31 - THE PROGRESSES AND PROSPECTS IN STUDIES INVOLVING THE RELATION AMONG SPORT, MEDIA AND SOCIETY

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1 First Considerations

The relations between the Media and the Physical Education/Sport and their consequences on the passive consumption as well as on the encouragement to the practice of sportive activities (active consumption), in the contemporary society, under the prism of the objectives of the Communication Laboratory, Movement and Media in Physical Education (LCMMEF), and the Post-Graduation Program in Science of the Human Movement of the CEFD/UFSM were the motivating elements of this research. Responses for the inquietudes regarding the progresses and prospects on the area have been searched through the activities of Specialization (8), Master's Degree (13), and Doctorate (5) accomplished in the LCMMEF during the period from 1991 to 2004.

The reflection about the interdisciplinarity between the areas of Physical Education/Sport and Media and the way on that relationship rebounds on the current society is of fundamental importance in order to improve the discussions on the areas of Physical Education and Social Communication due to the interdisciplinary relations between them. The LCMMEF has always acted under the premise that the Physical Education is the actuation area with the communication, as a process, being introduced on it either as a social phenomena or as a tool of social intervention.

To analyze the scientific output of the LCMMEF was the main objective of the present research whose specific objectives were to identify the works, in post-graduation level, to verify the interdisciplinary approaches in these works, and to verify whether the scientific output until 2004 supports the three new research lines proposed for the rearrangement of the area. The proposal of the study also walks along with the rearrangement of the curricula of the Courses of Physical Education; with the proposal of a course of Strictu Sensu (Master's Degree), and of two courses of Specialization in the CEFD/UFSM. It also appears as theoretical support to the legal documents (DCNs, PCNs, LDB, etc) which sustain the area of Physical Education and mention the importance of the communication and its processes on the professional acting and formation.

1.1 The Laboratory of Communication, Media and Movement in Physical Education

The CMMEF sub-area exists in the Program of Post-Graduation in Science of the Human Movement of the CEFD/UFSM since 1991. It has firstly appeared as a Research Line and it was linked to the Movement Pedagogy sub-area. In August 1995, it has become effective in the program. The proposal of creating this sub-area started from the understanding that sports and MC may come to be a new thinking-acting in Physical Education. Its consolidation is of basic importance in order that Physical Education takes on the analyses belonging to its studies' area and sometimes transmitted in wrong way to the public by the Media.

The sub-area has appeared starting from the verification of misunderstandings and inconsistencies in several messages about sport transmitted by the Media. It is well known that the sports and/or physical activity, as a social phenomena, has more and more incidence on people's life each day, and the MC that do not open space for the sports information are rare. Thus, we see as fundamental for a professional in Social Communication, who transmits sports, to have a more specific knowledge about the sportive language as well as for the Physical Education professional it is also important to have a theoretical knowledge on the Communication area in order to show his work in the Media. In that sense, the proposed objectives were: 1) to guide graduation and post-graduation students through studies involving the historical rebuilding of the Physical Education and the applied communicative processes; 2) to allow practical-theoretical reflections in the development and execution of research projects; 3) to accomplish and to exchange practical-theoretical experiences in the development and evaluation of radio and television programs; 4) to develop the critical reflection about the MC's action on society through different ways of acting in the Physical Education; to develop the critical reflection about the use of the Communication Theories in the building of tendencies in Physical Education; 6) to develop critical-analytic reflections of the theories, of the schools, and of the broadcastings in Physical Education; 7) to develop projects related to the process of human communication in Physical Education; 8) to allow the development of projects regarding the movement, the communication, and the Media in Physical Education.

The seven Research Lines have been established in a quite large way and originally defined as: a) Pedagogy of the communication in physical education (within the historical and of leisure perspective); b) the sound, the image, and the movement in physical education; c) the movement in the communication process; d) the sportive radio journalism; e) the printed sportive journalism; f) the television and the sport; g) the sportive marketing; The largest part of the works were focused on the lines D, E, F, and G. We have proposed to study and to interpret the different strategies applied by the Social Means of Communication for diffusing the sportive phenomena as well as their consequences on the historical building of the Brazilian Physical Education besides developing the critical reflection about the MC's action on society through different tendencies in Physical Education.

1.2 The area's Rearrangement

Several results of researches accomplished in the LCMMEF have been published in books and magazines of the Laboratory and of the CEFD/UFSM. Besides researches and groups of study, optional disciplines and extension projects have been offered and carried out for graduation and post-graduation academics of the courses of Physical Education and Social Communication.

The LCMMEF's theoretical referential, constructed along 13 years, has been served for the beginning of the process of rearrangement of the area. Starting from the resolution of elaborating a new project of Master's Degree Course in the CEFD/UFSM, the three professors in the area in 2003 (Moro, Hatje and Palma) have analyzed and discussed the LCMMEF's proposal, emphasizing the negative aspects that have always put its importance in doubt. Since the LCMMEF's arrangement was necessary in order to justify its importance by the fomentation organs to the research and by the CEFD itself, through conceptual and theoretical arguments, the group of professors reformulated the seven Lines of Researches of the first proposal (appeared in 1991) in to three. In the attempt of verifying the viability of the new proposal the 26 works have been classified and discussed in the three new Research Lines: **A)** Communicative processes, determinant of the teaching-learning of the world and of the human movement, ruled in the information (balance-unbalance-balance), in the understanding (as middle and end of the communication), and in the psychosocial ripening of the individual; **B)** Mediatic processes which determine, influence or address the current social institutions and, by consequence, the public opinion about human movement; **C)** Mediatic and economic processes which support and suggest initiatives of human movement experience.

In 2004, the area has suffered an adjustment on its direction with the introduction of the discipline of Physical Education and the New Technologies of Information and Communication (NTICs) in the new curricula of the Courses of Physical Education. We have tried to organize and to implement projects approaching the technologies of the Information and Communication (TICs) in Physical Education, sport and health. At the post-graduation level, vacancies have started to be offered in the two courses of Specialization.

2 Methodological Considerations

The research had descriptive-analytic character and is referred to the description and analysis of the works defended and presented in the LCMMEF. The data collection has been accomplished along the 26 Monographs, Dissertations and Theses finished during the period from 1991 to 2004, taking in to account the requirements summary, objectives, justification, methodology and conclusion of each research. The study has been composed by three basic stages: The 1st concerns to the study and classification of the works of Specialization, Master's Degree, and Doctored developed on the LCMMEF in the three lines proposed for the area's rearrangement; the 2nd concerns to the application of questioners for the professors and students of the Program of Post-Graduation in Science of the Human Movement of CEFD who have developed their researches in the area; the 3rd emphasizes the analysis of the three Research Lines. In the conclusion, inferences have been accomplished and aspects were proposed which may contribute for the improvement and/or the enlargement of the relations between society and sport through studies at Graduation and Post-Graduation levels on CEFD/UFSM.

3 Introduction and Discussions of the Results

The study accomplished with the 26 works concluded on the LCMMEF has been systematized in the following way: a) the works were classified and discussed in the three new research lines (Fig 1); b) classification of the works of Specialization, Master's Degree, and Doctored in each research line (Figures 2, 3, and 4, respectively).

In the general analysis, the Research Line A has presented eight works, with most of them being of Specialization; it also presents the largest number of defended Thesis: three; the Research Line B concerns to 11 concluded works and the Research Line C, seven, most of them Dissertations.

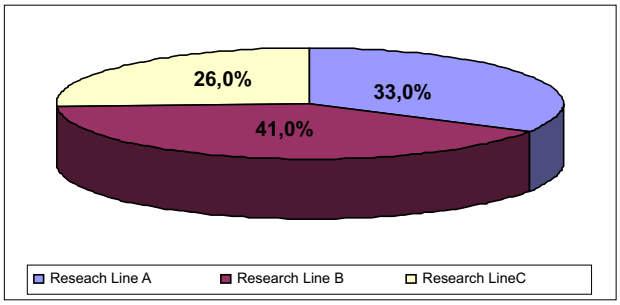

Illustration 01- Results of the three Research Lines (A, B e C)

In the Illustration 2, the 26 works has been classified in The Research Line A which presented a total of eight concluded works distributed in three Monographs, two Dissertations, and three Theses.

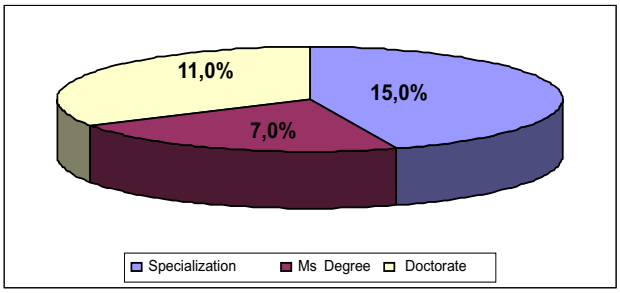

Illustration 02 - Results of the Research Line A

In the Illustration 03, the 26 works have been classified in the Research Line B, presenting the largest amount of researches developed on the LCMMEF, with a total of 11 researches separated in: three Monographs, seven Dissertations, and on Theses.

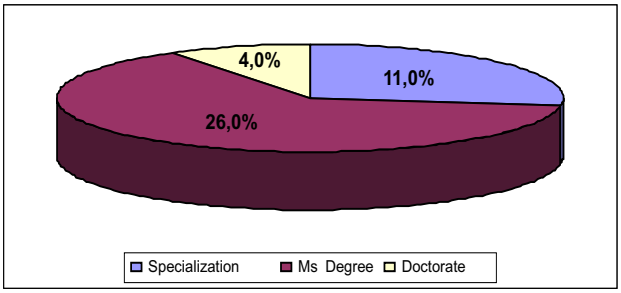

Illustration 03 - Results of the Research Line B

We can notice that the Research Line B concentrates the largest number of researches accomplished in laboratory, besides being the Line presenting the highest amount of defended Dissertations. There are some aspects that may justify the number of researches concentrated in this line: 1) Personal interest; 2) Identification of the topic to be researched with the objectives of the Research Line; 3) The quite spread thematic between the academic environment (Universities and Teaching Institutions), and in the society. It is observed that the suggestions of intervention on the school, present in the analyzed content, they are still superficial regarding the Media-Sport relation within the school context. It is also observed in the other acting contexts of the Physical Education.

The Illustration 4 shows how the works are separated in the Research Line C, with a total of seven works, two of Specialization, four Master's Degree works and one Thesis.

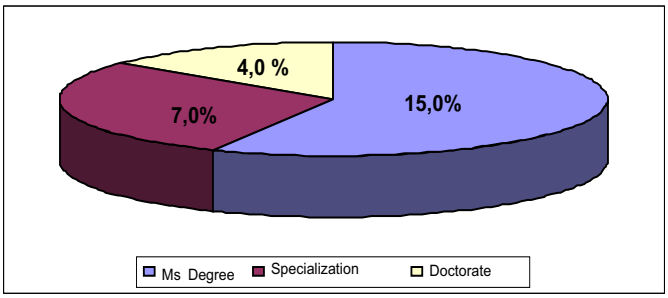

Illustration 04 - Results of the Research Line C

According to the content analysis, one can observe that the number of accomplished researches, in this line, is small when compared to the lines A and B. The Research Line C is characterized as being a recent area of study in the field of the Physical Education. Until not so long ago, the studies regarding the interference of the mercadological and mediatic processes on the sports and the experience of the sports and physical activities used to be accomplished for the professionals of the Publicity, Administration, and Marketing areas. Nowadays, we can notice the increase of this area of study in Physical Education because it has attracted the interest of several professionals at such a point that it is already possible to observe an increase on the number of courses of improvement and updating in the area of Marketing and Sporting Administration.

Final Considerations

It is necessary to emphasize that the results are largely associated to each researcher's profile and that the concentration of the largest number of researches in the Research Line B it is justified by their personal concerns as well as by the fact of being this last one a widely spread Research Line in Seminaries and Congresses in both areas of Physical Education/Sport and Social Communication. The researchers that made part of the LCMMEF during the studied period are proceeding from the courses of Physical Education, Social Communication, and Administration. At least three of them are graduated in the areas of Physical Education and Journalism. One can verify that some of the analyzed works have not answered the questions approached by the study. Even among those ones belonging to the Research Line B, which have answered a good part of the objectives, we have noticed a lack of deepening on discussing the results and also on the theoretical supporting. It is possible that this fact has a relationship with the proposal which arrived as being innovative in Physical Education and, therefore, with little theoretical referential.

The researches reveal concern and recognize the importance of the disciplinarity between the areas of Physical Education and Social Communication, however, only a few studies prove this relation. In some cases, the topics are individually discussed, without any knowledge interaction among the three Research Lines of the LCMMEF which embodies the previous seven ones.

Thus, it is fundamental to enrich and to enlarge the literature on the areas of media and sport, as well as to provide a better justification for the importance of the interdisciplinary actions in Physical Education. The interrelations between Physical Education and Social Communication are thoroughly evidenced in the works. Nevertheless, there must be a larger approximation between the Research Lines and it has been achieved through the rearrangement, once that it avoids isolated-unrelated works that is a characteristic of a few works accomplished over the last 13 years. The works emphasize through theoretical-practical bases that the media and the sport have a strait relation and that the media exerts influence on the way of thinking and acting of the public. It is of fundamental importance for the LCMMEF to enlarge the divulgence of the works developed in the academic environment and to encourage the research within this important area of the knowledge.

In the lines A and B are found great part of the suggestions ruled on the Media-Sport relation in the acting of the Physical Education professor in the school and society. It is necessary that the area goes on with projects of teaching, research and extension with interdisciplinary characteristics. With the curricular change of the course of Physical Education in CEFD and the introduction of disciplines involving the TICs we believe that the LCMMEF researches may contribute in a significant way for the Physical Education (Degree and Bachelor's Degree).

Finally, we understand the Media as a pedagogical tool that the Physical Education may use in order to intervene on society instead of only using that as an instrument of world's perception. That is the aspect where lies the difference but, most of all, the importance of leading the media to the different contexts of the Physical Education acting.

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THE PROGRESES AND PROSPECTS IN STUDIES INVOLVING THE RELATION AMONG SPORT, MEDIA AND SOCIETY

ABSTRACT

This paper is an analysis of scientific production of Laboratory, Movement and Media in Physical Education (LCMMEF) of the CEFD/UFSM. The purposes of this study was to identify the works of post-graduation during the period from 1991to 2004 in the LCMMEF; to verify the interdisciplinarity approaches in these works, and to verify whether the scientific output until 2004 support the three new research lines proposed for the rearrangement of the area. The study found that is necessary to amplify the discussion about the relations between Physical Education and Media that increased with the creation of law new and rearrangement of the curricula of the Physical Education Courses. The research also found that some papers of LCMMEF has make a profound study about the relation between Media and Physical Education/Sport. But, is important to create new strategics of relations interdisciplinarity to support others studies in area porposal of the LCMMEF, based in comprehension of media like pedagogical instrument that the Physical Education can to use for to intervence in society and not how a simple instrument of view of world. This aspect is the difference and the importance to discuss media in differents context of action of Physical Education/Sport.

Key-Words: Media, Physical Education, Sport, Relations interdisciplinarity

LES AVANCEMENTS ET LES PERSPECTIVES DANS LES ÉTUDES QU' EMPLIQUENT LA RELATION ENTRE LE SPORT, LA MÉDIA ET LA SOCIÉTÉ

RESUMé

Analyser la production scientifique du laboratoire de communication, mouvement et média dans l' éducation physique (LCMMEF) du CEFD/UFSM, a été le but principal de la recherche, qui a eu comme objectifs spécifiques identifier les travaux au niveau de master et doctorat, realisés dans la période de 1991 à 2004; vérifier les abordages interdisciplinaires entre les domaines de l'Éducation Physique / Sport et Communication Sociale et vérifier si la production scientifique jusqu' à 2004 soutiennent des nouvelles lignes de recherche proposés pour la réhabilitation du damaine. Les résultats montrent la necessité d' approfondir les discussions face aux relations interdisciplinaines qui soutiennent le domaine de l'Éducation Physique / Sport et qui ont élargit, surtout, à partir de la nouvelle législation et les nouveaux projefs pédagogiques du cours d'éducation physique. Por rapport aux travaux du laboratoire, on peut inférer que quelques recherches ont approfondu les discussions interdisciplinaires entre média et l'Education Physique/ Sport dans la période étudié. C'est trés important, cependant, établir nouvelles stratégies interdisciplinaires du LCMMEF, à partir de l'idée de la média comme intrumemt pédagogique que l'Éducation Physique / Sport peut mobiliser pour intervenir dans la société et pas seulement comme instrument de perception du monde. C' est, dans ce sens qui réside la diférence, mais surfout, l'importance de mener la média (moyens) pour des différents contextes d' action en Éducation Physique/ Sport.

Mots clés: Média, Éducation Physique, Sport, Relations interdisciplinaires.

LOS AVANCES Y LAS PERSPECTIVAS EN ESTUDIOS QUE ENVOLVEM LA RELACIÓN ENTRE DEPORTE, MEDIOS DE COMUNICACIÓN Y SOCIEDAD

RESUMÉN

Analizar la producción científica del Laboratório de Comunicação, Movimento e Mídia na Educação Física (LCMMEF) do CEFD/UFSM, fue el objetivo principal de la investigación, que tuvo como objetivos específicos identificar los trabajos, en nivel de graduación , realizados en el período de 1991 hasta 2004; verificar las abordajes interdisciplinares entre las áreas de la Educación Física/Deporte y Comunicación Social y verificar si la producción científica hasta 2004 sustenta nuevas líneas de las pesquisas propuestas para la reorganización del área. Los resultados señalan para la necesidad de profundizar las discusiones al respecto de las relaciones interdisciplinares que sustentan el área de la Educación Física/deporte, y que si habían extendido, principalmente, después de la nueva legislación y de los nuevos proyectos pedagógicos de los cursos de Educación Física. Respecto a los trabajos del Laboratorio, se puede inferir que algunas pesquisas profundizaron las discusiones interdisciplinares entre los medios de comunicación y la Educación Física/Deporte en el período estudiado. Es fundamental, sin embargo, establecer nuevas estrategias interdisciplinares , con la intención de justificar teórica y conceptualmente la propuesta interdisciplinar del LCMMEF, siendo basado no entendimiento dos medios de comunicación como herramienta pedagógica que la Educación Física/Deporte (puede) moviliza (r) para intervenir en la sociedad y no sólo como instrumento de percepción del mundo. Es, en esto aspecto que consiste la diferencia, pero, principalmente, la importancia de llevar los medios de comunicación para los distintos contextos de la actuación en Educación Física/Deporte.

Palabras-claves: Medios de Comunicación, Educación Física, Deporte, relaciones interdisciplinares.

OS AVANÇOS E AS PERSPECTIVAS EM ESTUDOS QUE ENVOLVEM A RELAÇÃO ENTRE ESPORTE, MÍDIA E SOCIEDADE

RESUMO

Analisar a produção científica do Laboratório de Comunicação, Movimento e Mídia na Educação Física (LCMMEF) do CEFD/UFSM, foi o objetivo principal da pesquisa, que teve como objetivos específicos identificar os trabalhos, em nível de pós-graduação, realizados no período de 1991 a 2004; verificar as abordagens interdisciplinares entre as áreas da Educação Física/Esporte e Comunicação Social e verificar se a produção científica até 2004 sustenta novas linhas de pesquisa propostas para a reestruturação da área. Os resultados apontam para a necessidade de aprofundar as discussões face às relações interdisciplinares que sustentam a área da Educação Física/esporte, e que se ampliaram, principalmente, a partir da nova legislação e dos novos projetos pedagógicos de cursos de Educação Física. Quanto aos trabalhos do Laboratório, pode-se inferir que algumas pesquisas aprofundaram as discussões interdisciplinares entre a mídia e a Educação Física/Esporte no período estudado. É fundamental, no entanto, estabelecer novas estratégias interdisciplinares, no sentido de justificar teórica e conceitualmente a proposta interdisciplinar do LCMMEF, a partir do entendimento da mídia como ferramenta pedagógica que a Educação Física/Esporte (pode) mobiliza(r) para intervir na sociedade e não apenas como instrumento de percepção do mundo. É, neste aspecto que reside à diferença, mas, sobretudo, a importância de levar a mídia (meios) para os diferentes contextos de atuação em Educação Física/Esporte.

Palavras-chaves: Mídia, Educação Física, Esporte, relações interdisciplinares.