41 - SOCCER, MEDIA AND VIOLENCE

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INTRODUCTION TO MEDIA

The term media drifts from the Latin *media*. Media can be understood as the "means of communication", that is, the communication that is taken to a numerous and indistinct public, without taking into account the individuality of each one of the participants of this public. The television, Internet, radio, newspaper, billboards and the like are the best known examples of media

Media is also the support for the transmission of information, as for example, the electronic media, the press, the digital one, the newspaper, CD/DVD, the floppy disk, the videotape, etc.

In advertising, Media is the professional who programs the announcements in news, TV, radio.

The means of communication have a great importance on people`s daily routine as they influence the way society perceives the world events, and a great part of the information received by people, are through these channels. Thus, one cannot quit considering that the information transmitted by means of communication suffers influence from the world events' ideological line.

For Gramsci (1975), the Medias are the main organizers of the spread, reproduced and socially accepted consensus. They include the priorities understood as public or relevant, eliciting the government's actions and modulating the opinions of the diverse political actors.

The Medias and its actors are great creators of public opinion. The relevance and the approach given by the Medias to a given subject tends to be absorbed by society at the same ratio.

A news item can be sufficiently relevant, and for any reason, not be priority at that moment in the media broadcast, and in this way, it ceases to receive the attention from society.

Guareschi (1991), observes that the media can create facts while divulging them, as well as allow them to inexist by silencing them.

Each day the events and facts are renewed, but it would be impossible that all be divulged. Thus whatever is divulged by the media starts to be the representation of reality.

Bertrand (1999) affirms that the media determines society's order of the day: it cannot dictate to people what to think, but it decides what they will think.

This way, through news spread in the media is how we think and get to know about particular subjects that many times, would not raise our attention in case they were not divulged in the means of communication.

Great part of the population, in the morning already, immediately has access to the daily news, through the newspaper received at home, through the morning news on TV, through the radio, and now, also through the most recent medias, like the Internet, cell phones and others. Certainly these received information, will be part of interpersonal conversations, enabling the hierarchization of subjects that must be thought and said throughout the day, in some way influencing people`s behavior.

VIOLENCE AND MEDIA

Since the beginning of humanity, varied forms of violence experienced and practiced by men have been known. The registers point out aggressions, ritual combats, wars and countless other actions that evidence the violence of men against their fellows.

For Amoretti (1992), violence can be defined as the act of forcing, determining physical, moral or psychological damage, through force or coercion, exerting oppression or tyranny against the will and the freedom of others.

The more common registers that we have on violence refer to crimes and contraventions such as homicides, assaults, kidnappings, rapes, attacks, physical aggressions, traffic accidents and the like. However, violence also prospers within the marginality provoked by unemployment, lack of familiar structure, use of drugs, hunger, illiteracy and impunity.

This way, we coexist with the most diverse manifestations of violence in our daily basis.

Amoretti (1992) understands the study of causes, consequences and justifications of violence as primordial subject in current society and it has a prominent importance, as it seems that the possibility of survival for humanity depends on this understanding.

In a world globalized by telecommunication, the spread of violence has instantaneous character and presence in the houses of the majority of the people, occupying great spaces in the news, science fiction movies or in literature. What surprises is the fascination that the news on violence and crimes provoke on people.

The relationship between media and violence is very close for a great part of the violent events that occur in society only becomes public domain through the spread of the media. The impression is that the media is the prompter of violence. It is as if the media created the violence. And in some way it does, because what people do not have knowledge about, does not exist for them.

For Glassner (2003), when people, through media, have access to crime and violence news stories, they start to believe that they are living in a vulnerable and unsafe society.

The people who receive this information tend to believe that the borough or the city they live in are unsafe places and start adopting *preventive measures*, as alarm installation, purchasing weapons, and other more defensive behavior in relation to the people who do not have access to this information. In the same way, citizens start to demand a stand from the the government so that more severe laws and penalties for the offenders and criminals are established and created, in result of the sensation of insecurity generated by the widespread information on crime and violence.

THE ORIGIN OF SOCCER

Soccer is the most popular sport in Brazil and perhaps in the world. FIFA (International Federation of Football Association), entity that manages Soccer in the world, is proud to divulge that it possesses more affiliate countries than ONU (Organization of the United Nations).

In Brazil, along with Carnival, Soccer can be considered as an allusion to the Brazilian identity, being part of the popular culture and occupying great spaces in the media. However, since its origin it is recognized as fairly violent.

In China, in the first manifestations similar to Soccer (5,000 B.C.), skulls of the enemies defeated in battles used to be kicked. With time, the heads were replaced by leather balls, which had to be launched by the soldiers, with the feet, between two columns. In Greece, in 800 B.C., epyskiros was practiced, base for the Roman haspartum, that gave origin to some occidental games, from soccer to tennis (LEAL, 2000).

Harpastum was a sport practiced in the Middle Age by the Military divided in two teams: aggressors and defenders. The use punches, violent kicks, tripping and other violent assaults was allowed. Each team was formed by 27 players, with distinct functions: runners, forwards, fewer defenders and goalkeeper. In Medieval Italy gioco del calcium emerged. It was practiced in squares and the 27 players of each team would have to take the ball to the two poles that were in the two extreme corners of the square.

Gioco del calcium left Italy and arrived in England around the 17th century. In England, the game gained different rules, being organized and systematized. The field would have to measure 120 for 180 meters and in the two endings two rectangular arcs called goal would be installed (available in www.campeoesdofutebol.com.br).

In the 15th Century, it is already known as soccer - with brutal battle characteristics. In 1608, in Manchester, the practice of the sport was forbidden due to the damage of properties. The game remained hard, violent and disorganized for 500 years. In the middle of the 17th century, modifications were tried in order to diminish the violent character, however they only occured in the beginning of the 19th century - when the number of players was limited to thirty a team, in the English public schools and universities.

In the middle age, Great-Britain's pre-industrial society enjoyed aggressive pastimes: cockfights, bullfights, burnings of living cats in hampers. Attending public executions was like going to the cinema nowadays. The holidays were expected for the games that represented ritual conflicts.

In 1823 modern Football appears - derived from Hurling and Rugby, in 1848. Cambridge, Harrow, Westminster, Winchester and Elton Universities try the unification of the rules, that happens in 1863, when knocking down, tripping and kicking the shin the opponent was forbidden. In 1867, in South America, the Buenos Aires Football Club was created, and in 1883 the International Football Association Board is established - responsible for the establishment of World-wide Soccer rules.

Soccer comes to Brazil with Charles Miller in 1894, Brazilian, son of Brazilian mother and Scottish father, who after being educated in England comes back to São Paulo to work at São Paulo Railway Company (later Railroad Saint), becoming a correspondent of the British Crown and English vice-consul in 1904.

In 1904 FIFA was created - institution that marks the ascension and popularity of soccer.

To have an example of this popularity, we cite that the last World Cup, which was carried through in 2006 in Germany, reached a number of about 30 billion spectators in 213 countries (REIS, 2006).

Since the foundation of FIFA until today, 18 editions of the World Cup have been held, an event that divulges and popularizes soccer. Allied to this event, we witness the rise and strengthening of the great teams in Europe as well as the Sport Leagues and international competitions.

This popularization and growth is verified in all senses today and it is esteemed that Soccer puts 250 billion dollars into motion per year.

VIOLENCE AND SOCCER

The growth and the popularization of Soccer and its evidenced financial importance, was not able to inhibit its intimacy with violence yet.

There are historical examples in which violence is presented in soccer, being carried out by players, by coaches when using tactics of marking the game and the opponent, and for the supporters' rivalry and the media, when Soccer and vainglory become one. In the 1954 World Cup, the game Brazil vs. Hungary was known as the battle of Bern, where players had had more contact in field than the rules allowed. In 1962, there was the battle of Santiago, where the confrontation between Italy and Chile was quite violent.

In 1966, in the World Cup held in England, in a semifinal game between Argentina and England, the Argentines committed innumerable faults, and this unsporting attitude took the German referee to banish the Argentine captain.

The player refused to leave the field alleging not to understand what the arbitrator had made. This episode contributed to the creation of the yellow and red cards, which were the innovation of the 1970 World Cup. (YALLOP, 1998).

In the 2006 Germany World Cup, the athlete elected as the best of the World cup, in the final match proved to be subject to getting carried away by the provocation (instigation) of the opponent and performed a scene of violence watched by thousands of people in the whole world. The fact was the headline in all means of communication for days.

However, one admits that the violence also exists and grows outside the sport and outside soccer, which allows us, to search for a better understanding of the phenomenon, to make a division between violence of soccer and violence in soccer.

Violence in Soccer is explained by the argument of passion, psychological and internal, in which the sport awakens emotions that lead the athletes to lose the sense between symbolism and reality, materializing the simulated sports war.

Violence in Soccer is justified as being the mirror of society, where the sport as an integral part of this social environment, does not escape from the qualities and defects existing in it.

VIOLENCE OF SOCCER

Violence of Soccer is the violence that comes from its own, it is intrinsic and integrant of its sportive content (PERRUSI, 2002).

Such affirmation is not so clear, since the various positioning that are based on this inference are contested. Some theoreticians begin this argument alleging that Soccer, since its origin, is followed by violence. They justify the use, until today, of as many warlike metaphors like: archer, arena, artilleryman, striker, duel, fight, goal kick; and other used in the soccer environment to base that Soccer is war made in some other way.

However, a vision of Humanity evolution and creation of Culture, we also we realize that violence was present, and would not have reasons for not displaying itself in Soccer.

Another position that defends violence of Soccer is that the violent spectacle would have a function attributed in other times to the “bread and circus”, as an attempt of pacification of the mass and the removal of its true interests.

In summary, people get distracted with the games of their teams and forget the hard reality to which they are submitted, remaining continuously dominated by an ordering elite.

We do not disagree with the existence, at a certain rate, of this omission and disconnection from reality through the spectacle. However, to infer that Soccer would have the power to provoke the alienation of its spectators seems extreme. The

power of Soccer in provoking this alienation is not greater than a music concert, a theatrical stage or the visualization of a film. And this disconnection is merely secular, that is, from the moment that the entertainment finishes, the spectator goes back home, to family and work, not having Soccer the power to provoke the neglecting of this reality.

Also there are the defenders that the violence of Soccer would be related to the similar role of the Greek tragedy, where the football spectacle would substitute a real and concrete violence for another symbolic one.

Hence, Soccer would function as a kind of catharsis; purging and purifying the violence that all the supporters or spectator bring in an implicit or explicit manner. “Soccer, in this way, would purge or reproduce violence through the symbolic reproduction of the most violent activity of the human beings: war.” (PERRUSI, 2002).

VIOLENCE IN SOCCER

Violence in Soccer comes from the outside, being external to the football field, either for the economic or social crisis, either for the lack of security. That is, if living in a violent society, how can one prevent that this violence does not reach soccer, since it is a cultural element of this same society.

According to a study by Barroso and col. (2007) carried out by psychologists of professional teams in the south Brazil, whose objective was to identify the factors that generate violence in soccer, it was concluded that, for the psychologists, the importance of the match is the most preoccupying factor as the origin of aggressiveness in the field. The opponent`s provocation appears as the next point to be observed, since it is a factor used with the intention of generating an emotional breakdown in the rival team. Also, the behavior of the coach has a direct consequence on the behavior of the athlete. In the fourth place, there is the level of income of the team, and next, the score of the game, that also affects the supporters besides the players in the field.

In the analysis of the film “A Batalha dos Aflitos” it was possible to observe the presence of all the factors reported in the research carried out by the psychologists in the south of Brazil.

The movie describes situations experienced by athletes, controllers, supporters and soccer team supporters' clubs inside and outside the Soccer stadium, before, during and after the game Náutico do Recife Vs, Grêmio de Futebol Porto Alegrense, that decided the National Championship - B Series in 2005.

In the film it is evidenced the team preparation for a game carried as a battle, with all the elements of a war, where the host of the game organizes a hostile environment to receive the visitor in “his” stadium, represented by components like, smells of cool paint in the dressing room painted in the previous day, reducing the size of the dressing room, keeping it locked without access to the field until minutes before the match. When going to the stadium the opponent team lands among the opponent`s supporters.

This preparation is directly related to the importance of the match that represented the access to the “A Series of the National Championship” to the winning team.

The opponent provocation aspect is soon identified, as the teams enter the field quite willing to go for a winning score and demonstrate a will expressed in faults and complaints.

On the coach`s behavior, initially it seems controlled, but when the occurrences of the game result in several athletes expelled from the field, he also gets altered, attributing to the referee the responsibility for the events.

In this context, with spirits aroused, the performance also seems not to be the appropriate one, however for one of the teams the score is favorable, since a draw is enough for the main objective.

For the host team, in this case Náutico, that needs to be successful, the situation is also designed to obtain the objective, because the exclusion of four athletes of the opponent team and a penalty in its favor seems to be the ideal.

Although it is common sense that violence “from the outside” influences the violence inside the stadiums and soccer games, understanding the violence as an external phenomenon carries the difficulty of explaining the reason of this sport's violent origin 's(PERRUSI, 2002).

CONCLUSIONS

When making the analysis of the violence in Soccer and the treatment given to these phenomena, we come to some conclusions.

First it is verified that there is a violence that is intrinsic to Soccer and another one that is extrinsic. The intrinsic violence would be internal and of the person's own nature, which then explains since its origin and through its growth and popularization. The extrinsic violence is external to the soccer environment, it is social and it also reflects in Soccer as a cultural element and part of this social environment.

Probably the reality of violence exists in and outside Soccer, as well as it is of social order and comes from the outside, after all, violence can transpose any social institution.

It seems more sensible to admit that violence exists in a determined value as inherent to the human being as well as being a social product of culture, being impossible to establish a clear divider between the two sources. And as Soccer is also a product of this culture, it is surrounded by individual and social violence, coming from inside and outside Soccer.

Media has a fundamental role in enhancing or minimizing this violence. It is evident that phenomena such as Soccer and Violence are reported for there is great interest on them, that is, if there were not consumers of this kind of news, it would not be divulged. However it must be dealt with precaution and ethics when producing news for the Media, primarily when tying a sports match, like a Soccer game, to vainglory, ethnic ideologies and questions.

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ABSTRACT

Violence in soccer has been a source of concern for professionals from diverse areas of knowledge, such as: Physical education, Psychology, Sociology, Public Security and Law. Considering that soccer is the most popular sport in Brazil and perhaps in the world, being part of the popular culture and occupies great spaces in the media, the objective of this study was to investigate the violence in sports, represented in this study by soccer, to locate it in the social context as subject explored by the media, as well as to identify aspects that contribute to extend or to minimize the violence in soccer. This is about a bibliographical study, in which situations of violence in soccer between athletes, controllers and supporters have been analyzed inside and outside the fields and the repercussion in the media. The film “Inacreditável - a Batalha dos Aflitos” was the object of analysis, and it portrays the events of a game with war-like characteristics, identified from the preparation of the field to the accomplishment of the match. In this game, factors were present which were pointed out by some authors as violence generators: Value of the match, opponent provocation, coach behavior, efficiency level of the team and score of the game. With the study it was possible to conclude that there is a fascination for any report on violence in general; in sports, it can be considered the violence *of* soccer and the violence *in* soccer, where people are influenced, as well as they tend to extend the effects of the violent facts spread in the media.

KEYWORDS: soccer, media, violence

RESUME

La violence au football a préoccupé les professionels de différentes branches Du savoir, comme l'Educacion Physique, la Psychologie, la Sociologie, la Sécurité Publique et le Droit. En tenant compte du fait que le football est le sport le plus populaire au Brésil et peut-être au monde, qu'il fait partie de la culture populaire ET qu'il occupe beaucoup d'espace dans les médias, l'objectif de cette étude est autant de rechercher la violence dans le sport, representé ici par le football, et de La positionner dans le contexte social comme sujet exploité par lês medias, que de bien identifier les aspects qui contribuent à augmenter ou diminuer la violence au football. Il s'agit d'une étude bibliographique qui analyse les situations de violence au football entre les joueurs, les dirigeants, les supporters et les clubs de supporters (au stade et en dehors) et sa répercussion dans les médias. Le sujet de l'analyse est le documentaire "A Batalha dos Aflitos" qui dépeint les événements dans un match aux caractéristiques guerrières clairement identifiées depuis La préparation du stade jusqu'au déroulement de la rencontere proprement dite. Dans ce match, de nombreux facteurs indiqués par certains auteurs comme source potentielle de violence étaient présents : l'importance Du match, la provocation dês adversaires, l'attitude des entraîneurs, le niveau d'entraînement des équipes et Le résultat du match. L'étude permet de conclure qu'il existe une fascination pour lês chroniques de violence de manière générale; dans le sport il y a la violence dans ET autour du jeu, et qu' il apparaît dans lês médias une tendence à augmenter lês conséquences de la violence. Parmi lês facteurs qui réduisent la violence dans La pratique du sport se trouvent les projets d'inclusion sociale orientés vers l'initiation aux pratiques sportives.

Mots-Clés: Football, média, violence.

RESUMEN

Violencia en el fútbol ha sido una fuente de preocupación para los profesionales de diversas áreas del conocimiento, tales como: Educación Física, Psicología, Sociología, Seguridad Pública y la Ley. Teniendo en cuenta que el fútbol es el deporte más popular en Brasil y quizás en el mundo, ser parte de la cultura popular y ocupa grandes espacios en los medios de comunicación, el objetivo de este estudio fue investigar la violencia en el deporte, representada en este estudio por el fútbol, para localizarlo en el contexto social como tema explorado por los medios de comunicación, así como a identificar los aspectos que contribuyen a ampliar o reducir al mínimo la violencia en el fútbol. Se trata de un estudio bibliográfico, en la que las situaciones de violencia en el fútbol entre los atletas, los controladores y los aficionados se han analizado dentro y fuera de los campos y la repercusión en los medios de comunicación. La película "Inacreditável - un Batalha dos Aflitos" fue objeto de análisis, y que retrata los acontecimientos de un juego de guerra con características similares, identificados a partir de la preparación del terreno para la realización del partido. En este juego, estuvieron presentes los factores que han sido señalados por algunos autores como generadores de violencia: Valor del partido, el oponente provocación, entrenador comportamiento, nivel de eficiencia del equipo y la puntuación del juego. Con el estudio se pudo concluir que existe una fascinación por cualquier informe sobre la violencia en general; en el deporte, se puede considerar la violencia del fútbol y la violencia en el fútbol, donde las personas son influenciadas, así como que tienden a ampliar los efectos de la propagación hechos violentos en los medios de comunicación.

PALABRAS CLAVE: fútbol, media, la violencia

RESUMO

A violência no futebol tem sido alvo de preocupação de profissionais de diversas áreas de conhecimento, tais como: Educação Física, Psicologia, Sociologia, Segurança Pública e Direito. Considerando que o futebol é o esporte mais popular no Brasil e talvez no mundo, faz parte da cultura popular e ocupa grandes espaços nos meios de comunicação, o objetivo deste estudo foi investigar a violência no esporte, representado neste estudo pelo futebol, posicioná-lo no contexto social como assunto explorado pela mídia, bem como identificar aspectos que contribuem para ampliar ou minimizar a violência no futebol. Trata-se de um estudo bibliográfico, em que foram analisadas situações de violência ocorridas no futebol entre atletas, dirigentes, torcedores e torcidas organizadas dentro e fora do campo e a repercussão nos meios de comunicação. Foi objeto de análise o filme “A Batalha dos Aflitos” que retrata os acontecimentos de um jogo com características de uma guerra, identificados desde a preparação da arena até a realização da partida. Neste jogo, estavam presentes fatores apontados por alguns autores como geradores de violência: Importância da partida, provocação dos adversários, comportamento do técnico, nível de rendimento da equipe e o placar do jogo. Com o estudo foi possível concluir que existe um fascínio pelas notícias de violência de uma forma geral; no esporte, pode-se considerar violência *do* futebol e *no* futebol, sendo que as pessoas tanto são influenciadas, como tendem a ampliar os efeitos dos fatos violentos veiculados na mídia. Entre os fatores que minimizam a violência no esporte, encontram-se os projetos de inclusão social visando à iniciação de práticas esportivas.

PALAVRAS CHAVES: Futebol, mídia, violência.