98 - SOCCER PLAYERS VS MEDIA: THE EVOLUTION OF EXPOSURE OF ATHLETES

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INTRODUCTION

Each area you want your place in the sun. The media, players and advisors fight each other when, in fact, should act together.

On the one hand the media are important for the athlete, as they are responsible for reporting news about the club and the player himself.

However, journalists do not have easy access to athletes as before. Rather, they must pass through the press officer of the player or the club, which makes it difficult professional labor. This situation has reflected the opinion of the veracity of the athlete.

Often at the end of a match, for example, the player wants to express itself in some way, he is either vetoed by the staff of the same club or advice "standardize" a speech to the players.

Faced with all this censorship, the players end up looking for other means to demonstrate dissatisfaction and reviews, comment or criticize. These small changes in the means of communication between journalists and soccer players who have featured in the news almost daily.

Unprepared, these athletes are in social media - networks like Orkut, Facebook and Twitter - a channel of free expression, where there is no intervention of clubs and/or advisors, they are responsible for your own statements.

Based on this, the work addresses the challenges that these changes in the medium to bring the journalist, as well as the consequences of good and bad use of social networks for the image of athletes and clubs.

This work was done using the methods of literature review and interviews addressed and serves as a contribution to the reflection of athletes, being directed more to journalists and media professionals, since they are responsible for creating this channel of communication and that in the case of advice, just interfering with coverage of sports events and obtaining information.

HISTORY OF THE PRESS IN BRAZIL

Primary means for the spread of ideas during the last 500 years, the press influences all spheres of human activity. No political event, constitutional or economic, or social movements, philosophical and literary or broadcast would be understood if not for the press.

But the event that changes opinions exposes ideas and ideals, appeared only in 1450 when Johannes Gutenberg invented the first practical method of printing written. The first impression was an important edition of the Bible, published between 1450 and 1456.

Many years pass before this invention could reach across the ocean. The history of the press in Brazil begins with the arrival of the portuguese royal family to Brazil in 1808.

That same year, the Brazilian press was born on May 13, with the creation of Royal Press, National Press today.

The brazilian journalism has always been characterized by a strong ability to reflect and influence opinions, and even a country. However, the sports journalism has always been considered a minor editorial activity for much of the last century. The few sports news - if there were any - were popular at the time about sports, like rowing - held at Lagoa Rodrigo de Freitas - and turf in Gávea.

THE MEETING BETWEEN JOURNALISM AND SPORT

Brazilians' first contact with the soccer was in 1894 by Charles Miller, who after a period of study in London, returned to Brazil bringing a ball and a playing style with the aim of spreading the sport among the english who lived in São Paulo.

According to Amaral (1969), the relation sports vs media did not develop because of soccer, which made journalism an independent publisher that area and if not acquired by their importance in Brazil, the news about sports in the background. The big jump was the sports journalism in the 1950s with publications that brought texts better work is valued characters.

Marques (2000) says that the reports followed a standard material with comments, game results, and chronicling the matches. With this idea the sports journalism was growing toward a greater diversity in the style of reporting. The subjects had a concern with the description of the bids, because there was no television and so the reader could not see the play, but the newspapers brought exactly what happened in each bid, as well as information of the actions of the players, ie who had better or worse performance in a given match.

With the evolution of TV technology is gaining more strength and characteristics of the programs are adopted by the newspapers, now, in addition to information about results of matches, are also published special to the lives of athletes, the personal side of the player.

The TV programming on all stations, will gain new and different sports programs. Today it is possible to account for at least eight programs in open channels, outside broadcasts of events, and cable TV channels that offer sport 24 hours for the viewer, such as ESPN and Sportv. When necessary, the pay-TV offers more channels to transmit two sporting events simultaneously. Remember also that there is the option of pay-per-view, which offers specific sporting events are sold separately in a package of cable TV, and usually includes regional championships, national and even international tournaments, not to mention other sports.

EMERGENCE OF THE PRESS OFFICE AND ITS INFLUENCE WITHIN SPORT.

The history of press relations is mixed with the beginning of the independence of the United States when George Washington, worried about the disclosure of official information, has hired the writer and editor Samuel Adams to develop a work

that combines the elements of communication. The work was done so that the journalist was in charge of reporting and recording what was happening within organizations and thus releasing it. But only in 1906 is that the american journalist Ivy Lee founded the first office of press and communication in the world.

Today with the advancement of technology this concept is related to two aspects: the need to disseminate opinions, ideas and information of an individual or group of persons, and the existence of institutions known as a means of mass communication.

With the entry of media relations in the sports, the service starts to act as a kind mediator between clubs, offices, soccer confederations and the athlete with the media. She will take the role of persuading vehicles to disseminate the image of his client.

It is important to remember that since soccer is gaining ground in the sports media characters are required to give explanations about the games, performances or unusual moves that have occurred. However, before the advent of advice, this contact was made of very intimate way. The journalists had easy access to players, and exchange of information was more informal. Interviews were also granted in the field of play, or even in the locker room.

THE STRENGTH AND INFLUENCE OF INTERNET SOCIAL NETWORKS.

This communication accompanies humanity since the beginning, allowing the reconstruction of the history, construction of the present and future projection.

In recent years witnessed the growth of communication technologies. These technologies have become faster, more popular and instrumentalized in everyday life for thousands of people around the world. One is the internet, which is designed to assist in the promotion and dissemination of information, promote interaction between people from different places on the planet, among others.

With the evolution of technology, forms of communication have changed. Arose sites, emails, blogs, forums and the most widely used today: social networking.

The networks are not only, or at least should not be a means of entertainment. However, many use them to promote projects, collect provisions for an institution in the field of politics and business.

These are some examples of good use of these tools, which is also used in the sports world. Not only informative vehicles, but also for athletes, fans, club members, advisors and others.

THE RELATIONSHIP BETWEEN SOCIAL NETWORKS ON THE INTERNET AND SPORTS.

Social media also have an enormous potential for relationship and direct involvement in the sport, helping to promote more involvement of the clubs with fans and sponsors. A good project in this area can enable huge benefits.

The soccer players became closer to their fans by entering in the social networks. On the internet, the athlete feels free to say whatever it wants. Despite the interference of the advisor in some cases, through the network that the fan has a direct contact with the idol and the same intimate feel. However, this freedom in the digital world is not always synonymous with success in Brazil. Some controversial episodes in the Twitter network, especially, did not pass in a positive way for players of some brazilian teams.

In recent years, Santos has become famous for revealing young talents in brazilian soccer. In 2010, using the tool Twitcam (sort of a live webcam transmission by Twitter), players Madson, Ze Eduardo and Felipe exchanged insults with fans, left up to team-mate Robinho. Unkindly, Felipe was the hardest to respond to a fan as follows: "I spent my dog feed, is your salary per month." The players were reprimanded by the board and apologized publicly.

In Palmeiras the problems involved with social networking Kleber and Valdivia. Both traded insults with Corinthians fans by the social network after the elimination of Palmeiras in Paulista Championship.

The striker came to call the fans of opponents' “mulambo”, while the chilean got heavier and used expressions like “horn and backpack”.

In Rio de Janeiro the history is no different. In Flamengo, the goalkeeper Felipe is the athlete who has caused more problems for the board of directors due to the statements on his Twitter. After the classification of the “Rubro-Negro” for the Rio Cup final 2011, the player cursed the rival Fluminense calling the team “Florminense” (sic), which caused a series of angry responses from fans of the tricolor.

Again, the backlash in the press made him make a public apology. Felipe went on to say that the post would be a cousing and threatened to leave the network.

In the international arena there are also cases of problems between players and fans. On one occasion, the english Rooney, from Manchester United came to discuss Twitter and threatened by a surfer: "I will put you to sleep in 10 seconds."

Some of the controversy to exceed four lines of the lawn. Kaka's wife Caroline Celico, criticized the former coach of Real Madrid, Manuel Pellegrini, having replaced her husband in a game. The impact was so great that the player joked that he would cancel the account of his wife on the page.

Even with so many cases negative images of clubs and their characters, there is a group that uses the Internet and the possibilities.

Ronaldo "Fenomeno" is one of the great success stories of using social networks. A one year ago, Ronaldo started using Twitter. The now former player took care of the mobile operator Claro and became a reference for how to profit from the microblog.

The president of Atletico-MG, Alexandre Kalil, announced several signings on Twitter, breaking the tradition of the press only have the information and putting fans inside of the club.

Not only in soccer that there are positive cases of using the internet to a direct contact with the followers. The main brazilian tennis Thomaz Bellucci, has Twitter, Facebook and site, where the athlete provides access to news, photos, videos and a direct channel to talk to the player, as well as promotions.

The best beach volleyball players of Brazil are also successful in social networks. Juliana and Larissa managed 130 Twitter followers in just a week in the air, according to a spokesperson of the athletes. Today, the account of two already has nearly 2,000 fans.

CONCLUSION

In order to convey an insight into the relationship between athletes, media and social networks, it is clear and important to clarify the main lines of work in order to reach a conclusion, but not definitive, since we are aware of the dynamics evolution in the relationship between journalism and sport.

The journalist Fabio Azevedo, today on ESPN Brasil, reveals that early in his career had more freedom to interview the

players and explains that it was a closer relationship, in some cases even of friendship, despite the professionalism of both parties. However, the reporter points to a revolution in contact with the respondents with the introduction of press relations, as some rules have to limit reporters' access to players. Azevedo points out that is not against new laws, but warns of a possible censure.

The press officer Flavio Dias credits the change in the relationship with the press of players greater exposure to these athletes in the public. Dias explained that the growth of advertising and marketing footballers transformed into real products for the clubs, they begin to make great fortunes by selling players. In other words, the player becomes a product and becomes the major source of income for the club.

According to the advisor, it is within this context that the players are in need of protection, it must have a good image, so the journalists lose intimate contact with the characters of the sport.

However, Fabio Azevedo recalls that the first duty of the adviser would be to act as an intermediary between reporter and interviewee, but the journalist laments that over time many professional advice is not put in a position to collaborate and limit the work of the press.

On the other hand, Flavio Dias points to the speed of the labor market as a problem in the relationship between player, advisor and journalist. Dias explained that the exorbitant amount of newspapers, television and radio, and sporting goods require an increasing content. Thus, no information has the potential to turn into a big story and the press office's role is to filter the information and do not quantify them.

However, the advent of the Internet introduces another important change in the way of sports publicize their work. If before the journalist was largely responsible for the publication of the ideas of an athlete, and then the entrance to the press office to mediate this relationship is now the player, using the tools of large network is replaced by direct contact with the great generating public a closer relationship between athletes and fans.

Thus, we observe that the closer to the fan makes the speech more real athlete, since there are no intermediaries. It is from this moment that the player back to have the freedom to speak your mind, as was the period in which the journalist gave interviews directly.

Thus, we conclude that it was common sense. The evolution of communication technologies influence the relationship between soccer players and the press, in the way of information to the public.

Finally, the relationship that now surrounds the world of sports people, journalists, press officers and public follows in constant evolution, given the entry of new technologies and new characters through the ages.

This outlook is positive, it indicates the need to further explore the topic, as the realization of research points to a future proceeding.

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SOCCER PLAYERS VS MEDIA: THE EVOLUTION OF EXPOSURE OF ATHLETES

ABSTRACT

This paper deals with the relation among journalists and football players, emphasizing the changes caused throughout the years. Press media and social networks were the stressed themes as they are part of the consequences of this evolution of communication.

The objective is to demonstrate how these changes cause interference on the professional of communication's work and how the misuse of these tolls can be detrimental to the athletes and club image.

The methods used for this research were bibliographic research and direct interview.

KEYWORDS: Press Media, Social Networks, Journalism History

FOOTBALLEURS X MEDIA: L'ÉVOLUTION DE L'EXPOSITION DES ATHLÈTES

RESUMÉ

Cet travail s´agit du rapport entre journalistes e jouers de foot ball, et leurs changement au long dès années Les sujets comme support de la presse e les midias sociales ont étè soublié par sont certains conséquences de cette evolution dans la comunications.

Le but est démontrer comme cettes changements ont touchées le travail du professionel de la comunication et comme l`utilisations précaire de cettes bricolages peut être quelque chose dannée à l´immage du jouer e du club.

MOTS - CLÉS: support de la presse, réseaux sociales, Histoire du Journalisme.

FUTBOLISTAS X MEDIA: LA EVOLUCIÓN DE LA EXPOSICIÓN DE LOS ATLETAS
RESUMEN

El trabajo aborda la relación entre periodistas y jugadores de fútbol, destacando sus cambios a lo largo de los años. Los temas oficina de prensa y medios de comunicación social se destacó por algunas de las consecuencias de esta evolución en la comunicación.

El objetivo es demostrar cómo estos cambios afectan el trabajo del profesional de la comunicación y cómo el mal uso de estas herramientas pueden ser dañinos para el atleta y el club.

Los métodos utilizados para el trabajo fueron dirigidos búsquedas bibliográficas y entrevistas.

PALABRAS CLAVE: Relaciones con los Medios, Medios de Comunicación Social, Historia del Periodismo

JOGADORES DE FUTEBOL X MEIOS DE COMUNICAÇÃO: A EVOLUÇÃO DA EXPOSIÇÃO DOS ATLETAS
RESUMO

O trabalho trata da relação entre jornalistas e jogadores de futebol, destacando suas mudanças ao longo dos anos. Os temas assessoria de imprensa e mídias sociais foram destacados por serem algumas das consequências dessa evolução na comunicação.

O objetivo é demonstrar como essas mudanças interferem no trabalho do profissional de comunicação e como a má utilização dessas ferramentas pode ser prejudicial à imagem do atleta e do clube.

Os métodos utilizados para o trabalho foram pesquisas bibliográficas e entrevistas dirigidas.

PALAVRAS-CHAVE: Assessoria de Imprensa, Redes Sociais, História do Jornalismo.