96 - THE SPECTACULARIZATION OF A SCHOOL EVENT

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The present paper have the aim of sustaining the comprehension of how the Municipal Student Games (JEM), by the study and construction of the documental corpus. This event has been taking place annually and interruptedly since 1985 in Ponta Grossa, and has been transformed from a school event into an event more and more spectacularized.

It's known that there are a great variety of sociological studies about sport's aspects in the contemporary societies. The purpose here is to debate, based on some of these studies, the spectacularization of this event, which became one of the biggest school events in the State of Paraná. In the light of the concepts of filed and habits, for example - according to Pierre Bourdieu's view - it's possible to line up some interpretations.

Based on these categories' analysis, the event genealogy history and the interpretation of the JEM transformations occurred in its time, here are constructed according to the demand and offer aspects, that is, how the direction actions have been conformed this event in relation to the field and to the habits of Ponta Grossa's society.

The theory position formulated here point to an event conception, in the passing of the social conformation, conceptualized through the social agents, consists of a group of practices aimed to fulfill a certain demand of sport and social consume. The construction presented in the sequence tries do show how this transformation happened and analyze in which way this spectacularization phenomena, trying to understand from the interpretation of the strategies that have become different in the passing of time and in the evolution of the Ponta Grossa's social frame.

JEM history

It's the beginning of 1985, more precisely March 19th. The Culture and Education Chairman from Ponta Grossa, Francisca Isabel of Oliveira Maluf, in the meeting with the public school's principles, launches the I Municipal Student Games of Ponta Grossa-Jem, the it would be heartily known by the community.

The aim of this meeting was to discuss forms to guarantee the local school participations in the event and the modalities in which they would take part. The main difficult was the lack of gymnastics teacher in the local schools, and because of that, there were not sports classes. What was called gym classes were actually free activities coordinated by regular teacher.

The JEM was then formatted as a big open competition for all local schools. A passage in the local newspaper from that time says: "There will be a personal contact with all the state and private establishments for all kids from 7 to 12 years old, and they will have the opportunity to take part in a great competition, not only in the sportive modalities, but also in creative contests and intellectual quizzes.

Before advancing in this history, it's interesting to rewind a bit in time to understand why and how the Oriented Recreation and the Sport Department (DERO) presented the idea of a scholastics competition. In this way, it's important to say that Ponta Grossa has a tradition in the promotion of school competitions. The biggest example of this is the Spring Scholastics Games - (JEP'S). It has been disputed uninterruptedly since 1956, even before the Paraná's Open Games (JAP'S), the JEP's is the oldest sportive competition in the State of Paraná and one of the oldest competitions in Brazil.

Still in this line of thought, another competition deserves recognition, i the Infanto-juvenile Olympics Pontagrossense (OLIJUP). The school group called Group School Senator Correia (GESC), later called School State Senator Correia, which happened from 1973 to 1976, promoted the OLIJUP.

Created to save the play of popular toys, traditional in public schools, mainly because there were not sportive materials or specific places, the OLIJUP has the aim: "promote the interlinking among teachers, parents, and students from elementary school in Ponta Grossa and to give vast and decisive support to the gym and student's activities".

Aimed first to students from 7 to 15 years old from private and public school, the event offered modalities with recreational characteristics: bets, ball in the triangle, wheelbarrows, tricycle runs, arches run, checkers, physic-intellectual marathon and triathlon. Those were addressed mainly to younger students. Traditional modalities such as athleticism, basketball, soccer, swimming, ping-pong, volleyball and chess were addressed to older students. Recreational modalities such the gymkhana, Olympic gym, rhythm gym, handball burned and, weren't part of the program in this first edition, but latter were added to the competition. The event had great acceptance. In the first edition there were approximately 17000 athletes, representing 22 educational establishments. Year after year this number was outnumbered.

When the SANBRA - Sociedade Algodoeira do Nordeste Brasileiro - withdraw from sponsoring the event, that had sponsored in the first three editions, the GESC had serious organization difficulties for the fourth edition of the event. This edition, which ended up being the last one, happened because of the help of Professional School Tibúrcio Cavalcanti, which made in its own workshops the prizes goes the competition, and it goes Clerkship of State and of the Education, that gave sportive material and logistic support. Without condition to support the high costs of a competition like OLIJUP became, GESC stopped promoting the event, which determined its extinction. This fact resulted into a gap in the school sport in the city, mainly to the younger students, who weren't part in the JEP's.

In this shorts history, to build to bridge with the JEM's history, one person deserves the highlights: Teacher Francisca Maluf, first GESC's teacher and active member of the OLIJUP staff and latter Education and Culture chairman, the the idealiser of the JEM. Another name that deserves the recognition i Teacher Carlos Roberto Ferreira, who was DERO's director and responsible to put into

1 BOURDIEU, P. Questões de Sociologia. Rio de Janeiro: Marco Zero, 1983. Two main concepts, field and habit articulate the sports interpretation formulated by Pierre Bourdieu. With this concepts it's possible a factice interpretation of how the sport conformed the contemporary societies and how this product is handled to the different social classes.

2 Secretary of Educaç ão throws the I JEM today. Diary of Campos, Ponta Grossa, 19 sea. 1985.

3 Student games of the Spring-the most traditional sportive competition in Paraná. Diary of Campos, Ponta Grossa, May 4th, 1997.

4 The organization of the first edition event was the responsibility of GESC's Sport Department. An organ cooperator with GESC, the Associação Benficente, Cultural e Esportiva Robin Hood, organized the three other editions. LUPORTINI, T. J. Escola Estadual Senador Correia: pioneira da instrução pública em Ponta Grossa. Ponta Grossa: Planeta, 1987, p. 90-97.

5 Ibid, p. 90

6 In the first edition there was a competition division between two groups (7 to 10 years old and 11 to 15 years old). From the second edition on, the division was done in three groups and the age line was enlarged to allow the participation of students who were turning17 in the year of the event. Ibid., p. 94-96.

7 Municipal City hall of Ponta Grossa. Report the I Games Student Municipal. Ponta Grossa, 1995.

8 Three schools ended up not participation in the I JEM. So, the number of schools participating was 53 and not 56 as some newspaper announced. Ibid.

9 56 schools participated in the parade for the I JEM's opening. Jornal da Manhã, Ponta Grossa, May 19th, 1985.

10 MALUF, F. I. Interview given by Local Education and Culture Chairman in the Otto Santos da Cunha administration - 1983-1998, Ponta Grossa. Ponta Grossa, September 2001.

action the JEM's first edition. In many things this first edition was similar to OLIJUP, even the goals were practically the same: "promote the interlinking among teachers, parents, and students from elementary school in Ponta Grossa and through sportive modalities in this competition, giving physical, psychological and social improvement to the participants".

In May 18th, 1985, in the Gymnasium Oscar Pereira happened the opening of that event that latter would be the biggest school event in Paraná, with the participation of 53 schools (28 local schools, 13 state school and 12 private school). The newspaper O Jornal da Manhã described the opening in this way:

The sport in Ponta Grossa lived one of its most beautiful moments yesterday in the afternoon, when the opening of the I Municipal Student Games-JEM happened, promoted by Otto Cunha Administration, through the Local Culture and Education Bureau, Oriented Recreation and Sports Department-DERO. A great crowd esteemed the event, in the Gymnasium Oscar Pereira, sending its love to the 2500 athletes, with age from 7 to 12 years old, that will be competing various modalities until next Sunday, the 26th. The delegations from the 56 elementary schools participants opened the solemnity with an emotive parade. In sequence, there was the fly of the flags, while the national anthem was played. The mayor Otto Cunha made the opening speech. After that, the athletes made their promises and to end up the Olympic ceremonial athletes from all schools participants leaded the symbolic fire lightening the pyre. Continuing the party, the Martial Band from Marista Pio XII School made a play for the crowd, being cheerfully acclaimed for the people. Two volleyball matches were the start, with junior athletes showing that the sport in Ponta Grossa keeps revealing the value of its teams.

The athletic modalities and the burned had the great repercussion. The participation of the winning local schools was determinant and was, in a certain way, and answer to those questions aroused about the participation of the private schools. It's proper to emphasize that the huge participation of the local school was responsible for a significant share of the success it reached. Teacher Maluf, commenting the participation of the schools that were her responsibility, made the following manifestation:

There was an enormous pressure to limit the competition for the local public schools, with the wrong argument that the students from these schools had no competition chances against the students from private schools. We didn't agree, because accept this idea was to turn ourselves to one of the main goals of this competition and to abort the sharing opportunity for the students of the local public schools, learning from different aspects of their reality and growing up with this and not being crushed by it. To softener the differences the local public schools had the work of teacher and trainees from Physics Education who encourage them to practice the modalities closer to the students and to invest in those modalities.

The local public schools participation was since the first edition, and continues to be, the success warrant for the event. It's important to emphasize that the participation, many teams, was an imposition of Municipal City hall of Ponta Grossa (PMPG). Besides that, JEM produced, inside the schools, important unfolding. One of them, maybe the most significant, was the beginning of the organization process of Physic Education within the local public schools.

The private schools were not immunes to the event. Many of them started to hire Physics Education teachers to give sports classes and to coach the representative teams, which enlarged the professional work field considerably. JEM started to be used as a marketing to attract new students. Although hypothetically, it can be said that the significant growth of some private schools in the city is related, among other factors, to the expressive results obtained in the JEM and vastly announced by different media channels.

The success of the first edition became a warrant for the event continuity. In the following year, in the same shape, the event was reedited. Again the event was a success. The number of schools participants grows to 73 and the approximate number of athletes is 3500.Very soon JEM was part of Ponta Grossa's culture. The city started to live the event in 1987, when the City hall of Ponta Grossa made the law about this event.

The following events kept very close the idea and initial structures. The modalities and the age lines were kept. The great moment of theses events was the opening, a spectacle more and more sophisticated to a crescent crowd. The Gymnasium Oscar Pereira, the biggest in the city was the stage for all JEM's openings, and almost always was too small for the spectacle produced.

In 1990, after the DERO's transformation into the specific bureau to attend the sport and the recreation called the would Secrete Municipal of Sports and Recreation (SMER), JEM suffers deep transformations. The number of groups had grown from two to four, making possible the participation of a higher students' number. New modalities were inserted in the competition. With those modifications, the number of schools participants - mainly the state public schools - and athletes had been stabilized and significantly high. More and more, JEM was part of Ponta Grossa daily life. With those modifications JEM started to rival and even darken the JEP's.

In 1994, in this tenth edition, the fifth group is created. Students from 1st grade in the elementary school to junior year of high school were able to participate. It's reached the record of 10,500 athletes participants. The event, edition by edition, was becoming bigger. In the following year it's introduced the special group to contemplate the handicap athletes. This was one of the few enlargements that were not kept. The special group was only in the next two competitions. In 1996, after eleven editions, the local politics change. Teacher Ferreira, responsible goes the organization of all the event's editions, initially the the DERO's director and latter the the sport's chairman, gets out of scene. A new government gets in. In the sports and recreation area severe critics to the previous model marked the transition. The new chairman, Teacher Fausi Azis Chagury, adopts the distinct politic. But the JEM doesn't suffer any alteration.

In the fifteenth and sixteenth editions, in 1999 and 2000 respectively, new numbers are obtained. In each of the edition the number of schools participants reached 105. The average of athlete's participants was close to 9,000.

In 2001, the SMER had the new chairman, Teacher Antonio Carlos Frasson. Once more, changes are made in the public politic for sports and recreation, although less abrupt than the previous transition. Again JEM remains immune to the scenario modifications.

These are some lines of a bigger history. Walking to its nineteenth edition, JEM, disputed uninterruptedly since 1985, is part of the local culture. A significant share of the city has been someway involved in the JEM, Ponta Grossa City's patrimony.

Final Considerations

The theory interpretations firmed here points to a conception that this event was initially created to fulfill the gap in the sports activities in Ponta Grossa and has grown together with the local society, growing and enlarging its branches. Conformed throughout the years by the actions of the social agents it became a group of sportive practices and consume addressed to meet a developing social demand, which, in an unequal way, was reached through different strategies.

It was verified in this study that this school event, characterized to be educational, at least in its beginning, continually was transformed into an spectacle. The competition, in this sense, had a crescent highlight place, transforming the event into a great media vehicle for the sponsors, for the private schools that saw the diffusion power, and for SMER itself that started to self-value through the execution of a more and more organized event.

The educational character was, little by little, giving place to the necessity to grow. The Sport and Recreation Chairman admits that JEM was an excellent publicity vehicle. When many media vehicles started to cover the event, the schools, mainly the private ones, saw in the competition, not only a beginning of a niche, but also an excellent way to promote the institution's name. The event became a law in May 5th 1987, being a reference in the local public politics and a privileged marketing strategy for private schools.

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THE SPECTACULARIZATION OF A SCHOOL EVENT

Abstract: In Ponta Grossa/PR, it's appropriate to note the sports competitions not only as a recreation and learning vehicle, but also as publicity one. This research parts from the perception that to major number of public and private learning institutions in the city have worked with Physics Education aiming the Municipal Student Games (JEM). Trying to understand this phenomenon, the present paper has the aim of doing a JEM's historical research. This research implies in collect qualitative data, that is, goals, an appropriation of the goals in its creation, and quantitative, referring to the school and students adhesion to this event. These data have been rescued from the reports of the eighteenth editions of this event and through interviews given by people involved in its creation. Some preliminary evaluations show that JEM was created to fulfill a gap with the extinction of another competition called OLIJUP. Recreational and educational aspects characterized this competition. JEM, when created, also followed these prerogatives. In a preliminary conclusion, it can be highlighted that the possible recipe, or at least one of the ingredients for JEM's success was the fact of it presents itself as an effective mediator in the educative processes and to have a commitment with the recreation. But, the latter and overpowering growth was the result of its turning into an spectacle.
Key words: school event, marketing, spectacularization

FAIRE D'UN ÉVÉNEMENT SCOLAIRE UN SPECTACLE

Resume: À Ponta Grossa / PR, nous pouvons noter une appropriation de compétitions sportifs non seulement comme véhicule d'apprentissage et de loisir, mais aussi de publicité. Cette recherche se donne à partir de la pérception dont la plus part des instituitions d'enseignement public et privée de ce municipalité, a travaillé l'Éducation Physique en ayant comme aspect orienteur les Jeux Estudiantis Municipaux (JEM). En essayant la compréhension de ce phénomène, le présent étude a comme objectif une enquête historique du JEM. Cette enquête implique dans l'obtention de données qualificatifs, ou soit, une appropriation des objectifs inculqués dans sa création, et des quantitatifs, en faisant référence à l'adhésion des écoles et des étudiants à cet événement. Ces données lesquels dans nous le rapportons, viennent en étant sauvées des rapports des dix-huit éditions du rapporté événement et à travers des entrevues cédées par personnes enveloppées dans sa création. Quelques évaluations preliminaires montrent que le JEM a été crée pour remplir un space produit pour la non plus réalisation d'une compétition appelée OLIJUP. Cette compétition était caractérisée par des aspects ludiques et éducatifs. Le JEM quand crée, il a été aussi selon ces prérogatives. Dans une conclusion préliminaire, il se détache que la possible recette, ou au moins un des ces ingrédients du succès du JEM, s'est produit par celui-ci se présenter comme un médiateur éffectif dans le processus éducatif et par se compromettre avec le ludique. Cependant sa postérieure et ravissante croissance aurait résultat de faire d'événement scolaire un spectacle.
Mots-clés: événements scolaire, marketing, spectacle

LA ESPETACULARIZACIÓN DE UM EVENTO ESCOLAR

Resumen: El presente estudio tiene el objetivo atravez de la construcción y estudio de un "corpus documental" - sustanciar la comprensión de los "Jugos Estundais Municipais (JEM)", que ocurre anualmente desde 1985 en la municipalidad de Ponta Grossa, fue cambiado de un evento escolar para una espetacularización. Ya sabemos que hay una gran variedad de estudios sociológicos sobre los aspectos del deporte en las sociedades contemporaneas. El objetivo principal es discutir baseado en algunos estudios, la conformación y espetacularización de este que es un de los mayores eventos de los estudiantes del Estado del Paraná. De acuerdo con los conceptos de campo y de habitus, por ejemplo - según los estudios por Pierre Bourdieu - intentamos comprender algunas interpretaciones. Según estas análisis, la genealogía histórica del evento y la interpretación de las transformaciones ocurridas en el campo del estudio JEM, intentmos erigir según los aspectos de la oferta y demanda, o sea, como se construyeron las acciones del direccionamiento de este evento en relación a la amplitud del campo y del habitus en la sociedad pontagrosense. La posición teórica formulada sigue para la concepción de que el evento, en el decurso de su conformación social, contextualizada atravez de los agentes sociales, se constituyó en un conjunto de practicas destinadas al encuentro de certa demanda del consumo deportivo y también social. La construcción de este trabajo es una muestra de cómo ocurrieron estas transformaciones y analisa la forma que se desenvolvió es espetacularización, intentando entender a partir de la interpretación de las estratégias que son distintas en el transcurrir de su evolución y de la evolución del cuadro social pontagrosense.
Palabras-llave: evento escolar, marketing, espetacularización.

A ESPETACULARIZAÇÃO DE UM EVENTO ESCOLAR.

Resumo: Em Ponta Grossa/PR, podemos notar uma apropriação de competições esportivas não apenas como veículo de aprendizado e de lazer, mas também de publicidade. Essa pesquisa se dá a partir da percepção de que a maioria das instituições de ensino público e privado desse município tem trabalhado a Educação Física tendo como aspecto norteador os Jogos Estudantis Municipais (JEM). Intentando a compreensão desse fenômeno, o presente estudo tem como objetivo um levantamento histórico do JEM. Esse levantamento implica na obtenção de dados qualitativos, ou seja, uma apropriação dos objetivos incutidos na sua criação, e quantitativos, referenciando a adesão das escolas e dos estudantes a esse evento. Esses dados a que nos referimos vem sendo resgatados dos relatórios das dezoito edições do referido evento e através de entrevistas cedidas por pessoas envolvidas em sua criação. Algumas avaliações preliminares mostram que o JEM foi criado para preencher um espaço gerado pela não mais realização de uma competição chamada OLIJUP. Essa competição era caracterizada por aspectos lúdicos e educativos. O JEM, quando criado, o foi também segundo essas prerrogativas. Numa conclusão preliminar, destaca-se que a possível receita, ou pelo menos um dos ingredientes do sucesso do JEM ocorreu por este se apresentar como um mediador efetivo no processo educativo e por se comprometer com o lúdico. Contudo, o seu posterior e arrebatador crescimento teria resultado da sua espetacularização.
Palavras-chaves: evento escolar, marketing, espetacularização.