111 - NARRATIVE STRATEGIES BY G1.GLOBO.COM WEBSITE ON THE IMAGE AND PERFORMANCE OF ATHLETE NEYMAR IN CONFEDERATIONS CUP

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1 INTRODUCTION

The departure of Neymar for aneuropean team is the main theme of this work. Since he emerged as a promising star of Santos, Neymar has become more than a simple athlete, won the title of hero of the Brazilian people, a myth compared to the most referenced in soccer not only in Brazil but in the world and also revealed on the same team: Pelé.

Given the events around the player and his success off the field, the media works to create and maintain a national idol image and to be able to take advantage and profit gauge with sponsors, especially now that he will act out of Brazil, and that is necessary to keep this in our country.

The objectives of this study were to analyze the narrative strategies used by website G1.globo.com on sports performance of the athlete Neymar in FIFA Confederations Cup 2013; to investigate a possible relationship between his performance and his way to play in European team; to understand how the website maintains the image of the player while idol / hero of Brazilian soccer.

It is known that when a player receives the nickname of sports idol he certainly has got skills that go beyond the limits of the regularity and that ignite passion among supporters / fans. The media companies use aspects of history and charisma overcoming the athlete to profit, not saving investments to produce stories about him, leading him to mythology and making increasingly admired and idolized.

Roland Barthes defines that the function of myth is to “evacuate the real” (ELIADE, 2000). Melo (2008, p.9) states that the myth "[...] is present in us and in our thoughts for bringing to our world that we often can not have." And that's exactly how the fans act in relation to his idol: admire what he does in order to fulfill a desire that he would like to be / have in real life. Having Neymar as an example, it becomes a model to be copied like a haircut, a style of clothing or utility used by him, being repeated by supporters / fans and what he has more thatothers can not have, is the depths of his imagination. For the media it creates communication strategies for building and maintaining the image of sports idol with the fans / fans.

1.1 Strategies of media in the discursive construction of the sports idol

Every four years, the whole country stops in front of the TV to watch the biggest soccer tournament in the world, the World Cup, and in the meantime the fans vibrate with regional and national championships, each with their favorite team." (...) In the World Cup, a sort of 'Brazilian soul' unites the whole country around an activity, soccer. "Before this event, the problems seem to disappear, people unite in a single ideal of victory (BEZERRA, 2008, p.25).

Brazilian soccer has gone through several changes. Before, it was a sport of the elite and the axis Rio de Janeiro and São Paulo. The clubs frequented by the most influential people of the town were founded their soccer teams that were defended by men of the same social class. Meanwhile, workers in large factories began to articulate their soccer teams and played on break at work, in leisure pursuits (MELO, 2008, p.4).

Over the years, soccer has modernized,and most of the great players of Brazilian teams came from the periphery, reversing their poverty and suffering contexts and overcoming several challenges before achieving stardom. Blacks have occupied most of the vacancies and that conquered positions have become references for other boys,who as well as those wished to leave the poverty line through his talent for the sport (Melo, 2008).

Even today, many boys and their families believe that soccer can save them from lives of poverty, and the directors of teams run towards slums –with no grass, no catch and no markings - in search of innate talents, future sports idols.

Helal (2003, P.09) in a study on the soccer world looks at the life of polemical player Romario known for brilliant talent despite the strong personality of the excesses of the player, the success of their soccer amortizes any defects it may have, " (...) the difference in the narratives Brazilian focuses precisely on the emphasis of the conquest by 'genius', 'irreverence' or 'trickery'. "

The fact that the media extolls the player and mitigate his defects allows to build a positive image of the athlete and keep It in evidence. Create heroes holds intentionsthat goes beyond imagination, carries great economic interests behind what this hero can bring. Pich (2003, p.206) states that "in the field of sports hero figure embodies the identity model devised by socio-economic system -capitalist, making it the object of desire for the public." That is, the more perfect and charismatic figure is concerned, the more the public will be identified and wish to be him or get very close to what the athlete is.

If the media acts directly in the creation of the figure of the hero, the audience completes the action “buying” the idea, creating an identity and begins to see the idol what he himself would be in real life, exalting it so more and more intense (PICH, 2003).

The media institutions constantly create strategies to keep in evidence what generate profits, because they need to remain financially and most of their revenue is made up of sponsorships and advertising, as exemplified by Betti (1997, p.85) stating that "the possibility of association of the sport to a myriad of products, sugar (energy), banking services (speed), through the proper sports equipment (balls, clothing etc..), is widely exploited by advertising." In the newspaper printed we realize this fact when we find entire pages dedicated to advertising in any company, getting news content, often with limited space.

According to Rodrigues (2001, p.43) advertising is a strategy of inculcation of products, messages and meaning effects, resulting in the transformation of the subject possessed of informed opinion to become an object of consumer products discursive.

These strategies are present at all times, since the amount that certain subject is passed as the way it is treated. The media has this power, and knowing this, use communication strategies that benefit you without betraying his audience, because if it does run the risk of losing what is most important to business segment journalistic credibility and her loyalty public.

1.2 Neymar and his heroic saga in soccer: from Brazil to the world

The following information about Neymarwere collected primarily on its official website the player. At the height of his 21 years-old Neymar won more titles than many more experienced players, ranging from best performance on the field to best goal of the season. Of humble origin,he inherits from his father, Neymar dos Santos Silva,the profession of soccer player. It was discovered by a scout from Santos when he was only 11 years and played in the youth of Portuguese Santos (NEYMAROFICIAL, 2013).

In 2009,Neymar has gained prominence in Santos first team, playing alongside Robinho and Ganso, the year the team took the second place at the national championship. Thereafter,Santos began to collect achievements such as 'CampeonatoPaulista','Copa Libertadores' and several others, with the main striker Neymar.

Gradually builds Neymar career of fame and money, boy receives many invitations to advertise big brands from various sectors, from cars to razors, with his youthful style and divested, begins to influence other kids that repeat every novelty thrown by he, like the unusual haircuts and discolored (EXTRA.GLOBO, 2013)

Neymar is no longer just an excellent soccer player and becomes media personality, sports idol, and his personal life becomes exposed in the news for entertainment; any detail,even simple gained prominence in the media. For Melo (2008) all this is an attempt to show the human side of the player, linking its name to the solidarity missions and positive for society, nullifying any trace of possible negative attitudes of his personality, and the opportunity to unveil a new star and hero of the Brazilian soccer scene and thus maintain their image always positive.

Neymar was recently hired by the Barcelona European team. It was a long and troubled transaction denied by the player and his father but now confirmed by the leaders of the Santos and Catalans. His first game alongside other greats like Messi Argentine happened at the beginning of August 2013 and even living in another continent its image remains strong and present in Brazil. The national media, recognizing the importance and the financial return that is behind the player, strives to maintain evidence in the figure of the young star.

2 METHODOLOGY

This study was descriptive and it is characterized as a case study because it seeks to understand an issue based on the interpretation of the facts (Neves, 1996). It is proposed to analyze the narratives of the Website G1.globo.com on sports performance of the athlete Neymar during the Confederations Cup and the consequences arising out of these.

We used as study material disclosed in the headlines G1.globo.com news website, news portal of the Globo Television Network, one of the largest stations with record audience in the country which usually give greater prominence to the artists / idols that are in evidence with the public, either singer, actor, or even athletes, as is the case of our character.

The period of the materials was collected from 04/06/2013 to 07/01/13 , corresponding to the period of submission of player Neymar at Camp Nou stadium in Barcelona city and the end of the Confederations Cup in Brazil. This material comprised 10 (ten) subjects in which we analyzed their titles and subtitles (if any). The analysis of this material was processed through Content Analysis (MINAYO , 2010), in order to identify the categories narratives used to refer to Neymar content matter relating to the situation in which the player is on the pitch and in the way the news is written to arouse public interest in the player.

By grouping the subjects it was observed that they are produced so that the player keep the figure in evidence, highlighting his talent and putting it on the landing of the greatest soccer players in the country and technical style similar to European players.

2.1 Analysis

After the official announcement about hiring Neymar at Barcelona, Brazil was soaked in a mixture of sensations: the loss of the player and the pride of having a "national product" shining in foreign fields. June 04, 2013, live broadcast on one of the biggest stations in the country that interrupted your regular schedule, the country watches the warm welcome that the Catalans offered to the Brazilian player. Showered with compliments and comments not only on their performance in the field, but also how to sustain their dating relationships and friendships that were in Brazil, the professionals took turns throughout the broadcast, chronicling every kick, every wave that ace was like a football match. The presentation took place in the morning and evening Neymar has returned in jet chartered by Barcelona to Brazil, because the Canarinho team had the waiting period for the concentration to that seen as prior to the World Cup, the Confederations Cup, which happen still in the month of June, between 14 and 30 June. Before the event starts, the Brazilian team would play two friendly matches against the teams of France and England. The reports were divided into two narrative categories, facing the heroic performance of the idol Neymar. They are:

Expectation of good performance in the Confederations Cup

From day 03/06, articles disclosed on the player mingled between future performance in European team selection and performance in the Confederations Cup; then, it was almost impossible to talk about one without mentioning the other, as shown in the matter of the day 09 / 06 titled: "for positive future,national team 'casts'Neymarin duel against nemesis France." Here the word refers to mythological beings, a fight between the big ones and France in this case is the great rival of Brazil, as already took the bowl of a World Cup out of your hands, and only someone as strong, so the height will be able to defeat it in the case, Neymar. The subtitle of this field complements expectation of victory: "Without winning a world champion since December 2009, Brazil is the premiere last friendly before the Confederations Cup."

With a national team discredited by the crowd before his poor performance in recent matches, Neymar is seen as the "savior", the piece missing key to raise the only team five times world champion. At this point, the matters disclosed about football necessarily lead player's name at some point and when the team won the first game of the Cup, the spotlight turned to Neymar, charges are visible, and the posture of the player is insecure, as we can see the headlines of the day 13/06 when Neymar said: "There has no way for me to play in the national team the same way I play in Santos." Thus, the website G1.globo.com reaffirms hero image given to it, as the only one able to save a team discredited and complements with another headline "Neymar talks about the weight of the shirt 10 and says not to fear charges."

However, the crowd reposed hope in the player for a good result in the championship, and charged the performance of the player, which was not happening. We observe this in the headline of the day 14 / 06, " Fan criticizes Neymar, who loses patience in training: "Bugler" The criticism of the crowd shows the close relationship and the level of expectation with the idol. In the sub-title of the website reinforces matter: "Striker is mocked by scoring a goal in activity without markers: 'Just so', shouts one present to Mane Garrincha stadium". The athlete needed to overcome the next day, the match between Brazil and Japan.

During the days in which occurred the Confederations Cup, a situation unexpected happens in every country. People take to the streets to express themselves on various issues, public transport, education, health and particularly, spending the works for the World Cup, pointing to the cultural issues involved, showing that all the money spent on building stadiums that have

no such functionality, refer to the policy of 'Bread and Circus, as was done in ancient Rome , with spectacles of gladiators in stadiums.

Nobody expected so many events in that moment when the media was prepared to devote interim football, a sport that is so often used as a diversion of focus to other events, such as politics and their deviation of public funds.

Chaos defines this moment experienced by Brazil. Featured in international press called into question the security of the country to host a World Cup, and between raw imprint appeared a generally critical that highlighted the performance of athletes in competition, the love and trust that the crowd turned to feel the selection, and each match win, the highlight was going to the player Neymar.

In victory with Japan, even though the goal was not completed by him at some point his participation in bid was said to be decisive for the final result shows the reaction of the player and the return of confidence in the performance critical, as the telling excerpt from article published on 15/06 entitled "Candidate 'President', and Neymar shines in Brazil win the Confederations Cup debut." Comparing the athlete to a presidential candidate, the website describes, in sub-title, the reaction of the player during the match: "With a great goal and good moves, striker refutes criticism and has name shouted by the crowd. Number '10' minimizes blow presence and ensures against Mexico. "The understanding of this comparison is clear in the passage of matter below:

> I took just two minutes for political time, or better game, Neymar to show why the only candidate to be the new 'president' of the Brazilian team. With a beautiful kick right leg out of the area after a breast pass from Fred, after three minutes of game, the number 10 has opened the way to win the Brazilian team over Japan on Saturday afternoon at the opening of the Confederations Cup, in Mane Garrincha in Brasilia. The goal ended a fast nine matches of the player and really helped Brazil to victory by 3-0. A drive worthy of applause. (G1.GLOBO.COM, 2013)

Even with the contribution of 10 other players, the headlines pointed to the excellent performance of the athlete: "Voted best in the field, Neymar says individuality is at the right time" (15 / 06). In this respect, Helal (2003) talks about the false modesty of idols, attitude resulting from the awareness that knowing how top professionals are not right for their image of "hero" does not divide its merits with other colleagues, and this is what Neymarmakes trying to minimize individualistic stance.

Meanwhile manifestations at that time by the population had football as the main target, not the sport itself, but the show made around the money invested in works for the protesters are unlikely to be used after the tournament world over. And the press, in the midst of this whirlwind of events, trying to dodge the offenses against her, and just like in football, developing strategies to divide the focus in games and demonstrations that took place at the gates of the stadium just before the game. Even so, the press was used and the demonstrations showed the position of the player on the events, as in the matter of the day 19 / 06 , with the title: " In his Instagram, Neymar is said to face demonstrations inspired by Mexico." In the match against Mexico, the player has the primary responsibility for the 2-0 victory and elected again the best player on the field .

As shown in the theory culturological (WOLF , 1987), the idol must be an example to be followed and need to show their posture toward critical issues. Neymar , despite being the big star, shows that he is concerned about the wave of demonstrations in their country and say that in your social network, reinforces its image of good boy concerned with social causes.

As it is noted in the analysis above, the spotlight of the game are facing Neymar as well as during the entire tournament. The materials always show that selecting owe him all the prestige and the fact they won every game. The narratives that revolve around the Neymar put on the landing of the universal archetypes of heroes, as stated Helal (2003) .

Confirmation of excellent performance in the field, able to play in Europe

This stage, it was what everyone wanted, the team was again that of before - champion, played with accurate and it's all thanks to mainly a specific player: Neymar. If any doubt remained by the Catalan team supporter, this just during the Confederations Cup, because the player has shown its potential for football, and his stance regarding his future team. Neymar as he prepares for the final of the Confederations Cup, shows that is attentive to what happens in Barcelona. The headline of the day 27 / 06 states: "Neymar wish luck to comrades in Spain and awaits final".

The Brazilian team went undefeated throughout the tournament, and every victory, especially bids Neymar, always remembered by the nickname "savior of the team," responsible for awakening the latent passion in the heart of the slumbering football supporter. To clinch the champion Confederations Cup. The G1.globo.com dialogue with other papers and shows the climate of satisfaction among those involved: " Newspapers in Spain are split between climate rematch and show Neymar " (01 / 07) .

The player proves his outstanding performance in the field with precise finishing moves that made the champion leave Brazil. With this it is showed that he is ready to play in Europe. This position is strengthened and recognized when Neymar is awarded for his performance in the league. The headline of the day July 1 shows the result of the actions of the player: "Neymar is elected best player of the Confederations Cup." The sub -title adds: "The attacker also took the Bronze Boot as the third highest scorer in the competition. Check out the list of winners by FIFA."

At this stage, the narratives discussed are those that refer to the player as a high quality, extolling its qualities and achievements, showing its excellent performance in the field and especially the awards won. Neymar is the largest player in the league and as I belong to the European team Barcelona, its leaders manifest on their performance on the field and show that it is prepared to play in Europe.

3 CONCLUSIVE STATEMENTS

The sport's idol is seen as a hero during the Confederations Cup website G1.globo.com in its raw shows Neymar as the savior of the Brazilian team in the competition. Exercise performance of the player during the event served to show that he was fit to play in a European team. At the same time, in parallel to the World Cup, socio-political events forced the media to divide between the events. Given this fact, the website is useful to relate the sports idol to a position of social support of the protests that served up the motivation for their commitment to the field.

The narratives in relation to the image of idol / hero Neymar point to share his concern for the merits of the game with teammates while stands in submissions and win prizes. Twice best player on the field during the championship stands out from the others getting reverse the negative expectations of the start of the event .

His performance on the field shows the economic issue, because it was on this occasion that Neymar has confirmed all the possibilities of being a player with astro profile, enforcing all the investment of their sponsors (encouraging them to

continue linking your brand the image of the player) and the current owners of his passes, Barcelona.

Neymar now starts to act on another continent, but the interests around his figure remain strong in Brazil, considering, for example, the number of brands it represents. For this, we need some way to keep your image in evidence, inside and outside the field .

Thus, we conclude that the G1.globo.com narrative strategies used to maintain the image of the player as Brazilian soccer star at the same time, to demonstrate their performance on and off the field, shows that the player is ready to play in Europe, either as a player or as a citizen.

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NARRATIVE STRATEGIES BY G1.GLOBO.COM WEBSITE ON THE IMAGE AND PERFORMANCE OF ATHLETE NEYMAR IN CONFEDERATIONS CUP.

ABSTRACT

Talk about Brazil is mentioning its soccer. Every year several players show their talent in various Brazilian teams and are exported to other countries. Some of these players, because of their performance are considered more than just athletes, they become idols. One of them is Neymar, who was consecrated at Santos Soccer Club and negotiated by European team. During the negotiations, the media created narratives to show his potential as a player and justify his pass. Thus, this paper discusses the narrative strategies used by G1.globo.com to highlight the sporting performance of the player Neymar in the Confederations Cup and relate it to the European play style during the player's transfer to Barcelona. We analyzed ten (10) headlines related to the period of announcement of the hiring of the player by Catalans and the end of the competition in Brazil. After analyzing the material, it was possible to identify several narrative strategies used by website highlighting the performance of Neymar in the Confederations Cup as the responsible for the good results obtained by the Brazilian national team; the association drawn between the athlete and a 'social responsible image', as well as that of a person willing to share victory with colleagues, and even his ability on the field pointing to an athlete that is prepared to make his way in the European soccer. This indicates that the website uses specific strategies to associate the athletic performance of Neymar, reinforcing its potential for Brazilian sports idol, ready to shine in a Europe.

KEYWORDS: Neymar, Idol Sports, Media strategies.

LES STRATÉGIES NARRATIVES DU SITE G1.GLOBO.COM SUR L'IMAGE ET LE PERFORMANCE SPORTIF DE L'ATHLÈTE NEYMAR DANS LA COUPE DES CONFÉDÉRATIONS.

RÉSUMÉ

Parler du Brésil est mentionner votre football. Année après année, plusieurs joueurs ont leur talent révélé dans différentes équipes brésiliennes et sont exportés vers d'autres pays du monde. Certains de ces joueurs, en raison de ses performances sont considérés plus que simple athlètes, ils deviennent des idoles . L'un d'eux est Neymar, qui s'est consacré dans le Santos Futebol Clube et a été négocié par l'équipe européenne. Au cours des négociations, les médias a créé des récits pour montrer son potentiel en tant que joueur et justifier votre pass. Ainsi, le présent ouvrage examine les stratégies narratives utilisées par G1. globo.com pour mettre en évidence les performances sportives du joueur Neymar dans la coupe des confédérations et le rapporter à l' style européen de jouer, pendant le processus de transfert du joueur de Barcelone. Parmi des informations, dix ont été analysés par les gros titres dans la période de référence à l'annonce de l'embauche du joueur de l'équipe Catalan et la fin de la compétition au Brésil. Après l'analyse de la matière, il a été possible d'identifier différentes stratégies narratives utilisées par le site en exaltant les performances de Neymar dans la coupe des confédérations comme le responsable pour le bon résultat de l'équipe brésilienne, à l'Association de l'athlète à une image préoccupée sur les questions sociales et à partager la victoire avec les collègues ; et encore, sa capacité sur le champ en signalant qui Neymar est un athlète prêt à agir dans le football européen. Avec cela, il est conclu que le site utilise des stratégies spécifiques pour associer les performances sportives du joueur Neymar, soulignant son potentiel comme grand idole pour le sport brésilien et prêt à jouer dans une équipe européenne.

MOTS-CLÉS : Neymar. Idole du sport. Stratégies médiathique.

LAS ESTRATÉGIAS NARRATIVAS DEL SITE G1.GLOBO.COM SOBRE EL IMAGEN Y EL DESARROLLO DESPORTIVO DEL ATLETA NEYMAR EN LA COPA DE LAS CONFEDERACIONES.

RESUMEN

Hablar de Brasil es mencionar su fútbol. Año tras año varios jugadores tienen su talento revelado en varios equipos brasileños y se exportan a otros países del mundo. Algunos de estos jugadores, debido a su rendimiento se consideran más que atletas, se convierten en grandes ídolos. Uno de ellos es Neymar, que consagró el Santos Futebol Clube y fue negociado por el equipo europeo. Durante las negociaciones, los medios de comunicación crean narrativas para mostrar su potencial como jugador y justificar su pase. Por lo tanto, el presente trabajo analiza las estrategias narrativas utilizadas por G1. globo.com para resaltar el rendimiento deportivo del jugador Neymar en la Copa de las Confederaciones y lo relacionan con el estilo europeo de juego, durante el proceso de transferencia del jugador de Barcelona. 10 (diez) informativos fueran analizados mediante encabezados en el período de referencia al anuncio de la contratación del equipo catalán y el final de la competencia en Brasil. Tras el análisis del material, fue posible identificar diversas estrategias narrativas utilizadas por sitio ensalzando la actuación de Neymar en la Copa de las Confederaciones como el responsable por el buen resultado de la selección brasileña; la Asociación del atleta a un imagen preocupados por las cuestiones sociales y para compartir la victoria con sus colegas; y sin embargo su habilidad en el campo, señalando que es un atleta preparado para actuar en el fútbol europeo. Con esto, se concluye que ese sitio utiliza estrategias específicas para asociar el rendimiento deportivo del jugador Neymar, subrayando su potencial como gran ídolo para el deporte brasileño y listo para jugar en un equipo europeo.

PALABRAS CLAVE: Neymar. Ídolo deportivo. Estrategias de medios de comunicación.

AS ESTRATÉGIAS NARRATIVAS DO SITE G1.GLOBO.COM SOBRE A IMAGEM E O DESEMPENHO ESPORTIVO DO ATLETA NEYMAR NA COPA DAS CONFEDERAÇÕES.

RESUMO

Falar do Brasil é mencionar o seu futebol. Ano a ano vários jogadores têm seu talento revelado nos mais variados times brasileiros e são exportados para outros países do mundo. Alguns destes jogadores, devido a sua atuação são considerados mais que simples atletas, tornam-se grandes ídolos. Um deles é Neymar, que se consagrou no Santos Futebol Clube e foi negociado por time Europeu. Durante as negociações, a mídia criou narrativas para mostrar seu potencial como jogador e justificar seu passe. Assim, o presente trabalho discute as estratégias narrativas utilizadas pelo G1.globo.com para evidenciar o desempenho esportivo do jogador Neymar na Copa das Confederações e relacioná-lo ao estilo europeu de jogar, durante o processo de transferência do jogador para o Barcelona. Foram analisadas 10 (dez) manchetes no período referente ao do anúncio da contratação do jogador pelo time catalão e o término da competição no Brasil. Após a análise do material, foi possível identificar diversas estratégias narrativas utilizadas pelo site exaltando a performance de Neymar na Copa das Confederações como o responsável pelo bom resultado da Seleção Brasileira; a associação do atleta a uma imagem preocupada com questões sociais e em partilhar a vitória com os colegas; e ainda sua habilidade em campo apontando que é um atleta preparado para atuar no futebol europeu. Com isso, conclui-se que site utiliza estratégias especificas para associar o desempenho esportivo do jogador Neymar, reforçando seu potencial de grande ídolo esportivo brasileiro, e preparado para jogar em um time Europeu.

PALAVRAS-CHAVE: Neymar. Ídolo Esportivo. Estratégias Midiáticas.