120 - MEDIA AND SOCIAL REPRESENTATIONS OF THE SPORT: AN INTRODUCTORY REFLECTION

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INTRODUCTION

For the construction of that introductory debate, we opted for a bibliographical research, that for Marconi and Lakatos (2001, p.43), it is "treated of rising of the whole bibliography published already [...] ", "constituted mainly books and scientific goods" (GIL,1946, p.48), getting attention that the first intention here, is not to drain the theme, but we make a critical analysis of the contents that you/they had within our reach, added to discussions of groups of works for then elaborate a text complete and temporary considerations on the theme, since it is continuous the sociological debate that it feeds the relationship sport-media in the brasil.

The discussion about social representation, feels in several ways, from the procedural to the structural. Here the intention is not us stop in none of those parameters and, much less, we support ourselves in depositions and social actors' speeches, but to extract ideas begins of texts that discuss on the theme media-sport, with objective of accomplishing an initial discussion in the relationship media-sport and that, with certainty, it will contribute to the understanding of that context and his/her influence in the Amazonian.

The debate, of the influence of the media in the process of construction of social representations starting from the sport, in the Physical education, one have been noticing, that it is very recent, and they are still few the works that approach that theme in the Amazonian, if we compared to the degree of importance that this discussion possesses. It is then, necessary to take this debate inside of the degree courses in Physical education, and for Oeste Paraense's particularity, since the media has been working heavy to relate the valorization of the area linked directly to the income sport.

The construction of an ingrained nationalism in the illustration of the athlete "hero", maintain a control symbol and ideological manipulation, easily carried out by the broadcastings, due to his easy access and wide reach. The personal identification with a certain athlete takes the individual to build a castle of dreams around that "character", constituting for that that sees him in the different tools of the media a strong social representation, influencing, besides, in the power of the people's decision in the moment of choosing or for force of the unfavorable economical situation, on which sport or physical activity will "hug" while profession in the future.

This way, the debate here presented part of the presupposition that the social representation of the media should be considered in the academic middle, to guide educators and students in in relation to the positive and negative points of what is the positive and negative points of what is transmitted for the communication means regarding the relationship sport-media.

MEDIA AND INCOME SPORT: A DISCUSSION AROUND THE SOCIAL REPRESENTATIONS

In the text, "Media and society: processes of reformulating of the sociocultural identities", Assis, Oliveira and Mendonça (S/D) they analyze the influence exercised by the media as cultures element of the social structure, in producing or reformulating the individuals' social and cultural identities in the society. Reinforcing this idea, the text "THE speech of the media and the social representations of the sport: the athlete as model of behavior" Santos and Medeiros (2009) it shows that the media has been transforming the communication processes and raised new communicative interactions among the social actors" (p.1), transforming the sport of high level and their athletes in true national "heroes", through the constant transmitted of these, the they be following and reproduced as model of behavior by the mass, most of the time of way acrítica.

In "Physical education and the media", of Oliveira (2010) we found reports of as the media has been working the importance, the paper and the process of the professional's of Physical education consolidation in the current days, noticing the emphasis given to the sport of high income and the "teacher-trainer", that he appears there as inspiration source for children and young that participate in social projects returned for the practice of the citizenship by the sport.

This way, the media has been one of the great prominences of the present time, acting as strong tool of transmitted of information, models, symbols and meanings. Before of that context, she is introducing in the society different manners of to act and to think, that feels partly due, according to Assis (S/D), to yours easy access, that it facilitates the spread of the information in wide reach. What turns it exponent of the social transformation, more and more ephemeral in our society current, where the flow of information and perceptions are constant, being that factor, one of the present elements in the educators' social representation and student in the Amazonian context, second, ours lives and practice while academic and teacher that act in the area of the Physical education.

For Assis (S/D), the concern is centered in the cultural fragmentation that it can happen to the detriment of the use in surplus of the media for transmitted of information in a negative way, could contribute like this to the destruction of cultural identities of a given population. Assis mentions Philip (2001, p.253) to reinforce this idea, where he affirms that the media depreciates the identities that it flows of social and moral systems, actively substituting them for marketable identity aspects."

On the other hand for Santos and Medeiros (2009), they emphasize that the sport and the media possess a reciprocity relationship, where one depends on the other to maintain. Notable fact, in the text Physical education and Media published in the magazine EF in 2006, that it shows a little of that relationship narrows between both, starting from a retrospective of reports transmitted in several television channels in an antecedent period to Pan 2007 of Rio de Janeiro, that transmit the "mark Physical education", as strategy to promote the sport, to influence the receivers and to feed the financial capital of the media.

It is noticed the great potential manipulator of the broadcastings there, acting as instrument of social and ideological control, in favor of a political-economical section. This process for Assis (S/D), he feels starting from the characterization of the society and of the elements that constitute her, they are component human and symbolic elements, where the media acts manipulating the established interactions among these, that for his time generate new conceptions and ideologies. That happens

mainly, for those that are in process of formation of the subjectivity and identity, as for instance children and adolescents, but also among social actors in unfavorable economical situation, to example of journalistic matters transmitted in television that they showed adolescents of the Maranhão and of Belém in the city of São Paulo, that, through promises of a promising sporting future in the soccer, they rushed in that "adventure" that brought extremely negative results, as relatives' depositions, in matter recently transmitted in Tv Globe's program sporting "GLOBO Esporte" and Jornal Tapajós, of the city of Santarém, in the West of Pará.

Based on the situation mentioned previously, it is noticed that the adolescents and the children of the new generation grow in a reality already be-truturada for representations and perceptions arrivals of the presence of TV in his daily one. In this vision the sport comes as one of the main elements of our culture marked by the process of show of the media expressed mainly for television, being made available daily at our homes through the "screens."

Therefore, when we thought the understanding of the sport at the present time should be taken into account the immediate transmission of this for the media, because he is a generating market of "million", that it influences the patterns of the social way directly, being such, present in the Amazonian context and West of Pará, where we can observe, starting from our direct conviviality with the sporting practices and to them related, that soccer schools have been increasing quickly.

Lisbôa (2007) in the text "Representations of the sport-give-media in the children's" culture of playing approaches the fact that more of the children's of her study half they have television in the room, what takes them to have a closer and autonomous relationship with this middle, the author still says that the mediation done by an adult is of fundamental importance in that relationship, because the adult can give a new meaning to the that the children see.

However, in the speech of the media the use of tactics can see - as the sensationalism that is done concerning the life usually suffered of the athletes - to deceive the mass, doing with that she thinks her in a certain way on some fact in prominence, in the case, those that through the sport mainly for the soccer, they reach the ascension social and economical, doing with that the receiver accepts what is him given, and the most important: that it reproduces what saw, "turning the athlete [...] a mythical illustration, a hero", (SAINTS and MEDEIROS p.2, 2009). That is easily identified, to the we launch the glance for Pelé's examples, Paulo Henrique "Ganso", Neymar and so many other athletes of different sporting modalities.

Therefore, the athlete's "exemplary" illustration is easily identified, as well as it is it the association that his professional success is linked to this factor" (SAINTS and MEDEIROS p.4, 2009), inciting in the individual an identification every time larger with the representatives of the national sport, that they start to serve as inspiration for children, youths and adults, be in the professional sphere, or in the family and social relationships, turning like this the representatives of the sport in a type of social representation.

Such representations signal us that, happening of the sporting scenery, the athlete as social actor symbolizes, it produces and it reproduces the ingrained nationalism in the sporting competitions, it assumes the illustration heroic, mythical and he brings with itself a model of behavior that, per times, when transgressor or subverted, it turns him villainous". (SAINTS and MEDEIROSp. ,2009).

Starting from the considerations above, we can notice that in the sport, the nationalism is a great attraction for expansion of the own sports and mainly for those modalities that are little known, because, for the popularization of a certain sport, a decisive factor would be the presence of an idol in national level that, depending on her conduct, it can become a "villain" as the goalkeeper's case polishes of Flamengo and "Emperor" Adriano.

Besides, the road is tortuous, stony, full of profits, because it is a road full of traps, and of warriors, that in the competition they want, at all costs, to shine, to continue to have his place of guaranteed warriors. (VOTRE,2003,p. 59)

As, for instance of the citation above, the case of Rebeca Gusmão diffuses in the exam antidoping in the Pan-American Games, losing "goddess's" condition mentioned in the article of Santos and Medeiros (2009).

All those coming social representations of the sport end for influencing the behavior and the configuration of the individuals' identities that compose a society, to example of the Amazonian reality, especially the sport of high level, that according to Santos and Medeiros (2009), it is "in the capacity to arrive where no other human arrived that the sport of high level" lives (Soares 2007 apud Santos and Medeiros), he "sells" a wonderful world full of benefits and it provokes in those that live to the margin of the society, of great valorization feeling of what is transmitted in the communication means, sells in this an escape valve for their socioeconomic problems, according to adolescents' from Pará example and of Maranhão, and of so many other Brazilian States, mentioned previously.

CONSIDERATIONS

Here it evidences that the considerations are temporary and in the certainty of we receive constructive critics, we could not avoid of manifesting them inside of the initial proposal of this article.

We cannot deny that the media is constituted a tool of great importance for our society, however, starting from the moment in that she submits to political-economical groups, it ends for influencing negatively in the constitution of the society, in the group of existent interactions among the elements that compose her, exacerbating values, patterns, stereotypes that cart serious problems to the individuals that rush in sporting adventures with intention of looking for a favorable economical life.

Like this, the sport transmitted by the media is that sought by the capital, that it demands from the athlete integral dedication and the search for the perfection the any cost, that we believed to provoke great frustrations in the life of dozens of children that they dream about the success and the recognition brought by the sport and they just get failures, collecting disillusions, generating crises of identities, depreciation of the popular culture, and a false nationalism, leaning on in concepts of a minority that stops the power and they command the society and a majority, ace times, talented, that they are used to wrap the dream of few, factors those found in our area.

Like this, we agreed that the media ends up influencing the modern individual's she modifies the characteristics in some situations, in the case of the diffusion of the sport show of the media, modifying social and cultural identities and working on behalf of her own economical sustentation, taking together gets those that "motivate" her, harming the construction of the individuals' of the society autonomy, that they live in constant transformation movements, modification and production of social and cultural identities that it reaches, of this the popular sport, as the soccer, to the of the elite, as tennis, horse riding, and etc.

Finally, here we fed the intention of extending that debate to the professionals of the Physical education, in matter the one of the Amazonian, inviting them to develop reflections to feed studies to level of Graduation and Masters degree on that theme, since sport-media and social representation are present in the Amazonian context is in form of it influences distanced or of a negative approach of the ones that live in that area and they survive, where the sport, for some, is the dream the being reached to minimize the bitterness of the social life.

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MEDIA AND SOCIAL REPRESENTATIONS OF THE SPORT: AN INTRODUCTORY REFLECTION

SUMMARY

The present article approaches the debate concerning the influence exercised by the media in the construction of the individuals' of the society sociocultural identities, mainly in children and adolescents, founding starting from the athletes' illustration, models of behavior, that get to constitute social representations, per times called to you factor political - economical, that you/they cart in the breaking of the sociocultural identities because of the transmit of the sport of high level as valve of escape of the socioeconomic problems that they affect most of the population. The intended objective is to demonstrate the importance of that debate in the current society, mainly in the Physical education tends in view the appeal of the media every time larger around the consolidation of the area through the income sport. For that, the basic bibliographical research was used, starting from consultations of extracted texts of the internet, as goods, newspapers and magazines, discussion in classroom, added the teacher's of the discipline Sociological Foundations orientation in the Physical education.

WORDS KEY: Media and Social Representation. Sport. Physical Education.

MOYENS ET REPRÉSENTATIONS SOCIALES DU SPORT: UNE RÉFLEXION D'INTRODUCTION

RÉSUMÉ

L'article présent approche le débat à propos de l'influence exercée par les médias dans la construction des individus de la société identités socioculturelles, principalement dans les enfants et les adolescents, commencer fondateur de l'illustration des athlètes, modèles de comportement qui commence à constituer des représentations sociales par temps appelés à vous comptent politique - économe, qu'ils camionnent dans le brisement des identités socioculturelles à cause du transmet du sport de haut niveau comme valve de fuite des problèmes socio-économiques qu'ils affectent la plupart de la population. L'objectif projeté est démontrer l'importance de ce débat dans la société courante, principalement dans l'éducation Physique soigne chaque fois dans vue l'appel des médias plus grand autour de la consolidation de la région à travers le sport du revenu. Pour cela, la recherche bibliographique de base a été utilisée, en commençant de consultations de textes extraits de l'internet, comme les marchandises, les journaux et les magazines, discussion dans classe, a ajouté le professeur de la discipline orientation des Fondations Sociologique dans l'Éducation Physique.

MOTS-CLEFS: Médias Sociaux et de Représentation. Des Sports. L'éducation physique.

LOS MEDIOS DE COMUNICACIÓN Y LAS REPRESENTACIONES SOCIALES DEL DEPORTE: UNA REFLEXIÓN INTRODUCTORIA

RESUMEN

Este artículo se trata de um debate sobre la influencia que exerce los médios de comunicación em la construcción de identidades socioculturales de los indivíduos en la sociedad, principalmente en niños y adolescentes, implantando a partir de la figura de los atletas, modelos de comportamiento que llegan a construir representaciones sociales, que algunas vezes se asocian a factores políticos y económicos que redundan en el rompimiento de las identidades socioculturales en virtud de difusión del deporte de alto rendimiento como valvula de escape de los problemas socioeconómicos que afecta a la mayor parte de la población. El objetivo pretendido es demostrar la importancia de este debate en la sociedad actual, principalmente en la Educación Física, teniendo en vista el apelo de los medios de comunicación cada vez mayor envolviendo la consolidación de esta área a través del deporte de alto rendimiento. Para eso, fue hecha una investigación bibliográfica básica, a partir de las consultas de textos retirados de la Internet, como artículos, periódicos y revistas científicas, discusiones de clase sumadas a las orientaciones del profesor de la matéria Fundamentos Sociológicos en la Educación Física.

PALABRAS LLAVES: Medios de Comunicación y Representación Social. Deporte. Educación Física.

MÍDIA E REPRESENTAÇÕES SOCIAIS DO ESPORTE: UMA REFLEXÃO INTRODUTÓRIA

RESUMO

O presente artigo aborda o debate acerca da influência exercida pela mídia na construção de identidades socioculturais dos indivíduos da sociedade, principalmente em crianças e adolescentes, fundando a partir da figura dos atletas, modelos de comportamento, que chegam a constituir representações sociais, por vezes ligado a fatores políticos – econômicos, que acarretam no esfacelamento das identidades socioculturais em virtude da veiculação do esporte de alto nível como válvula de escape dos problemas socioeconômicos que afetam a maioria da população. O objetivo pretendido é demonstrar a importância desse debate na sociedade atual, principalmente na Educação Física tendo em vista o apelo midiático cada vez maior em torno da consolidação da área através do esporte de rendimento. Para isso, foi utilizada a pesquisa bibliográfica básica, a partir de consultas de textos extraídos da internet, como artigos, periódicos e revistas, discussão em sala de aula, somadas a orientação do professor da disciplina Fundamentos Sociológicos na Educação Física.

PALAVRAS CHAVE: Mídia e Representação Social. Esporte. Educação Física.