161 - MEDIA AND SPORT: ANALYSIS OF THE REPRESENTATIONS OF THE SELECTION OF 2002 IN THE NEWSPAPERS

JOSÉ JAIRO VIEIRA;
EDILANE PAULA E CANDIDO;
RONALDO DE ASSIS.
Federal university of Rio de Janeiro. Rio de Janeiro. RJ. BRAZIL
Jairo.vieira@uol.com.br

1. Introduction:

The media, with his/her production of information and entertainment, turns the consuming world of his/her product. The newspaper, with his/her power of the writing, the radio, with the speech, TV, in his/her audiovisual language and the internet with his/her instantaneidade, they are constituent midiáticos. The soccer, being the most popular sport of the planet, he/she needs a popularization that makes possible the access of all that admire him, being used like this, of the power of the media. The presence of the communication means linked to the sport, it is portrayed more strongly to a period not very distant, being shown like this, his/her contemporaneidade. That performance of those means is more intimately linked to the soccer, being noticed the difference in relation to other sports in the sporting pages of newspaper or to in news sections in TV. That is so outstanding that, mainly in the radios, a certain reporter collects the day by day of a single soccer club and the outos sports divide some few professionals. He/she ends, then, forming idols, that will permeate the imagination, the emotions (love and hate) and the life way of all that accompany something in any half midiático. The media makes possible us instantaneous and simultaneous interactions, mainly in the transmissions of several games, in several places, at the same time. TV for signature is a great example. She sells a package of games of the whole Brazilian championship and of several games of the same round. With some clicks, he/she sees himself throws of almost all of the games of the round. In open TV, there is already the transmission of of games in the same schedule for different areas and to each goal that is done, it is shown soon later. Another fact to be mentioned is the influence talent that the communication organs exercise on the society, in his/her opinion construçaõ in the population in general, mainly in what it consists of the emotions, in the love and hate to the some team or to the some determined player, in the construction of idols and myths. Players become if truth "super-heroes", where until we can find them in the streets and not only in television. A special moment where it happens the largest connection of the world soccer and the media in general is the World cup, that due to his/her greatness and importance is given to the reach of all. This is larger example of the partnership between the media and the soccer, where the communication means get more audience and announcers and popularization, expansion and followers for the soccer. Therefore, the money is the great link among them. Difficult È to imagine one without the other and vice and it turns.

2. I aim at and Methodology:

For the search of works that you/they treat of the performance of the several mídias in the field of the sport, being the media one of the main ones, if no the main, partners of the sport, specifically the soccer, the small amount of works was observed approaching that subject, still motivating more accomplishment of this work. Therefore, this work has as objective, to analyze the symbolic construction of the soccer and of the player done by a newspaper of the state of São Paulo, regarding World cup of 2002, accomplished in South Korea and in Japan. For this, it was used as material, the supplement of sport of the newspaper Leaf of São Paulo, of May 28 on July (22 newspapers) 3. Therefore, in a previous (preparation and expectation) period, during (confrontations aspects extra games) and after the (arrival, homages and commemorations) World cup.

3. On Journalism:

Firstly, he/she would like to do some considerations on journalism, considering him/it.

"Journalism (...) it is a fascinating battle for the conquest of the minds and hearts of their objectives: readers, viewers or listeners. A battle usually subtle and that uses a weapon of extremely inoffensive appearance: the word (...) the press, in agreement with the myth of the objectivity, it should be put in a neutral position and to publish everything to happen, stopping the reader the task removing their own conclusions." (ROSSI, 1981. p. 9).

AMARAL increases the specific characteristics of present time, periodicity and collective reception, and their functions: politics, economical, educational and entertainment (AMARAL, 1982. p.16/17).

The reading of the newspapers happens mainly during the times died, in the transports, in the waiting rooms, as a conscious (STOETZEL, apud AMARAL, 1982. p.21) amusement.

4. Analysis of the Newspapers:

Now, I will enter in the context of the analysis of the newspapers. In the countdown for the most unusual World cup of the history, the newspaper Leaf of S. Paulo created a new notebook for that subject: the Cup 2002. Inside of that, there was also the conventional supplement of sports, it Leafs him/it in general Sport, that continued announcing the sporting events, That special notebook had a regularity from 12 to 16 pages, and the edition of the pentacampeonato (one day after the final game) had 32 pages. Starting from July 4, the Cup 2002 leaves scene and the newspaper Leaf of S. Paulo is going changing his/her focus, the elections 2002.

4.1. The Trio of the Selection:

The publication of news, comments, pictures, political cartoons, it exercises an influence in the people's mind. The construction of idols is part of the paper of the press, that takes advantage for the proveitopr'prio and later until it can destroy him/it if he/she wants (AMARAL, 1982. p. 22).

The difficulties and the success need, they do with that the Brazilian feels similar to the soccer player. They are representative of the situções that the people pass in his/her daily one (VIEIRA, 2001. p. 47).

Since the beginning, the Leaf of S. Paulo explores the idolatry in a letter, or better, in a letter for three: R (erre&#2;), of Ronaldo, of Rivaldo and of Ronaldinho&#2;. The newspaper creates all his/her expectation on top of that trio, that is composed by players that already the best of the world were considered and for a revelation, considered the largest of the last years.

There is a day of the beginning of the Cup, the title of a report foresees already what would happen for this month of ball rolling in Asia: "trio of 'you wander' it enchants in the training." (30/05/2002, p. 4). That was the first training and it served as appetizer to excite the fans and that trio would be the great trump card for the conquest of the penta. That was the tenor of the matter. Rivaldo, in interview, is shown humble, but without forgetting the marketing of the 'you wander': "Little by little we are gearing ourselves in the trainings and we are going the three to do a great World championship there in front [in the attack]." In that beginning it is also noticed

the attempt to create other idol, Juninho, that had gotten to conquer the last vacancy in the middle field. The newspaper shows Juninho in a very nice way, as a good young man, remembering the bruise that removed him/it of the last Cup. His/her new nickname, an analogy of his/her physiognomy with a character of terror films, sees reason of game: " 'Chucky' it is reborn and it is with the last vacancy for the premiere." (30/05/2002, p. 4). One day later, Juninho was mentioned as one of the reponsáveis by the good acting of the trio of 'you wander.' Again it is noticed that the stamp of the matters is in turn of that trio.

After the game against Turkey, in spite of the victory, Brazil played bad, fruit of the lack of integration of the trio of 'you wander' (told in the page 4 of June 4, 2002). But in the page 6 it is estapado as title: "Collected and turned, Ronaldo and Rivaldo decide in the premiere." (04/05/2002, p. 6). And in uncoiling of the matter, it is noticed that Ronaldinho already begins to be moved, of the newspaper, because his/her performance would have been 'apathetic.' In that focus, still in June 8, Ronaldo and Rivaldo they are called of stars and they promise to do of China a 'sparring', proceeding in the World championship. After the game against China, the trio really proceeded, only that who stole the scene was other 'it wanders', forgotten by all, lateral Roberto Carlos. That besides having made one of the goals, the best of the departure was chosen. That shows the intention of the media in to choose who will be idol. Roberto Carlos is in the Selection there are many years, even before Ronaldinhio. Even so, the trio doesn't become quartet.

"Two-way. United, the largest gunners" (17/06/2002, p. 3). That title is of a report that says that the couple of 'you wander' it is the largest Brazilian duet of scorers in World cups, comparing them Bebeto / Romário. Vavá / Pelé and Jairzinho / Pelé. But once, the newspaper exalts Ronaldo and Rivaldo and it gets to use that term, removing of scene Ronaldinho. In the following page, there is a complement on that subject. Ronaldinho says that doesn't intend to compete with the rivals: "I prefer to give the pass for the goal of what to do the goal. It is as important as." (17/06/2002, p. 4). That fact gives us the impreesão that the Leaf wants to abandon the trio and to emphasize more the couple of 'you wander.'

That perspective at the beginning of abandonment on the part of the Leaf in relation to Ronaldinho win more force soon after the victory on Belgium. "Of larger doubts for the Cup, Ronaldo and Rivaldo became the only certainty of the selection. (...) When arriving to Asia, the team bet the future in his/her offensive trio of 'you wander.' Ronaldinho, the third party, in spite of the good performance, reinforced his/her accomplice condition and it was substituted by Kleberson." (18/06/2002, p. 1).

"Last 'it wanders' standing out, Ronaldinho has fleeting shine. (...) The most extinguished of the 'you wander' Brazilian until then it was reborn and it succumbed in only 13 minutes." (22/06/2002, p.4). It is noticed that she is pondering in the oldest couple, because she could exalt Ronaldinho without giving importance to his/her expulsion. But even so she continues to mention the trio: "The trio of 'you wander', the technician's main bet for to final of the World cup, it was decisive in all the departures of the Cup." (30/06/2002, p.4).

With the pentacampeão title, it is clear the consecration done to Ronaldo and Rivaldo as the best ones, the breakers of records, but he/she doesn't forget of the other ones 'you wander': "A quartet of stars guaranteed 16 of the 18 goals marked by the Brazilian selection in this World cup." (01/07/2002, p. 12). However, he/she could not stop emphasizing the great mark of this selection: "Three of the four. Rivaldo, Ronaldinho and Ronaldo. they were responsible for all of the goals marked by the selection of Scolari in you forest-kill" him/it. (01/07/2002, p. 12).

4.2. Idolatry to the players:

As it was seen, the Leaf of S. Pauloescolheu two players as the main ones responsible for the title: Rivaldo and Ronaldo.

4.2.1. The Caso Rivaldo:

Rivaldo was never unanimity in the Selection. Their wonderful performances, so much in the Palm trees, as in Barcelona, they were never seen regularly in the Selection. His/her physical condition was also very questioned because of a serious bruise. Before the beginning of the Cup, the Leaf lifted that subject: "With the physical condition under suspicion and still without showing the game style that consecrated him/it, the shirt 10 of Scolari is alternating moments of lucidity and of apathy in field, enough so that his/her condition of titling is questioned." (29/05/2002, p. 7). "Rivaldo, star of Barcelona, only recovered of a serious bruise in the right knee last week. 'They went difficult times to me', he/she said." (02/06/2002, p.1). However, Rivaldo treated soon of solving that situation. Already display as the Selection will behave to final: "Of course the experience is worth a lot. In spite of all they have bunk in their clubs, many here are playing the Cup pe4la first time. Then, in that moment, me and Ronaldo we decided the game." (04/06/2002, p. 6).

The idolatry characterization begins increasing stiller, when the Leaf labels Rivaldo and ronaldo of stars (08/06/2002, p. 1).

As it was already mentioned, starting from the round before the quarter finals, the couple puts upon the trio of 'you wander', therefore, more space for Rivaldo to turn off the past and to become a great idol. In the matter entitulada: "Rivaldo. 2002 search mark of Jairzinho. 70" (22/06/2002, one day testified of the victory on England, the Leaf enumerates the feats of the from Pernambuco: fifth goal in the World championship, three times the best in field for FIFA, only to mark a goal in each departure (a record that can take him the if it equals Jairzinho, 7 goals in 6 games) and gunner of the Cup. The newspaper arrives to the point of calling him/it of perfect, worthy of a super-hero: "Rivaldo is the only 'it wanders' that didn't fail in this Cup" (XX / XX / XXXX, P. XX). That contains all the doubt generated in relation to his/her capacity and physical condition.

In the edition of June 25, the special supplement brings an interview with Rivaldo. The introduction of the conversation stamps expert's certificate once and for all given by the Leaf of S. Paulo: "Rivaldo, 30, it is star of Brazil in the Cup. Of favorite Objective of the critics to expert silted up in the team, the transformation was abrupt, impressive, translated in 5 goals in 5 games. (...) he counts as if he/she sits down with the 'new clothes', that took borrowed of Ronaldo after the game with England (...)" (25/06/2002, p. 1).

After it being chosen the best, with Ronaldo, and to win a statue in Recife, Rivaldo should enter for the gallery of the idols of the history of the Brazilian soccer.

4.2.2. The Caso Ronaldo:

In that air of soccer globalizado, Ronaldo became a mark, being as merchandise or for his/her image for everyone, carting like this, the influenced registration of his/her name in children, during the World cup of 1998, in countries without expression in the soccer, like Albania (CARRANO, 2000. p. 98). It is the typical idol model that Brazil create frequently. Poor child, won the very young (it was champion of the world in 1994 with 17 anoos) stardom, you/he/she made a lot of money, she walked of Ferrari in the 'Highway of the Death' (Highway President Dutra, that ties the states of São Paulo and Rio de Janeiro) and she still makes charities.

But an event could change that whole immortal armor that he possessed, the such nervous crisis that it affected him/it in the day of the end of the Cup of France in 1998, or known as the 'yellowish.' Then of that event, Ronaldo still suffered with two surgeries in the knee, what increased the doubt in relation to his/her turn, but even so, his/her name continued with force in the soccer, possessing the power of the solemnity-summons.

Before the Cup, the Leaf of S. Paulo already believed in great Ronaldo, calling him/it of phenomenon and comparing him/it to Pelé. During the Cup, great part of what permeated his/her name was commented on already, therefore Ronaldo and Rivaldo walked of hands given by the pages of the newspaper.

An aspect on the good young man Ronaldo, commented on several times by the Leaf, it was his/her star quality attack.

He/she refused several times of giving interviews (the only, when the interviews were liberated for all), being called of "the different" (31/05/2002, p. 7; and 02/06/2002, p. 5). Another incident was the accusation, done by a journalist gaucho, that Ronaldo would have taken his/her camera in a nightclub (14/06/2002, p. 7). In a survey done with the players on the presidential succession, Ronaldo didn't want to say: "He alleges that is for not having his/her image explored by the politicians" (26/06/2002, p. 3). The Leaf, then, wanted to pass that Ronaldo has their moments 'hollywoodianos' and that he doesn't behave as most of the players, or until it is deprived to speak something wrong.

But as it was already spoken, Ronaldo is an idol and the Leaf continues his/her role. On the 02/06, there is a picture of Ronaldo, in the layer of the notebook of sports, seeming that he is being reborn. The title is the following: "The day of being reborn" (02/06/2002, p. 1), already foreseeing that his/her turn of truth is to be worth, be the player that was again, of turn to the life.

Something unusual it had to happen. In a World championship where the haircuts got the attention, Ronaldo also wanted to do part of the game. "' It is a normal cut. He/she doesn't have promise, he/she doesn't have homage, he/she doesn't have anything', Ronaldo said, refusing to give details on the reasons of his/her new one visual" (25/06/2002, p. 6). That leaves margin to several interpretations. Will it be that is the attentions of his/her bruise that it can remove him/it of the next game to deviate? Or will only marketing be? If it goes, will it be that was own idea? Or will it be that was idea of Nike? Well, it doesn't import the answer, that is really a celebrity's attitude.

Really, Ronaldo seems to have something supernatural for such exaltation, as it was the case of his/her goal against Turkey, for the semi-final: "Phenomenon. Brazil wins with brilliant goal of beak (...)" (27/06/2002, p. 1). That headline was layer of the notebook of sports.

The great expectation about Ronaldo's behavior in the end was put in the following title of a news: " Ronaldo's day. (...) The nervous crisis before to final of 1998 he/she gave place to a 'cold in the belly' before the premiere against Turkey, as it told in confidence a friend" (30/06/2002, p. 3). " The Day R" (01/07/2002, p. 3) and" (...) he/she shines in the end" (01/07/2002, p. 4), he/she does with that Ronaldo closes with key of gold and that he makes to feel that his/her image no more it is scratched and his/her idolatry tends to increase more and more.

4.3. 'The Great Family':

On those last years, the command of the selection was headed by several names. Luis Felipe Scolari&#2; it was the last, it arrived late, but it arrived with the hope of the Brazilians. His/her way of gaucho brawler generated sympathy to the people. With some results pífios (as the defeat for Honduras) and the disbelief in relation to the players, he/she did with that the whole group joined strongly, being the technician the 'paizão' of the 'Família Scolari.' That term was layer title on May 29, where he/she brought the players' profile of all and of the technical commission, also belonging of the 'Family.' The header of all of the pages also contained that term. At the same time, the newspaper also called Scolari of 'sergeant', and that the concentration of the Selection was a 'general barracks.' However, the 'Família Scolari' it is mentioned by the last time on May (day of the opening game) 31 and coincidentally, starting from that date. The newspaper mentions several times the privileges that the Rede Globo possessed in the Cup, as the exclusive interviews with players and Scolari. Reminding that the 'Família Scolari' it was extremely spread for TV Globo. Reminding that the Sistema Globo is proprietor of one of the contestants of the Leaf of S. Paulo, the newspaper THE Globe. Only after the conquest of the World championship it is that the 'Family' it reappears, in a layer title: Famíli Scolari's" turn (03/07/02, p. 1), talking about the possibilities of Scolari to continue in the command, as it was of the will of the Brazilian population.

4.4. Penta Emerson:

"The sergeant lost the captain. On the eve of the premiere, Scolari is without his/her trust man, owner of the shirt 7 of the luck and anchor of the outline done in 7 days" (03/07/2002, p. 1). In that fact, Emerson's importance is shown, not only taticamente, or as captain. In the superstition of Scolari he is fundamental. In the first game, Emerson shouted comfortable of the bank of reservations and it could be there until the end, because it was still considered belonging to the group heading for the penta, but it was not. It was invited to attend end, but prefiriu to continue with their vacations. Even so champion was considered, as display a fota of Ricardinho, convocadoa for Emerson's cut, honoring the former-captain.

4.5. Romário, THE Former-favorite:

Romário was unanimity before the cup. One of the medium best of goals in Brazil in the last years, even with his/her advanced age in relation to the soccer. Artists, political and the people in general implored for his/her summons, that didn't happen. On May 29, the Leaf reminds that his reason no er been summoned, it was because of their provoked upsets. Sometimes, during the Cup, Romário was only mentioned, or on the pressures that Scolari suffered to summon him/it, or on the similarity of his/her cut in 98 with Emerson's cut this year, or even in a comparison of this selection with the one of the tetra. The difference is that that doesn't have him/it quietly. The newspaper didn't make any campaign the in favor of Romário or he/she said that the quietly was making necessary. On the contrary, after the Cup, in a supposed election of the worst, Romário would have taken the trophy Fair play & #2;, for not having made any necessary.

5. Conclusion:

In that way, we can end, in this phase of our analysis, that the headlines and news of the newspaper Leaf of S. Paulo, they bring for the readers an optimistic and fragmented vision of the Selection. In spite of the great amount of players with the letter 'it wanders' in the initial of the name, the Leaf created a very big expectation on top of three only: Ronaldo, Rivaldo and Ronaldinho. Roberto Carlos, seems not to do the head of the m'dia, because since the couple's time 'Rô-Rô' (Romário and Ronaldo) he doesn't enter in that list of idols. For speaking in that, the idolatry was well explored, being Rivaldo and Ronaldo the main ones, always showing their difficulties (bruises and Cup of France) and their glories (it breaks of records and prominence in the World championship). The harmony of the group was entitulado of 'Família Scolari', however, during the whole cup, that term was not used, only after the conquest of the comb, when his/her permanence in the command of the Selection was essential. That looks ambiguity (difficulties / glories) is structural factor of the relationships social, cultural and sporting of the Brazilian society.

6. Bibliography:

AMARAL, L. Newspaper technique and newspaper. Fortaleza: UFC, 1982.

CARRANO, P. C. R. Ronaldinho: sporting idol or global merchandise? In: CARRANO, P. C. R. et al. (org.). Soccer: passion and politics. Rio de Janeiro: DP&A, 2000.

ROSSI, C. What is journalism. São Paulo: Brailiense, 1981.

VIEIRA, J. J. National passion and social myth: participation of the black in the soccer, professionalization and social ascension. (Dissertation of Doutorado IUPERJ), Rio de Janeiro: 2001.

Rua Antonio Cordeiro, 126 Bl01/501
Freguesia - Jacarepaguá
Rio de Janeiro - RJ

(21) 3215-5904

MEDIA AND SPORT: ANALYSIS OF THE REPRESENTATIONS OF THE SELECTION OF 2002 IN THE NEWSPAPERS
ABSTRACT

The media makes possible us instantaneous and simultaneous interactions, mainly in the transmissions of several games, in several places, at the same time. This work, therefore, he/she has as objective, to analyze the symbolic construction of the soccer and of the player done by a newspaper of the state of São Paulo, regarding World cup of 2002, accomplished in South Korea and Japan. For this, it was used as material, the supplement of sport of the newspaper Leaf of São Paulo, in a period previous to the World cup, during and after the same. Some aspects observed in the newspapers tell respect the idolatrização certain players, even if previously the cup, they went white of several critics and doubts, as the case of Rivaldo. The collectivity representation also offers a significant characteristic when observing headlines that initially treat the technician as authoritarian and stubborn for later to place him/it as a conciliatory one, "big fater", boss of the "family Scolari." In the same way, it was noticed that what could affect or to oppose this collectivity were excluded sumariamente of the newspapers, in other words, Romário. The symbolic construction of three "R's", in compensation to a real existence of four "R's" in the selection demonstrates him/it as the media influences and it builds visions, values and representations. This way, we can end, in this phase of our analysis, that the headlines and news of the newspaper the Leaf of São Paulo brings for the readers an optimistic and fragmented vision of the selection, where in spite of every minute if it contemplates the union of the such "family positively Scolari", for several times if he/she pointed out the difficulties and limitations certain individual sections or players. This looks ambiguity is structural factor of the relationships social, cultural and sporting of the Brazilian society.

KEY WORD: media, sport, soccer

MOYENS ET SPORT: ANALYSE DES REPRÉSENTATIONS DE LA SÉLECTION DE 2002 DANS LES JOURNAUX
RÉSUMÉ

Le média fait possible nous interactions instantanées et simultanées, principalement dans les transmissions de plusieurs jeux, dans plusieurs places, en même temps. Ce travail, par conséquent, qu'il/elle a comme objectif, analyser la construction symbolique du football et du joueur fait par un journal de l'état de São Paulo, concernant tasse de Monde de 2002, accompli en Corée du Sud et Japon. Pour ceci, il a été utilisé comme matériel, le supplément de sport de la Feuille du journal de São Paulo, dans une période antérieur à la tasse de Monde, pendant et après le même. Quelques aspects observés dans les journaux disent l'idolatrização à respect certains joueurs, même si précédemment la tasse, ils sont allés blanc de plusieurs critiques et doutes, comme le cas de Rivaldo. La représentation de la collectivité offre aussi une caractéristique considérable quand observer des gros titres qui initialement traitent le technicien comme autoritaire et têtu pour plus tard le placer / il comme un conciliatoire, "paizão", patron de la "famille Scolari." De la même façon, il a été remarqué que ce qui pourrait affecter ou s'opposer à cette collectivité ont été exclus sumariamente des journaux, en d'autres termes, Romario. La construction symbolique de trois "R's", dans la compensation à une vraie existence de quatre "R's" dans la sélection le démontre / il comme les influences médiatiques et il construit des visions, des valeurs et des représentations. Ce chemin, nous pouvons terminer, dans cette phase de notre analyse qui les gros titres et nouvelles du journal la Feuille de São Paulo apporte pour les lecteurs un optimiste et a fragmenté vision de la sélection où malgré chaque minute s'il contemple positivement l'union de la telle "famille Scolari", pour plusieurs fois si il/elle avait signalé les difficultés et limitations certaines sections individuelles ou joueurs. Cela regarde l'ambiguïté est facteur structurel de la soirée des rapports, culturel et de sport de la société brésilienne.

MOTS CLÉS: moyens, portez, football

MEDIOS DE COMUNICACIÓN Y DEPORTE: EL ANÁLISIS DE LAS PROTESTAS DE LA SELECCIÓN DE 2002 EN LOS PERIÓDICOS
RESUMEN

Los medios de comunicación hacen posible nosotros las interacciones instantáneas y simultáneas, principalmente en las transmisiones de alguno partido, en algunos lugares, al mismo tiempo. Esta obra que, therefore, él / ella tienen tan objetivo, para analizar la construcción simbólica del fútbol y del jugador hecha por un periódico de the state of São Paulo, mirar taza de mundo de 2002, consumado en Corea del Sur y Japón. Para esto, fue usado como el material, el suplemento del deporte de la hoja del periódico de São Paulo, en un período previo a la taza de mundo, durante y después lo mismo. Algunos aspectos observaron en los periódicos decir el respeto los idolatrização ciertos jugadores, incluso si antes la taza, se fueron blancos de los algunos críticos y dudas, como la caja de Rivaldo. La colectividad por la que la representación también ofrece un dígito significativo característico when observar los titulares que tratan el técnico como autoritario y terco inicialmente ponerlo / él como uno conciliador, "Paizão", dirige del "Scolari de familia." después. En lo mismo manera, él ser notado que lo que podía afectan o resistir esta colectividad era sumariamente excluido de los periódicos, en otras palabras, Romário. La construcción simbólica de tres "El(la/los/las) de R", en la compensación para una existencia verdadera de cuatro "El(la/los/las) de R" en la selección lo demuestra / él como las influencias media y construye las visiones, los valores y las representaciones. De esta manera, podemos terminar los titulares y las noticias del periódico el nodo del árbol "La familia Scolari absolutamente", en esta fase de nuestro análisis, eso, por las varias veces si él / ella apuntaran ciertas secciones de São del que Paulo causa para los lectores una visión individuales optimista y fragmentada de la selección, dónde a pesar de cada minuto si considera el sindicato el such o reproductores afuera de los apuros y las limitaciones. Este ambigüedad de expresiones es el factor estructural de las relaciones sociales, cultural y deportivo de la sociedad brasileña.

PALABRA CLAVE: medios de comunicación, el deporte, el fútbol

MIDIA E ESPORTE: ANALISE DAS REPRESENTAÇÕES DA SELEÇÃO DE 2002 NOS JORNAIS
RESUMO

A mídia nos possibilita interações instantâneas e simultâneas, principalmente nas transmissões de vários jogos, em locais diversos, ao mesmo tempo. Este trabalho, portanto, tem como objetivo, analisar a construção simbólica do futebol e do jogador feita por um jornal do estado de São Paulo, referente a copa do mundo de 2002, realizada na Coréia do Sul e Japão. Para isto, foi utilizado como material, o suplemento de esporte do jornal Folha de São Paulo, em um período anterior à copa do mundo, durante e depois da mesma. Alguns aspectos observados nos jornais dizem respeito a idolatrização de determinados jogadores, mesmo que anteriormente a copa, eles fossem alvo de diversas críticas e dúvidas, como o caso do Rivaldo. A representação de coletividade também oferece uma característica significativa ao observar manchetes que inicialmente tratam o técnico como autoritário e teimoso para depois situá-lo como um conciliador, “paizão”, chefe da “família Scolari”. Da mesma forma, notou-se que o que poderia abalar ou contrapor esta coletividade foi sumariamente excluído dos jornais, ou seja, o Romário. A construção simbólica dos três “R's”, em contrapartida a uma existência real de quatro “R's” na seleção demonstra o como a mídia influencia e constrói visões, valores e representações. Desta forma, podemos concluir, nesta fase de nossa análise, que as manchetes e noticiários do jornal a Folha de São Paulo trazem para os leitores uma visão otimista e fragmentada da seleção, onde apesar de a todo instante se contemplar positivamente a união da tal “família Scolari”, por diversas vezes se salientava as dificuldades e limitações individuais de determinados setores ou jogadores. Esta aparente ambigüidade é fator estrutural das relações sociais, culturais e esportivas da sociedade brasileira.