140 - SOCCER POSSIBILITIES: THE GAME BEYOND THE FIELD

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Introduction:

The amplitude that the sport practice reaches at the different areas of knowledge such as psychology, sociology, education among others, is not new. It's a reference element for the communication, besides, it creates and keeps the products and services offers. These possibilities represent ways of mutual benefits as much for the sport as to any instance related to it, which are above the sport practice as itself. The approach of this study is the media and its relations with soccer. At first, the importance of soccer for the society will be reported, and then, we will try to understand the press media and its relation with soccer, in order to verify the importance of a specific championship in an important newspaper, describing possibilities that can exist beyond a soccer game.

"Da Matta affirms that Brazilian soccer, instead of being "the people's opium", is a social justice drama, a progressist and modern phenomenon, democratic on its acting. Da Matta argues that soccer may be one of the social structures in Brazil against politics and economy, which are considered highly unstable and with a few knowledge about their operation rules, that are reserved to "experts"" (Vaz, 2002)

Considering that soccer is a sport that attracts a great number of adepts in Brazil and all over the world, this sport can admit many functions that may never be performed. Comments and news about soccer are very common as a way of social and financial ascension, and also as a better way for social inclusion and sociability. Either true or not, these functions are attributed to soccer due to its capacity of reaching different social classes, ages, countries and people.

These elements are clear to many people: coaches, players, managers. This way, a group that understands about soccer out of the practical sphere is formed, but inside possibilities as products advertisement until international trades.

In this context, we point the possibilities of a soccer game that happen out of the field, considering that not always the game seems to be restricted only to the soccer field. It's possible an association of a sports image with enterprises and this is not related only to the moment of the game, but to all the time the enterprises want it. It happens to information, championships and amazing happenings the same way. The media press or television keeps durable dispositions when it's well planned and performed.

The length of information transmission on the press and television media related to a championship final match is different from the length of the match within the limits of the field. In this process, an important spot is the people that admire the sport, because all the happenings are followed by them, such as team player's staff , in and out players, the wins and losses. These people spend part of their time getting information about soccer at all.

The free time can be the point for the entertainment consumption, considering that if there is no time to practice an activity, the consumption of a beverage, food or TV show is unable (Bourdieu, 1993).

Therefore, people try to fill their needs by different practices, that many times and by many reasons cannot be done. Many alternatives can be found in this search, and the press media has the role to fill the blank of disinformation and/or the continuity of the information. It's unable sometimes to get specific information about a soccer club or players. To solve this problem, the means of communication are now specialized in broadcasting all the events even faster. So, the press media (specifically the newspaper *Folha de São Paulo* in this case) makes use of a certain soccer match to keep the continuity of the information.

Considering that, which offer of articles in this paper are, related to an specific championship, that are made to the sports agents as possible entertainments, beyond the matches that happen inside the field?

Fields Theory and the game:

There are social and historical conditions that, in the case of modern sports, are managed by institutions that create sport products and services offers to the demand of specific social classes. The many championships and their management by the media may be an example of this situation. From a specific championship and its development, the media can define the journalistic guidelines and the articles, in a period of time that can only be defined from the continuity of the fact.

Between the social classes and the sports, there are some variables that influence the choice of one or another sport. The history of sports is relatively independent, even when it's related to the social and economical history because of its own time, laws, specific chronology and specific field. This field is constituted of social agents, institutions, experts, inside a specific culture that separates the professional from the layman (Bourdieu, 1993).

From the moment that a kind of sport becomes official or popular, it's possible to visualize this process clearly. We can detect the agents related to soccer professionals, players, coaches, among others that, when keeping a certain competition, can produce a group of experts on this issue. Different areas such as the media when managing the sport, end up contributing to the consolidation of the area, producing and cooperating with the formation of a specific sports culture. This way, it's possible to visualize a soccer sport field, where the media represents one of all the institutions that can not only produce the products offer (mainly the news), but also all the people's demands.

The show is made for the masses consumption by professionals. And it's exactly the admirers, who allow the increase of the press media productions when they consume it on the expectations of the media. This way, sports are a fight object, where the power is disputed inside a specific field, by agents who want to manage the power. Small fractions of classes manage bigger fractions of other classes (Bourdieu, 1993). In this context, this fight can happen among all kinds of press media, as *who informs more and faster*, what can define who keeps the power in other words, which one is more consumed among all offers.

Media and Consumption Culture:

Media appears as a mechanism that can articulate images, comments and speeches, seducing the receiver. Mainly the television, that not only informs but also entertains the individual by managing the possibilities appreciated by the beholder. "Television tries to fascinate the interests of the people, and for that, it persuades some elements from the mind, frustrations, wishes, fantasies, without leading to real experiences, but indirectly end up living the others emotions" (Betti 1998).

On the other hand, despite not having the same technology and seduction power of television, the press media has a greater fidelity from its public, even because the subscriptions or the purchasing effectiveness, as in the case of specific papers and magazines used as a mechanism to keep the attention and continuity of this consumer. Its production has the possibility to probe some matters due to the time and necessity to keep the reader. However, much information is sometimes sequential and repetitive, making the reader give up.

"On journalists' opinion, the reading of papers is an indispensable activity and the *clipping* is a work tool: to know what to say it's necessary to know what the others said. This is one of the mechanisms by which the homogeneity of the proposed products is generated" (Bourdieu, 1997).

In this context, the sport offers many elements that can be usually managed by the media to build what is to be

transmitted.

The athletes and their lives, the events and their outspread, financial matters, among others, are some examples of potentials that can be used by the media inside the sports environment.

The sport as competition represents an interesting media element because:

"The sport is an important mass social phenomenon and the competition is a spectacle to entertain the mass, and the idol is one of the most important components on this process. Many of them are made by the media and to support themselves and keep themselves at Olympus, they need the media to put them in evidence. The sport as an idols industry is similar to other forms of spectacle such as cinema and music, which use this resource to spread and sell their stars images and objects. It's the entertainment industry that is characterized by the spectacle (Camargo, 2001)"

Thus, the media use some elements that end up marking the society anyway, reinforcing the image that can be related to many kinds of messages and products. This way, the image gains life and starts getting meaning and importance. Through the power of bringing emotions out, the media finds proper moments to explore the imaginary of the individual during sports events. With the help of the sports chroniclers' language, the happenings guide the receiver thoughts, creating expectations. This way, a simple soccer match becomes a battle, the victory of a player becomes the path of a warrior and the overcoming of his limits becomes epic acts.

"It's the technique of using the player image with the public to create the idea of the identification technique. If your team wins, you are a winner too, who feels all the pleasure of the victory. And this way the cheer identifies himself, wearing the shirt of his team and assuming the behavior and values of the player." (Camargo, 2001).

In this sense, the athlete not only becomes powerful merchandise for the media, but also can associate his image with many negotiable products. Thus, the hero created by the media, can be always worshiped, as well as his deeds, coming to light in any moment and situation. They turn out to be highly profitable images because they become an important attractive to increase the demand, supporting the sports spectacle and easily becoming reference for the public that follows the spectacle.

The same way, a club, a soccer team, can become a trademark or even be associated to an enterprise to sell products and services. It's the symbolic goods produced to set the values of the dominant or expert classes.

A match can also become merchandise, since the tickets sale to some accessories to watch the spectacle, or even to maintain the exhibitionist power of who took part in the spectacle, as a passive agent, concluding the consumption. These are some principles of the ones who intend to show their power in certain circumstances, but that end up becoming only consumers for those who make the show.

Upon noticing the possibilities that some areas can offer, some means of communication get the control of people, matches and situations, changing the purposes of the spectacles.

Methodology:

This study was performed under a descriptive approach, analyzing a press media source (mass communication), national circulation, analyzing the contents related to the final matches of a soccer championship. As theoretic references, some conceptual analysis categories of Pierre Bourdieu were used, such as: offer, demand and field.

All data analysis is related to the two final matches of Toyota American Cup, to define the Cup Champion. The first match was performed on July 6th, 2005, and the second match was on July, 14th, the same year. The criteria used in this study were: number of pages about the subject, length of the subject exposition in the newspaper, the "heroes" mentioned by the paper, the cup results and the enterprises that exposed their products and services related to the subject in the newspaper. The aim of this study was to analyze all the process involved along both final matches, pointing the target of the championship to an important newspaper.

The exposure period of the articles related to the Toyota American Cup in the pages of Folha de São Paulo newspaper was from 07/01/2005 to 07/21/2005. The days before the matches, the news related to them filled about half to two pages of the newspaper, and on the days when the matches were performed, the news filled an average of four pages.

The enterprises that had advertisements linked to the Cup were: VISA Credit Card, Toyota (official sponsor), Rede GLOBO (communication), BWM (tickets), Jovem Pan Radiostation, Orpec Engineering, Sport Club Internacional.

The "heroes" mentioned by the newspaper were: Diego Lugano, Amoroso, Rogério Ceni, Cicinho, Luizão (São Paulo Futebol Clube). Aloísio, Lima e Diego (Clube Atlético Paranaense).

The matches results:

- 1st match: São Paulo 1 X 1 Atlético Pr
- 2nd match: São Paulo 4 X 1 Atlético Pr

Final Considerations:

Through this process observation both final matches we tried to verify the approach made by a national circulation newspaper about facts that could be linked to the news produced by this paper.

We considered that despite the number of matches performed during a certain cup, the development of the facts that occur direct or indirectly related to the game practice is what defines the period the news will be exposed. Thus, we should consider that the game is not limited by factors that happen during a match, inside the field, and even related only to sports, but to other spheres such as economy, politics, culture.

Therefore, the possibilities of products and services offers by a press media source as the one analyzed in this study is wide. That's because a championship of any sport provides the information continuity. The athletes, winners, losers, teams, coaches and sponsors can be considered potential products, because all that happens to them becomes news.

Not only as information mean, a newspaper can assume different functions. If we consider the public, we can consider a championship by the optic of entertainment, consumption, passivity, sociability or even leisure. If we consider the professionals that build the message, the championship can be translated as their work, in the case of the sponsors, it's the way of getting profits, while for the athletes and clubs it's a way of exposure.

These are only some of the possibilities beyond the game, which contribute to legitimate the sports field.

Magazines, newspaper, television, and the means of communication in general keep the possibility of the spectacle achievement, their productions are essential parts to guide and cause the consumption.

Considering this situation, Bourdieu (1998) mentions in one of his studies the *domination occult basis* or, the symbolical productions as a domination tool.

In this sense, the means of communication, offering tools to formulate the social imaginary, become the managers of a symbolic power that can guide tendencies and define patterns, through the spectacle.

Determining "heroes" and suggesting myths allows offering possibilities also to the commercialization, which has characteristics of power, as to define what can be published. The media, when creating heroes and myths, represents the offer, which, for Bourdieu (1983), "is the particular way that covers the practice and the sport consumption proposed within a certain moment in time". This situation has the aim of supporting its spectacle as well as to answer the expectations of the public, but firstly the sport consumption industry, or else, the enterprises that have the possibility to link their products to the hero image. The offer and the demand inside the sports, according to Marchi Jr (2001) can be considered as mechanisms of the consumption constitution. For the author, this mechanism represents a cycle that:

[...] If it's true that in this case as in the others, the production field contributes to produce the need of its own products, it's considered that it's not possible to understand the logic that the agents use to adopt one and another sport practice, one and another manner to perform it, disregarding the dispositions related to the sport that, they end up becoming a dimension of a particular relationship with the own body, and inscribes in the dispositions system unit, the *habitus*, that is in the origin of life-styles (Bourdieu, 1983).

It's not possible to define if the offer determines the demand or the opposite because this relationship is in a dynamic process which structures and restructures according to many variables. Transforming products, situations, athletes and the sport event in general into spectacle, an arsenal of offers is created.

All means of communication the press media in this case when offering these products try to generate a pre-established demand with the need of being linked to them. Thus, they can keep themselves as producers and owners of the spectacle and of the power to create heroes, which become products for the consumption industry, making this same industry depend on the spectacle that the media will offer.

In this context, the consumption industry represents the demand, which needs heroes and myths to expose its products. But, between the receiver and the industry, the second manages the offer (products goods, among others), and the first represents the demand (related to his wishes).

A constant production is well observed, which ends up generating needs and expectations, causing the identification of the people with the situations presented and turned to spectacle, creating a link between the imaginary and the real. Then, when this link is done, these offers become merchandise.

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SOCCER POSSIBILITIES: THE GAME BEYOND THE FIELD

This work has as objective to analyze the repercussion of the end of the Match Liberating of America, in a source communication printed (Periodical Leaf of São Paulo). In this context we look for to verify, which the number of pages destined to the match in question, as well as evidencing which the tied marks, the heroes and the result of the related games. To understand the process observed, we use of the theory of the fields as analysis tool. Of this form, we thus search to go beyond practical of the modality the soccer, but to also verify the possibilities beyond the game.

Key Words: soccer, média, Theory of the Fields.

POSSIBILITéS DU FOOTBALL: LE JEU AU-DELà DES PELOUSES

Ce travail a eu comme objectif analyser la répercussion de la finale du tournoi “Libérateurs de l´Amérique” dans une source imprimée de communication (Journal “Feuille de São Paulo”). Dans ce contexte, nous cherchons vérifier le nombre de pages destinées au tournoi em question, ainsi que constater quelles sont les marques attachées, les “héros” et le résultat des rapportées jeux. Pour comprendre le procés observé nous utilisons la “Théorie des Champs”, comme outil d´analyse. De cette manière, nous cherchons aller au-delà de la pratique de la modalité football en vérifiant les possibilités au-delà du jeu.

Mots-clés: football, source imprimée de communication, Théorie des Champs.

POSIBILIDADES DEL FÚTBOL: EL JUEGO MÁS ALLÁ DEL CAMPO

La puntería de este trabajo era analizar la repercusión de los fósforos finales de la taza americana de Toyota, en una fuente de los medios de la prensa (Folha de São Paulo). En este contexto buscamos para verificar, que el número de las páginas destinadas al fósforo en la pregunta, así como evidenciar que las marcas atadas, a los héroes y al resultado de los juegos relacionados. Entender el proceso observado, utilizamos de la teoría de los campos como herramienta del análisis. De esta forma, buscamos así para ir más allá de práctico de la modalidad el fútbol, pero también para verificar las posibilidades más allá del juego.

Palabras Claves: fútbol, médios de la prensa, “Teoria de los Campos”.

POSSIBILIDADES DO FUTEBOL: O JOGO ALéM DOS GRAMADOS

Este trabalho teve como objetivo analisar a repercussão da final do Torneio Libertadores da América, em uma fonte impressa de comunicação (Jornal Folha de São Paulo). Neste contexto procuramos verificar o número de páginas destinadas ao torneio em questão, assim como constatar quais as marcas vinculadas, os “heróis” e o resultado dos referidos jogos. Para entender o processo observado, utilizamos a Teoria dos Campos (Pierre Bourdieu) como ferramenta de análise. Desta forma, buscamos ir além da prática da modalidade futebol, verificando as possibilidades além do jogo.

Palavras Chave: futebol, mídia impressa, Teoria dos Campos, espetacularização.