior, develop motivation and create expectations, great acting and ways of life.

The daily attracts thousands of television viewers through the placement of sounds and images (moving, dynamic, colorful, so fascinating!) Who devote at least a portion of his time to it. We consider it an important source of information on how to process the habits, the intake and the meanings.

The youth of today, besides living in a social group that transmits rules, values, ideals, lives with an enormous amount of information that is conveyed by the media, with different ideas and styles, ways of being, behaviors that dictate fashions and uses the imagery and form.

Due to this universe of possibilities and uncertainties, which characterizes this phase of life, sport spectacularized via the media, has a key role in bringing this guy as a producer and consumer culture.

Because each individual is involved in a plurality of belongings: social positions, associative networks, reference groups, he ends up participating in a multitude of worlds. This range of options is what gives young people the option of choice. The individual and collective identity in any way interferes with the invention of ways and directions in life, from the present, the limits given by the social structure.

All of this information also interfere with the way it is constructed not only his subjective universe, but also their social identity. Gradually this young man will create an image of itself through an imagination that we call youth.

This subjective process has a dynamic aspect of construction that does not end with the supposed entrance into adulthood: the daily lives of us all is crossed by different images, representations and moral values, each linked to chains of private opinions, the interest group, the different institutions. Thus, not only changed our way of life over time, since we are in constant learning process, but we are also inconsistent, ambiguous, many, various and sundry at the same time.

Imaginary youth is understood here as the set of representations and sex behavior among young people. As Markmann (1999) describes for the music, we can interpret for the sport, it would be a kind of vehicle that reflects their aspirations and concerns, "(...) it is through the musical discourse that meanings flow and make up juvenile worldview and perception of their role in reality. "

The expectations generated by the sports leading to specific patterns of behavior that will in some way, influence and sometimes determine the conduct of those who have chosen sports as a career and lifestyle choice. We assert that this is why around a specific sport and the sport as a whole develops a set of collective and individual behavior called the common sense of sporting culture (RUBIO, 2002)

Are these behaviors and procedures, according to the author, which would lead to the creation and multiplication of an imaginary sports, which will eventually interfere directly in the construction of the concept of winning and the constitution of the imaginary and sports directory, where the loser is awarded the consolation.

Fiction Television

Pallottini (1998) defines as a television science fiction story with a certain period of time, written by an author and is transmitted through some medium.

Although Malhação fit the description of the soap opera, she has a basic feature that differentiates the duration of the work. While one usually has 160 chapters telenovela, Malhação has over 2,500 chapters. Begun in 1995, went through several changes of cast, and storylines up scenarios. But the theme remains the same: the young. So here comes into play another format teleficção, the soap opera.

The soap opera format has its origin in the 30's through the radio theater, and television from 50 years in the U.S., where they were popularized the melodramatic plots depicting everyday domestic situations. Those programs on American television were (as they still are today) predominantly on time after lunch, and were directed primarily to female audiences.

Carmo (1999) states that a large percentage of the female population at that time had no career, and was usually home at this time after lunch. If we accept the fact that most of the female is attracted to melodrama, and that this same public has concerns about the aesthetic beauty and is easily influenced by the idea of acquiring it, easy to understand why the programs were often sponsored by brands soap, giving rise to the term soap opera.

In this sense, the woman was perceived both as a potential consumer, the subject of a universe seen as feminine, populated by supposed expectations that are being explored fictionally.

MALHAÇÃO OBJECT OF STUDY

In an attempt to combine youth, sports and television, I chose to work with Malhação which airs in the afternoon by the Globo Television Network, Monday through Friday, from 17:30 until 18:05 hours. The program was first scenario a gym. He then spent the season being set in a beach holiday in the countryside, went through an interactive phase, and since 1999 takes place at the College Multiple Choice.

In a comparative study of three television programs that 'epoch', Paiva (2001) states that an approach of serial fiction Malhação shows to be relevant in a study on communication, socialization and identity for several reasons. Among them the ritualization of plastic beauty and emphasis on manufacturing as a means to perfect physical conquest of happiness.

Concern about how to form the imaginary youth in virtual environments motivated me to work with so-called urban tribes that gather on the Internet. Are the fan clubs, discussion groups, where they exchange messages since, even photos or information about actors and actresses, storylines and topics.

For Magnani (1992) is to make clear that you are using a metaphor, not a category when it comes to urban tribes. While the category is constructed to describe and explain some phenomenon cut from a previously chosen conceptual scheme, the metaphor carries the denotation and connotation all distinctive from its initial use. A first meaning, more generally, urban tribe, has as its referent particular scale used to describe an opposite trend to gigantism of the institutions and the rule in modern society: on the impersonality and anonymity of the latter tribe would group the same, enabling them intense experiences shared, the establishment of personal ties and loyalties, the creation of codes of conduct and private communication.

As these statements we can find the groups that practice some sports, they hear certain types of music, radio, television. As mentioned previously, young people are grouped according to their interests.

METHODOLOGY

Wanted to do a search of receipt using the ethnographic method in virtual environments, or perform a virtual ethnography.

To discuss the ethnography, I will seek refuge in such authors as Levi-Strauss, Malinowski and Magnani. This rapprochement between anthropology and communication is occurring, according to Silveira (2000), increasingly driven by both the work of Jesús Martín-Barbero and other Latin American theorists of reception, and by the British Cultural Studies, one of the traits shared The ethnographic method.

The term virtual ethnography is being introduced to describe the ethnographic studies conducted from the so-called Computer-Mediated Communication, or CMC (Computer Mediated Communication), in virtual environments. According to Hamann (1996), early studies using an ethnographic approach in Cyberspace are from the 90s (REID, 1991, 1994; TURKLE, 1995; Baym, 1996).

Portal Malhação (www.portalmalhacao.kit.net) was created by a teenager of 16 years in the state of Sao Paulo. The site is hosted on an ISP Kit.Net the free, where anyone can build their website. In Portal you can access the Click Malhação, the Team Blog, Workout Club and the url Malhação ME.

The research consisted of observation and monitoring of the site Portal Workout for 6 months, as well as Malhação ME and discussion groups Yahoo Groups, interviews with program production and interviews with the creators of the two major sites on Malhação.

After the initial contact with the organizers of the portal sites and Malhação Malhação ME via email, it was possible to include a form to fill out online. This form was filled out by visitors, thus providing an overview of who attends these spaces of sociability.

RESULTS

Regarding the program, most of the issues revolve around the youth universe, but at the current stage the sport has been little explored. Teenage sex, drugs, school performance, family problems, teen pregnancy, sexually transmitted diseases (STDs), forbidden love has been the most common topics.

It is not possible to determine with certainty the age and gender of participants, but according to information provided by them via ICQ, Messenger, or by thread, these groups are made up of young people in the age group of 12-19 years with female predominance.

More is not uncommon to find people who are 25, 30 years claiming to watch the show from the beginning.

The platforms are constantly updated and its supporters, and often became friends of the actors themselves, as in the case of the maintainers of the site Malhação ME. Currently, this is the site most visited non-official (counting until the closing date of this article 205,965 hits).

Malhação ME The site is also a technically well-prepared, since it is updated weekly and is maintained by three young men who alternate the functions of research, and update contacts with production and cast. The site updates are made from material of the print and digital media, and information provided by participants, by artists or by the official sites of the program or artists.

In this area there are many virtual environments for sociability, which, in turn, settling the most diverse and varied forms of interaction, both among men and among men and machines, and even between machines.

According to the theory of Goffman (apud GUIMARÃES, 1999), in each context of social actors assume different roles, these roles and live consistently.

The social sciences are not necessarily concerned with people as individuals but as subjects of social relations in the context under study.

Thus, a Ciberantropologia informants tend to be more personas that individuals behind the keyboards, and can not affirm the existence of an unambiguous relationship between them, insofar as the same person can live in different contexts,

several different personas.

CONCLUSION

Even in a program that no longer has the sport as a central theme, but that addresses issues such as aesthetics, body image and especially the young, seems a promising object of study, as there is intent when a young appropriates forms of act, dress and feel based on television dramas and this appropriation is intended to produce meanings and directions for their actions.

Thus, the reception processes are seen as integral part of cultural practices that articulate both subjective and objective processes, both micro (immediate environment controlled by the subject) and macro (social structure that escapes the control) (LOPES, 1993) .

In cyberspace we have a tool of communication very different from traditional media, because this space is that all posts become interactive, plasticity and earn a chance to have an immediate metamorphosis.

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BOATING IS NEEDED: VIA VIRTUAL RESEARCH APPROVAL OF THE CASE STUDY OF PORTAL MALHAÇÃO
ABSTRACT

Find the role of the Media in the imaginary in relation to youth sports is the main objective of this research that addressed how it interferes in the way you feel, live and act young. For that, I researched how the imaginary youth has been established through a case study of soap-opera Malhação, broadcast by Globo daily since 1995. This research was to focus on the pole and the reception was developed within the Malhação Portal, an Internet site active until mid-2007 through the use of virtual ethnography. One can conclude that there is intent when a young appropriates forms of acting, dressing or feel based on television dramas and this appropriation is intended to produce meanings and directions for their actions.
KEYWORDS: youth, imaginary, Television

BATEAU EST NÉCESSAIRE: VIA VIRTUEL DE RECHERCHE D'APPROBATION DE L'ETUDE DE CAS DU PORTAIL MALHAÇÃO
SOMMAIRE

Trouver le rôle des médias dans l'imaginaire par rapport aux sports pour les jeunes est l'objectif principal de cette recherche que les traités comment il interfère dans la façon dont vous vous sentez, vivre et d'agir des jeunes. Pour cela, j'ai recherché comment les jeunes imaginaire a été établie par une étude de cas du soap-opera Malhação, diffusé par Globo quotidienne depuis 1995. Cette recherche a été de mettre l'accent sur le poteau et la réception a été développé dans le Portail Malhação, un site Internet actif jusqu'à la mi-2007 grâce à l'utilisation de l'ethnographie virtuelle. On peut conclure que l'intention est quand un jeune s'approprie les formes d'agir, s'habiller ou se sentent fondée sur les fictions télévisuelles et ce crédit est destiné à produire des significations et les orientations de leurs actions.
MOTS-CLÉS: jeunesse, de l'imagination, de la télévision

BARCO SE NECESITA: VIA VIRTUAL DE INVESTIGACIÓN DE LA APROBACIÓN DEL ESTUDIO DE CASO DE PORTAL ENTRENAMIENTO
RESUMEN

Encuentra el papel de los medios de comunicación en el imaginario en relación a los deportes de la juventud es el principal objetivo de esta investigación que a la manera en que interfiere en la manera de sentir, vivir y actuar de los jóvenes. Para ello, he investigado cómo los jóvenes imaginario se ha establecido a través de un estudio de caso de las telenovelas Malhação, transmitido por Globo diaria desde 1995. Esta investigación se centraría en el poste y la recepción se desarrolló en el Portal de Malhação, un sitio de Internet activo hasta mediados de 2007 a través del uso de la etnografía virtual. Se puede concluir que

existe la intención cuando se forma un joven se apropia de actuar, vestirse o se siente sobre la base de los dramas de televisión y este crédito se destina a la producción de sentidos y direcciones de sus acciones.

PALABRAS CLAVE: jóvenes, el imaginario, Televisión

NAVEGAR É NECESSÁRIO: PESQUISA DE RECEPÇÃO VIRTUAL ATRAVÉS DO ESTUDO DE CASO DO PORTAL MALHAÇÃO

RESUMO

Pesquisar o papel dos Meios de Comunicação no imaginário juvenil em relação ao esporte é o objetivo principal desta pesquisa que abordou como isso interfere nos modos de sentir, viver e agir dos jovens. Para tanto, pesquisei como o imaginário juvenil vem sendo constituído, através de um estudo de caso da soap-opera Malhação, veiculada diariamente pela Rede Globo desde 1995. Esta pesquisa teve como enfoque o pólo da recepção e foi desenvolvida dentro do Portal Malhação, um site da Internet ativo até meados de 2007, através do uso da etnografia virtual. Foi possível concluir que existe intencionalidade quando um jovem se apropria de formas de agir, vestir ou sentir baseadas na ficção televisiva e esta apropriação visa produzir significações e sentidos para suas ações.

PALAVRAS-CHAVE: juventude, imaginário, televisão