18 - DISCURSIVE STRATEGIES IN THE AGENDA-SETTING OF THE SPORT IN THE MEDIA: THE BRAZILIAN MASCULINE VOLLEYBALL IN ATHENS 2004

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INTRODUCTION

At time of Olympiad, as the one that occurred in August, 2004, in Athens, it was noticed a great importance given to this event for the media. This event celebrated the world sport and tried to show to the world the new Olympic heroes, a lot of overcoming of the athletes and, above of all, the importance of being successful.

In Brazil, more specifically, the fact that we had not obtained any Gold Medal in the Sidney 2000 Olympic Games, we expected that the same did not occur this time. So, as form to guarantee viewers/readers (what is normal in similar periods), the media decided to organize the event, creating expectations of victories in some modalities (like Men's and Women's Volleyball and Beach Volleyball; Rhythmic Gymnastics; Sailing among other sports).

In this Olympiad, in virtue of the work done inside and outside squares, Brazilian Men's Volleyball, it was pointed as the great favorite team to award the Gold Medal.

What corroborated this idea were the several wins of the 'Bernardinho's Age'. The most important matches won by the Brazilian Team (before the Olympic Gold), was the World Championship (Argentina, 2002), where Brazil became the World Champion by the first time. In 2003, in Japan, Brazil won the unknown title of the World Cup, totalizing eleven victories in eleven games (guaranteeing a vacant for the Athens 2004 Olympic Games). Recently, with the win of World League Volleyball (July, 2004, in Italy) Brazil became tetra-champion.

The problematic of this study occurs by the understanding of the media discourse, that causes the expectation of award of Gold Medal, around the Brazilian Men's Volleyball Team that 'had been created' by the media (printed), studying, in this way, the construction of the agenda-setting through the discourse.

A research, like this, has the relevance, the fact of understanding how media hype is produced and showed to people, and in this way, like determined values, directions, ideologies and connotations are transmitted to us. Knowing that media is a great producer of feelings of nowadays, we must study it in order to understand it, starting to have a more critical vision of our reality.

METHODOLOGICAL PROCEDURES

This study, of exploratory type, was characterized as a documentary research, having as principal source of data for analysis the printed media *Folha de São Paulo* (FSP), because it is a periodical paper of national circulation and also because it has a daily sport section. The period of analyzed editions was from the day 01/05/2004 (previous month of the beginning of World League Championship) up to 30/08 (the next day after the last day of Olympic Competitions) - totalizing 98 (ninety and eight) analyzed news articles.

The procedure used for interpretation of documents was the subject analysis, technique of research offered for human science, praised for Bardin (without date), which intends to be a set of techniques of analysis of the messages in the human being communication.

After the material was collected, a daily pre-analysis of all news articles related to the Brazilian Men's Volleyball Team, was consisted in describing, in a succinct form, the subjects of the news articles with the respective date of publication. After it is done, an analysis of which subjects were more recurrent (units of register) was done, or else, words/subjects/expressions that frequently were part of the articles of the FSP.

Thus, the categories of analysis had been created, formed by the units of register and of context that had been showed recurrent. The categories had been constructed according to the objective of the study, which was to find the strategies of how the printed media uses its discourse. The categories had been separate in two periods: (a) *Pre-Olympic* (previous to the Athens 2004 Olympic Games, understood between 01/05/2004 and 13/08 - first day of the Olympiad - totalizing 62 news articles) and; (b) *Olympic period* (the first day of competitions, 14/08, up to 30/08, following day to the ending of the Olympiad - with 36 news articles).

THE VOLLEYBALL IN BRAZIL: trajectory and transformations

The 80's could be considered as the 'initial moment' of the speculation that sports started to surfer, modifying some characteristics as the permission of advertising in the uniforms; significant changes in the rules of the games with the aim of some modalities started to be included in the schedules of TV programs and also programmed stops for spreading of advertising material during the games. (Pires, 2002).

Cintra Sobrinho (2004) comments about the adaptations of the rules of sport modalities for inclusion of the sport in the TV agenda-setting, affirming that “One of the great examples is the volleyball, which became more attractive sport, in the truth, more adjusted for the sport transmissions, it had its rules sufficiently modified, with the objective of diminishing the time of the games, before considered very long”.

According Matthlesen (1994), volleyball became to be known by Brazilian population because of the support of the Medias of mass, after the awarded Silver Medal in Los Angeles 1984 Olympic Games (“The Silver Generation”) and of Gold in Barcelona 1992 Olympic Games (“The Gold Generation”).

In a study done by Pinheiro (1997) “The media in Brazilian Men's Volleyball”, he analyzed the participation of the media in this modality, investigating the sponsorship of the companies in volleyball (and the advantages obtained by the investors). As the words of the author, “the media was the great allied of the sponsors when decided to follow the main events through the television, the radios, the papers and magazines.” (p. 537). It was evidenced, also, the process of merchandise, which volleyball has passed; the induction of the public to the consumption as way of the identification of the fans with the created idols, and finally, the television as great responsible for the alteration of some rules of this game.

THE SPORTING MEDIA: the sport agenda-setting

There is some time, the effect/changes on short-term provoked by the media on its “addressees” the called “hypodermic theory”, it defended “a direct relation between the exposition to the messages and the behavior: if a person is 'reached' by the ad, it can be controlled, manipulated, led to act” (WOLF, 2001, p. 28) were believed.

Such paradigm considered that in the communicative process there was an active subject that emitted the stimulus and a passive subject “impressed” with this stimulus and thus it reacted instantly, similar to the Behaviorist Theory (model stimulus-responses). According to Wolf (2001, p. 140) “This paradigm today is deeply modified and some of its motives had

been abandoned or transformed, that is, the effects understandable as a short-term changes started being considered as effects of consequences of long-term."

Therelong-term effects are considered as being the ***agenda-setting hypothesis***, which was elaborated in the end of the 60's by M. McCombs and D. Shaw, trying to prove the great linking between what the media valorized on its questions and the importance level that the people from the community (people that was exposure to the media) give to that were shown in the news.

According to Pavarino (2003), the mass medias are the main responsible by the linking between the event and the public opinion, saying to the people what to think, e thus, direct in the people opinion. For this author, "the hypothesis of Agenda-Setting considers that, what it is commented, argued, thought through the social sphere are showed, to a large extent, by the mass media."

Wolf (2001) comments about the modifications of the effect of the mass medias (from short-term to long-term) appears the hypothesis of the agenda-setting, which defends:

The people have the tendency to include or to exclude from their proper knowledge what mass media includes or excludes from their own content. Moreover, the public tends to give to this content an importance that reflects the emphasis attributed for mass media to the events, to the problems, to the people. (SHAW apud WOLF, 2001, p. 144).

Conceptually, the agendas, according to Borelli & Fausto Neto (2002, p. 73), "they are subjects, selected to be offered to the readers".

In other way, the agenda-setting "is a discursive work that passes through the way of saying of each vehicle and, it is also in this peculiarity in the way to treat the reality that each periodical creates links with its readers, and also the way each social fields attributes trustworthiness on what is said about this periodical." (FAUSTO NETO, 2002, p. 16).

ANALYSIS AND DISCUSSION OF THE DATA

In the sequence, there are two boxes in order to exemplify the created categories and its respective contexts inside of the stipulated time division, orderly decreasing of registered numbers.

Box I: Identification of the categories and its respective contexts in the Pre-Olympic Period	
Laboratory	Registers that indicated World League Volleyball as a species of laboratory (a preparation) for the Brazilian Team, beyond the indefinable titular team (tests, changes and injuries) and which of players would be chosen to go to the Olympic Games.
Favoritism	Category consisted by the news articles that give to the Brazilian Men's Volleyball Team the favoritism to the Olympic Gold Medal, using the victories of the games from World League, the invincible of the team and its leadership in the group as form of fortifying the favoritism.
Bernardinho Style	Category formed by the set of registers that evidenced, in the figure of the coach of Men's Volleyball Team, the Bernardinho, some of individual characteristics build his "style" as: perfectionist, demanding, worried, enigmatic, worker, winner, etc.
Retrospect	Category where it used retrospect of the Brazilian Voll eyball Team, since the entering of Bernardinho in the command of the team, with "11 titles in 14 disputed matches". There is not only about the retrospect of World League 2004, but of all competitions until that moment disputed by Bernardinho as a coach.

Box II: Identification of the categories and its respective contexts in the Olympic Period	
Bernardinho family	The journalistic registers related to the figure of the Bernardinho coach and his "pupils", emphasizing the union and harmony between both, form ing almost a "family"; beyond the accompaniment of the team routine (from drills and curiosities about the coach and the players).
Athens mission	Category consisted by the news articles (registers) that informed the reader about the games of the Brazili an Volleyball Team on the Olympic Games (doing the agenda -setting and commenting its repercussions), showing specifically, the Men's Volleyball Campaign as a "mission" that aimed to award the Gold Medal.
Retrospect	It is about a category created in resu lt of the intense use of retrospect of the Brazilian Volleyball since Bernardinho assumed this team, awarding "11 titles in 14 disputed matches". The invincible in official games and the Olympic games also serves to strengthen the Brazilian favoritism.
Favoritism	Category formed by the news articles that indicated the Brazilian Men's Volleyball Team as (or one of) favorite(s) to award the Gold Medal in the Olympiad. In this period, the registers were related to the favoritism had been used in a less inte nse form if compared with the Pre-Olympic Period.

Interpreting the meanings of the categories: in a search of a possible synthesis

In relation of the specific object of this study, in the case, the Periodical *Folha de São Paulo*, it is possible, from now on, to do some commentaries about what was found, doing a dialogue between the categories (among them and the stipulated periods). It is important to let them know that the categories had been the way as the agenda-setting was constructed.

However, the discursive strategies used by the FSP showed as a hegemonic speech about sport, where they value the victory, the maximum effort/performance, the money, the results, the medals. (BETTI, 1999).

The discourse of mass media is in accord with the speech used by the FSP, becoming clearly the agenda-setting realized through the media coverage of the Brazilian Volleyball Team in Athens 2004 Olympic Games. The agenda-setting of an event (what was made by the FSP) can be considered a strategy to sell more periodical, therefore, according to Cintra Sobrinho (2004) "Great periodicals and nets of radio and television depend on the existence of the spectacles to sell their product (the advertising). If there are no great competitions with super-athletes and super-teams, there is no spectacle, no great readers and no money."

I n this context, the super-athletes are the *Olympic People*, the celebrities of the sport world, in which its propagation, as Borelli (2003) is characterized as one of the main strategies of the printed media to give intelligence to the event, and thus, to guarantee the sells of the edition. It happened with the Brazilian Team: the injury of Nalbert; the possibility of "second Olympic Gold Medal" of Giovane and Maurício; Giba, being the best player and becoming father; Ricardinho, the "brain" of the team, and Bernardinho, with all the characteristics that had been attributed to him.

The discursive strategies had been used in harmonious way until the point that two categories (in the case, "retrospect" and the "favoritism") had existed in both periods. In the same way, the discursive strategies on relation to the Brazilian Team Coach, Bernardinho: at a first moment, his "style" was approached, and later, his "Family". And what it was "laboratory" (or preparation) started to be a "mission" (the event in itself, the Olympiad).

The category "Laboratory", in the Pre-Olympic Period, besides being used as a form to initiate the agenda-setting, since World League was mentioned as an initial period of training for the Olympic Games, it tried to be around names, in view of the "injuries", the "changes" of players and the "tests" done by the coach. Such "changes" could be understood as an ambiguity: inside, it could serve to motivate the players; outside, it could be a strategy of the periodical "to call the attention" of the readers/fans.

About the relation into the categories "favoritism" and "retrospect", although they are different categories, they are related themselves. This is because of the retrospect of the Brazilian Team (since Bernardinho assumed the Team, awarding "11 titles in 14 disputed matches"), used by FSP, it can be understood as one of the forms in a such way to demonstrate the Brazilian favoritism in the Olympic Games (in the Pre-Olympic Period as in the Olympic Period, intensifying itself in this last one).

The "favoritism" can be considered, inside of the strategy used, as the reference of the emotion, while that "retrospect" would be the reason. In this way, the "retrospect" would be the base of the category "favoritism", being also a pseudoscientific vision, that is, it served to confirm the scientific point of view that the favoritism made emotionally - leading the reader/fan if is it possible a team so victorious, with so good retrospect, would lose.

So, the use of the "11 titles in 14 disputed matches" can always be said that (always remembering the tri-championship of World League - 2001, 2003 and 2004 - and the awarded of the World Championship 2002) was always the argument of the FSP to justify or to strengthen the Brazilian favoritism.

Moreover, for the fact of the favoritism being present in the two periods, it can be deduced that it has been a strategy of the FSP to stimulate the people to follow the notice of the Brazilian Volleyball Team, creating positive expectations about the Olympic Games.

The category “Athens Mission” - term used by the FSP, but created, according to this paper, by the coach Bernardinho - one consisted of innumerable news articles that informed regarding the games of the Brazilian election in the Olympics and if they related to the Olympic Campaign as a “mission” that had as objective the award of the Gold Medal. The term was not only used, coincidently and curiously, when the Brazilian Team played against the North Americans (in the first phase, where they lost playing with a “mixed team”, e in the semifinal, been successful for the Brazilians).

It is assumed that the “Athens Mission” had been, perhaps, a species of “messianic feeling”, that is, the collective aspirations of redemption had been materialized (salvation). Considering the low perspective of medal on the part of the Brazilian delegation, they had been deposited in the Men's Volleyball Team, all the hopes of a “nation” in the attainment of an Olympic Gold Medal.

On relation to the categories that had emphasized the figure of the Bernardinho coach, (“Bernardinho Style” and “Bernardinho Family”), the great prominence was gave to his person/image during this time, or either, the idea of personalization (or mythological), what tries to understand the “attempt” of construction of one national “idol”.

Oliveira (1999) writes that the heroes/idols present special characteristics, that differentiate them of the simple mortals. All of this remind to what “was constructed” on relation to the “Bernardinho Style”, all the discursive emphasis that was gave to the individual aspects of the Brazilian coach, as a perfectionist person, demanding, worried, enigmatic, worker and, mainly, winner.

Continuing on the coach Bernardinho, but now referring to the “Bernardinho Family” (Olympic Period), it was considered that the strategy used by the FSP was to repeat something that was already done. In that case, the fact occurred with the Brazilian Soccer Team in the World Cup of 2002, when Luís Felipe Scolari was the coach, they assigned as “Scolari Family” (obtaining the vacant on the World Cup). On the same way, the “Bernardinho Style” would be a comparison to the “Felipão Style”.

One of the characteristics of the Brazilian Men's Volleyball Team that the FSP emphasized was the union and the harmony of the team, and the great coach - therefore the denomination of family.

Thus, still on the question of “idol”, Marchi Júnior (2001, p. 139) affirm that "Commonly, the media has the function to put the sport event readers and viewers close to the main characters who compose the sport spectacle, that are the athletes. These became idols and transmitters of messages and stereotypes which have a potential of consumption taken root in the sportive culture of masses."

Ahead of this "attempt" of some athletes from Men's Volleyball Team and, mainly, the Bernardinho coach, become a myth created by the media, Cintra Sobrinho (2004) wrote that “the 'construction' of idols in the sport is another great weapon of the media, as much to sell the spectacles as to call the attention the viewers in determined competitions. The media needs the idols to become a spectacle more attractive, thus, athletes who achieve performances above of the average start to occupy great spaces.”

Camargo (1999, p. 407) also believes that the media contributes in the construction of the myth, arguing that, for this, it "presents to the public the moments and images that denote its bravery, courage, fight spirit or then the will to be successful. Those are necessary ingredients that are in the imaginary of the fans that stimulates them to think on their idols."

FINAL CONSIDERATIONS

In the relation of the subject of this study, the categories that had been identified strengthen the ideological and politician interest and on the agenda-setting (about the subjects and the form as they are approached by the media), leading the reader to be a consumer and transmitting to him only one agreement - in this case, the favoritism of the Brazilian Men's Volleyball Team in Athens 2004 Olympic Games. In the same way, it is possible to say that the structure of the media mass to take advantages on its view (its opinion, its agreement regarding something), or either, there is a relation between the communication and the power.

Another important aspect to consider is the adequacy that volleyball is passing through in the last decades in order to become a massive and popular sport in Brazil. During this “transformation” suffered by Brazilian Volleyball, it started to be one of the best examples of as a sport modality became a sport spectacle: the relation with the advertising (uniforms and sponsors), with the marketing, the changes in the rules to adjust it to media coverage (tie-brake system, for example), the emphasis in the main players given by the media in general, the awarded titles, etc.

Sport spectacle, transformed the Volleyball into merchandise: it is not only enough to play it. We need to use the products divulged for the players (deodorants, towels, juices, yoghurts, health plans, university courses and many others), to be dressed like them (and obviously, to make explicit ads of the sponsors!), to use the tennis that they use (how could you play volleyball without a specific tennis for this modality!) e, it is clearly, to watch the championships on TV, and follow its news on the periodical, on the Internet - the secret is to consume volleyball.

The agenda-setting used by the FSP about the Brazilian Volleyball Team “was understood” (or visualized) through some discursive strategies of the periodical.

We verify that the *favoritism* was used as a slogan, or either, as the best strategy advertisement to sell the product/merchandise called volleyball. *Retrospect* was used as a rational form (pseudoscientific vision) to serve of basis to the favoritism, while this last one moved with the emotional side of the readers. There was the relation about the categories, the figure of Bernardinho coach widely was used, as much his *Style* (individual aspects), in relation to his *Family* (Bernardinho and his team - collective aspects). The categories Laboratory (the favoritism of the Olympic Games created some months before the Olympics) and Athens Mission ("the messianic" campaign of Brazilian Volleyball which intends to get the Olympic Gold) also demonstrate the construction of the agenda-setting in the sport journalism.

It was proven, with this, the try of “construction” of national idols, more specifically the Bernardinho coach and some players as Nalbert, Giba, Ricardinho, Maurício and Giovane. The idol, in the relations sport-media, it is the part-key “to call the attention” the public/readers/society. Without their presence in the pages, it seems that there is not any relevance.

Ahead all of this, we must understand the media in general as a producer of directions, and that we must be prepared “to decode them”; we need to have the conscience of that we are not “only manipulated” by it (as it was said in the hypodermic theory), but that it has much power (or many strategies) for influencing our thought, actions and behavior (the theories of long-term effect).

As Physical Education teachers, it is necessary to be prepared pedagogically to work with these themes and the media strategies in order to clarify the facts and the autonomy of our students in relation to the sport discourse in the media.

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DISCURSIVE STRATEGIES IN THE AGENDA-SETTING OF THE SPORT IN THE MEDIA: THE BRAZILIAN MASCULINE VOLLEYBALL IN ATHENS 2004

Abstract: This research is about the printed media discourse strategies that, in order to create expectations of a Gold Medal by the Brazilian male volleyball team in the Olympic Games of Athens 2004, set this event in the Brazilian sport society. The content analysis of related reports written at Folha de São Paulo (FSP) newspaper were studied from May to September 2004. These strategies were divided in two time groups: the Pre-Olympics Period and the Olympic Period. The identified categories in this study show how FSP newspaper presented the Brazilian Team as the favorite for the Olympic Gold and how it created expectations on the readers and fans; besides showing aspects of making up national sports idols.

Keywords: agenda-setting of the sport, volleyball, idols.

STRATÉGIES DÉCRITES DANS LES PRÉVISIONS SPORTIVES AU SEIN DE LA PRESSE ÉCRITE: LA SÉLECTION BRÉSILIENNE DE VOLLEY-BALL AUX JEUX OLYMPIQUES D´ATTHÈNES EN 2004

Résumé: Cette enquête analyse les méthodes montrées par la presse écrite qui, prévoyant la conquête de la médaille d´or de l´équipe masculine brésilienne de volley-ball aux Jeux d´Athènes, a anticipé la victoire dans le monde du sport brésilien. On a pu accompagné de mai à septembre 2004, tous les articles publiés par le quotidien "Folha de São Paulo" (Feuille de São Paulo) concernant la sélection brésilienne, analysant les principales informations donné par le journal. On a classé en deux parties (avant et pendant la compétition), la forme comme le quotidien a mis en avant le favoritisme voire un certain chauvinisme concernant l´équipe, chez les lecteurs et fans. Ce travail nous montre aussi un certain aspect de "naissance" d´un sportif de renom, de l´image qu´il véhicule au sein de son sport ainsi que son impact sur l´ensemble du sport brésilien.

Mots-clés: previsions sportives (dans le monde du sport), volley-ball, sportif de renom (star).

ESTRATEGIAS DISCURSIVAS EN EL AGENDAMENTO DEL DEPORTE EN LA MEDIA: EL BALONVOLEA MASCULINO DEL BRAZIL EN ATENAS 2004

Resumen: La pesquisa investigo las estrategias discursivas de la media impressa que, buscando crear expectativas de medalla de oro para el equipo brasileña masculina de balonvolea en los Juegos Olímpicos 2004, aponto el acontecimiento en la sociedad deportiva brasileña. De mayo a septiembre se acompaño las reportajes publicadas por el periódico Folha de São Paulo que se mencionó la equipo brasileña, tratándose el objeto de estudio por medio del análisis de contenido. Divididas en dos períodos (Pré-Olimpíada e Olímpico), las categorías reconocidas caracterizan como el periódico Folha "elaboro" el favoritismo del equipo brasileña en sus lectores/hinchas, además de comprobar aspectos del construcción de ídolos del deporto nacional.

Palabras-clave: agendamento deportivo, balonvolea, ídolos.

ESTRATÉGIAS DISCURSIVAS NO AGENDAMENTO DO ESPORTE NA MÍDIA: O VOLEIBOL MASCULINO DO BRASIL EM ATENAS 2004

Resumo: Esta pesquisa investigou as estratégias discursivas da mídia impressa que, procurando gerar expectativas de medalha de ouro para a seleção brasileira masculina de vôlei nos Jogos Olímpicos 2004, agendou este evento na sociedade esportiva brasileira. Acompanhou-se de maio a setembro as matérias veiculadas pelo jornal Folha de São Paulo que se referiam à seleção, abordando-se o objeto de estudo através da análise de conteúdo. Divididas em dois períodos temporais (Pré-Olimpíada e Olímpico), as categorias identificadas caracterizam como a Folha "criou" o favoritismo da equipe brasileira em seus leitores/torcedores, além de evidenciar aspectos da construção de ídolos do esporte nacional.

Palavras-chaves: agendamento esportivo, voleibol, ídolos.