89 - THE GREATEST NAME IN BRAZIL WORLD CUP: THE APPROACH OF THE WEBSITE GLOBOESPORTE.COM ABOUT THE IDOL NEYMAR JR

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INTRODUCTION

Great soccer stars are, currently, known worldwide. Astronomical salaries, sponsorships pompous and influence in the media are major world figures. Their habits, tastes and preferences are diffused and imitated by fans everywhere. To give relevance and resonance to the actions of these personalities, the media produces, by scheduling the news in order to maintain visibility of the athlete, through essays, reports or articles.

The sports field, especially soccer, is occupying large spaces in world society. According Mezzaroba and Pires (2010, p.125), "the sport exerts fascination in people (...) it is important to consider the aesthetic enchantment produced by the sports performance, with his speeches, images and sounds, expert opinions and also the publicity involved in this new marketing product that is spectacularized sport."

It is worth mentioning that the media directly influences the construction of idols. Through dissemination of information, tastes, behavior of these personalities, people are induced to use and do the same things as different haircuts among others.

In this context of sports journalism, then, focuses on the Brazilian player Neymar Jr., who works in Barcelona, Spain team. The player is the focus of national and international news, whether print, portals and other media, hence it is the target in this study. The relevance of this research in relation to the media for the construction of such greats "lies precisely in such an interface, between hero worship and sports journalism, the importance of a closer look at some players gain visibility throughout his career" (Martins; OMENA, 2010, p.5).

Neymar da Silva Santos Junior was born in Mogi das Cruzes, São Paulo. Is the greatest revelation of Brazilian football in recent years. Since he was 12, he was already considered as a kind of rare gem in the youth of the Saints, which began paying salaries to professional player not to lose a child prodigy. The 22 year old striker is currently one of the biggest names in world football. In the gallery of the trophies are already a playmaker title of the Libertadores Cup (2011) and a Confederations Cup (2013). In addition to other awards and titles, Neymar also played twice, the prize for the most beautiful of the year (Puskás Award) FIFA goal, overcoming one of the editions in 2011 (NEYMAROFICIAL, 2014).

With the proximity of the World Cup, the biggest competition of the sport on the planet, held in Brazil, the news involving the great stars still earn more impact. Neymar is the star selection of the host country. The World Cup in Brazil will be broadcast to over 200 countries covering more than 700 million viewers, according to the website of Fédération Internationale de Football Association (FIFA).

The present study examined the material published on the website GloboEsporte.com in the period from May 12 to June 11, 2014, exactly one month before the start of the World Cup in Brazil. The overall objective was to describe how the media influences the construction of the image of superastroNeymar Jr. The specific objectives were to analyze the strategies used by the media for scheduling news about Neymar; understand which strategies the GloboEsporte.com site uses to create the superstars of football and discuss how it forms and maintains a hero in highlights.

METHODOLOGY

Used as study material matters GloboEsporte.com site, portal targeted to sports, focusing on football. EUM sports portal that sits inside the Globo.com, the Globo Organizations portal, with audience of 16.5 million unique visitors; 527.8 million page views per month. (ANUNCIE GLOBO, 2014).

The corpus consisted of 104 subjects referentesaNeymar Jr. published in the portal between 12/05 to 11/06 2014, before the start of the World Cup in Brazil.The month analysis comprised the titles and subtitles (when available) by claiming to identify how the media influenced the construction and maintenance of evidence idol esportivopara Cup Soccer.

1-The soccer player Neymar: performances and accomplishments

Days before the end of the Spanish Championship in 17/05, Neymar was recovering from injuries suffered in right toe. Material about the likely absence of Brazilian playmaker in the final of the contest were asked: "Neymar schedule changes and make sacrifices to play the 'end' of the Spanish" (13/05), highlighting the importance of the athlete's participation in the game, as well as proposed by Giglio (2007) when comparing the hero as the "savior" and the only one capable of giving the victory to his supporters. On 14/05 conveys matters is highlighting the "sacrifice" that the player will play for: "Tata confirms Neymar as an option on the bench for the decision of the Spanish", "Neymar trains, is related and goes to the" sacrifice "against Atletico ". Evidently, the presence of Neymar on the lawns in CampNou Stadium was long awaited, especially by Atletico Madrid, the fame that the athlete has to be decisive in the big matches, "Neymar Solution" to dilute "antiBarça" formula of the athletic CampNou "(17/05), "Xavi Neymar wants to see" gunner "in deciding against Atletico Madrid" (14/05). The media uses the voice of the Barcelona captain Xavi Hernandez, to reaffirm the importance of the Brazilian athlete. At the end of the day (17/05), Neymar publishes social network of trust to barcelonista twisted message: Neymar shows the climate of decision: "Go, Go, Barcelona".

Atletico Madrid devotes Spanish champion and the media under study flees the negative result and search another focus: "After losing title, put Neymar photo with father in the plane en route from Brazil" (18/05), indicating the arrival of confident player to Brazil to compete in the Cup of Mundo.Isso is further evidenced by the absence of Neymar statement about the game, as usually happens after startup.

The arrival in Brazil is full of stories about the day-to-day practice, always with emphasis on Neymar. As the player just out of injury, the first story examined how strategy uses official source - the team doctor Jose Luiz Runco - to reassure Brazilian fans as the health of the playmaker: "Neymar gains strength, and Runco says No10 is "recovered" "(28/05). You can see the statement Giglio (2007, p.112) points out that when the presence of the hero on the main challenges of a team is essential.

During the preparation for the World Cup, the selection made two official friendlies against teams from Panama, on 03 June, and Serbia, on 06 June. In the first match of the Brazilian team won 4-0, with good performance from Neymar, as

highlighted by the portal GloboEsporte.com: "Performances: Neymar shines, dazzles Fred Hulk, and Julio Cesar gives scare the crowd" (03/06) "put in the account: Neymar makes great goal, dribbling in mathematics and gives the referee" (03/06) and "Show de Neymar boo turns into olé, and Brazil thrashes Panama: 4-0" (03/06). Observed the exaltation of the hero as a playmaker, showing what it claims Rubio (2011, p.02), that made exceptional athlete are important to the identification of the fans.

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After the match, the matter back to the good performance of Neymar in training: "Dribbling in the cold: Neymar stands in training and enhances free kicks" (10/06), "Almost perfect: Neymar makes series of faults and has advantage 83% "(11/06). In these matters the GloboEsporte.com highlights, especially the efforts of the Brazilian striker in training: "Even shortly before the premiere, the attacker does not skimp, do good movement and is one of the last to leave the field under rain and temperature of 15ºC" . The portal then underscores the commitment of Neymar and his delivery to improve its fundamentals, such as free kicks.

Next to the opening of the World Cup, the GloboEsporte.com presents statistics to prove that Neymar is ready for the competition: "Phenomenal: Neymar has better numbers than Ronaldo in 1998" (09/06). The site compares the athlete with Ronaldo - last great hero of the Brazilian team, leading player in winning the world title in 2002 World Cup - showing that Neymar can be the new hero of the country. This idea is described by Giglio (2007, p.112) as a cyclical renewal, ie new hero emerges to take the place of another, as a nation can not be orphan idols.

The expectation now is the opening game of the World between Brazil and Croatia. The most frequent strategies are those that recall the player as hero and extols his qualities on the pitch of the lawn; a narrative that revolves around Neymar puts on the landing of the limited universe of heroes, as stated Helal (1999).

2-The intense repercussion of personal life of Neymar

On 19/05 the player begins short vacation between the end of the Spanish Cup and the start of preparations for the World Cup. Although he was not playing did not cease to be in evidence: the interest becomes your personal life. "On holiday Neymar meets famous friends in Rio de Janeiro" (19/05), "Neymar is meeting with a dozen friends," Missing this review" " (20/05). As observed by Ferraz and Marques (2010) the fact Neymar being charismatic and spontaneous offscreen makes news is disseminated about their private moments.

Astros of Music, Theatre, Fashion and even other sports surrender to the charisma of the superstar. "Before friendly, Neymar and Hulk are tietados by singer Wesley Safadão" (03/06), "Actor" In Family "put picture and play with Neymar in social network" (21/05). In this case, the portal uses GloboEsporte.com an actor "the house" - that is part of the novel In Family, Rede Globo - with intent to promote both. The media schedule kicks in to keep the player in the spotlight. Techniques are used for the site, since the more you show the influence of a personality more it is publicized.

As media product, Neymar is easy figure to sell. The Brazilian star figure in advertisements of all kinds. Even in the world of Fashion playmaker ventures: "Gisele Bündchen releases first photo essay:" With the dear Neymar "" (24/05). Again, the emphasis is placed on publishing social network, where the Brazilian top model Gisele Bundchen, discloses the photo essay with Neymar for the June 2014 edition of Vogue Brazil. In terms of title: "Ding-ding, commercial break: time for Neymar, Scolari and Selection on TV" (30/05), the player is highlighted as the record holder for appearances on Brazilian TV, thus noting the ease of Brazilian athlete to be present in various market niches (Ferraz, Marques, 2012).

Friends and relatives of the player end up also having their "15 seconds of fame" by being part of the Neymar: "After live participation, record meeting with friends Neymar" (26/06), "Father of the ace Neymar visit and is mobbed by fans in Goiania "(02/06). The first article highlights the participation of the player's friends "Domingão Faustão" Globo program. Shortly after the program, friends record the time and uses a GloboEsporte.com posting again in producing content for social networking.

In days of concentration in Granja Comaryas news published by GloboEsporte.com are not just about your performance in training, as highlighted by the subject of the day 01/06: "Neymar turns photographer and helps fan in Granja Comary:" You're shaking. "" The media portrays the human side of the hero, mostrandosua initiative to take the place of the photographer, as the fan "would be tremendous." This matter seeks to reflect the charismatic and simple side of Brazilian player.

A published on June 2 article: "Composer fan of Neymar and writes CD with 10 tracks on the team shirt", highlights the passion of the Brazilian fans for Neymar to the point of launching CD with songs extolling the athlete. The subtitle is even more explicit: "Tchico Lima, 62, has disbursed almost R$ 10 000 for making the work that exalts the number 10 shirt of the Brazilian team. "Neymar is our current Mane Garrincha". This fact shows bigotry, exacerbated by the passion of the fans idol.

Another story was published on June 3: "Neymar receives letter from fans:" Going from Brasilia to Goiania skates, "which shows a more" madness" of a fan who traveled about 200 miles skates - from Brasilia to Goiania - as a way to motivate the Brazilian players to compete in the World Cup.

The athlete's love life is also largely reflected. Neymar is the boyfriend of actress Bruna Marquezine, which operates in the production of Rede Globo. On 1 June, the actress followed the workout selection in Granja Comary. The GloboEsporte.com published two stories about his presence: " 'It's Love': Neymar Marquezine Bruna finds and plays after training," "Covert" Bruna Marquezine see Selection of training at Granja Comary. It is interesting to note that no other girlfriend or wife of 22 other national team players had text published in news portal during the analysis. This media convergence around the couple demonstrates the interest (economic) behind the relationship between the Brazilian superstar and actress Rede Globo, therefore, "the house".

Neymar's posts on social networks are again highlighted in preparation for the World Cup friendly matches: "Before the friendly, laid with Neymar and Dani Alves with ball boys makes selfie" (03/06), "Selfies Selection: led by Neymar athletes record back to Rio "(03/06), demonstrating the ease, again, the player must obtain insertion and therefore to be reference in society, as postulated by Ferraz and Marques (2012, p.06).

The Brazilian playmaker exposes the social pressure that sofrepor be world idol in the matter on 03 June: "Neymar says he misses" being normal "," I've thought about using wigs "". Your desire to disguise yourself, stop being who you are and live as one common approaches to further the fiction - Neymar idol aNeymar as a human being - by stating that he needed a disguise to act like anyone else.

3- Statements by personalities about Neymar

Neymar is commonly hailed as major player in the perspective deoutros players, former players, coaches and personalities enshrined in national and world football. This strategy aims to give credibility to the media to elect Neymar as the idol

and the hero of the Brazilian nation.

A month before the start of the Cup, the expectation of the Brazilian crowd on the good performance of the Brazilian team in the competition is great, especially for believing in Neymar as the "Savior of the fatherland" in the tournament. The media uses different voices to reinforce this idea: "Ricardo Rocha claims opening World Cup and asks:" Calm with Neymar "" (03/06). Here, the defender world champion in Brazil in 1994, Ricardo Rocha emphasizes that the Brazilian crowd does have a hero who should be supported to have good performance.

The champion with Brazil in 2002, Rivaldo, chosen by the FIFA World Player in 1999, sent a message of hope Neymar: "Rivaldo expects Neymar to correspond with" his "number 10" (22/05) "Last 10 to score in World Cups, Rivaldo twists Neymar stop fasting" (04/06) .Presente in two World Cups - in 1998, when he lost in the final to France when he was champion and 2002 - Rivaldo uses the mystical number 10 selection Brazilian, worn by Pele, Zico, Rivelino and Ronaldinho, as an overweight Neymar in contention for the world, and hope that the player breaks the fast left by him in 2002, being the last shirt to score in 10 Brazilian cups.

The king of football also makes declarations of trust. "Worried bout of selection, Pele wants to take pressure Neymar" (22/05). The declaration of eternal No10 Brazilian Neymar serves to reaffirm the position of hero in Brazil and reveals concern about the pressure that the Brazilian superstar might suffer in Cup.

Neymar is a player of many technical skills in the field: unusual dribbling, agility and skill. But for the player, "Boldness" and "Joy" are their main qualities by acting on the lawns. The site seeks a dedicated player not on the field, but on the court - Falcão, elected four times as the best player in the world of futsal Futsal Awards by AGLA - and known, too, for the irreverence and daring to talk in games, "Falcão asks irreverence Neymar in the Copa, "Kiss the ball would be normal" "(26/06). We note that Neymar is revered not only in football field. Other respected voices of other sports are the same idea: Neymar will be the big name of the conquest of Brazil in World Cup 2014.

One month before the event, a series of protests against spending in their preparation became news. These demonstrations have happened without the same proportion as the previous year at the Confederations Cup, but still raw protests near where the selection performed their training and games were released. About one specifically, former player Bebeto, world champion in Brazil in 1994, said: "'Neymar must have been sad," says Bebeto on protesters shouting "(27/05).

Another issue drew attention with regard to the support of former football players Neymar. The captain winning the world pentacampeonato, Cafu, attended joke that climbed his Brazilian team of all time: "With Pele, Zico, Ronaldo and Neymar, Cafu mounts selection of dreams" (31/05). Notably, Neymar, with only 22 and not yet having won world title for Brazil squad, already present among the 11 greatest players in the rich history of Brazilian football in sight of a great idol and champion the country.

During the review period, two other former players expressed opinion about Neymar, "Oscar compares current times and see Neymar weighing Zico in 1982" (06/06), Pepe sees Neymar with the "handbrake" pulled reach the Cup with all (07/06). Even without having won the world title, former player Oscar, defender of the Brazilian team in the cups of 1978, 1982 and 1986 and world champion in Brazil in 1958 and 1962, Pepe, are used by the media mainly by experience gained over the years. The messages of confidence emNeymar, coming from experienced former players strengthen and consolidate its image before all audiences, not just the athletes of the moment, but the idols of several generations.

The active players also strengthen the positive image of Neymar: "Spanish Pedro bet on Neymar and Messi as highlights of the World Cup" (03/06), "Modric sees different Neymar shine, but warns:" Many teams have already stopped him"(10/06). In the first story, the player Pedro-mate Neymar club in Barcelona compares the number 10 shirt Brazilian Messi, elected four times by FIFA's best soccer player in the world. The media also uses the declaration of rival Modric, who serves on the Real Madrid - Barcelona's biggest adversary - and the Croatian selection - Brazil's opponent in the opening game of the World Cup - showing that it is possible "to stop Neymar". In this matter, specifically, we note that the only concern of the Croats as the game is Neymar.

Football coaches have, mostly, expert insight on tactics and game schedules. They are climbing teams: whoever attacks, defends, and so on. For coaches who would face the team of Neymar both in preparation, as in the opening match of the World Cup were also heard, in order to strengthen the image of Brazilian striker: "Technical Croatia says Neymar not take your sleep and causes Scolari" (11/06). Croatia was opposing the Brazil game at the start of the World Cup. Again, Neymar is the main subject of the interview Croatia coach NikoKovac. This is evident when the globoesporte.com Neymar logo inserts in the title of the matter, in order to make the text more relevant and, particularly, that has more hits from readers.

This strategy was used to with technicians who have not faced Brazil during the World, shows the title as follows: "Technical Switzerland betting on Brazil in the opening and praises Neymar" (11/06). The media uses as a source of Swiss national team coach, Ottmar Hitzfeld to consolidate as a player Neymar known worldwide. The 10 Brazilian shirt, despite her young age, is already revered as a great player in the world. This evidence is not so clear for his performance in the national team, but because the player defending one of the biggest clubs in the world, Barcelona, which, anyway, this keeps your picture next to Brazilian fans.

FINAL THOUGHTS

The strategies of the media to keep the player Neymar analisadasa were in highlights from three categories: professional performance, personal life and declarations of global sports personalities during the month before the World Cup in Brazil. To confirm the thesis Neymar and Brazilian hero, the site Globoesporte.com media scheduling mechanisms used to keep the focus on the player.

At no time of analysis was published negative news about the player, speaking of bad acting, a bad attitude. All matters discussed praised the position of the great idol Neymar as Brazil and the possible hero in winning the world championship for the sixth time.

We come to understand, too, that the personal life of the idol is in the public interest, for constatarmos several published texts resulting from the player's posts on social networks. The human side of the crack was also discussed, emphasizing qualities such as solidarity, relationships with friends and family, and even her love life.

The large number of statements from players, former players, coaches and even athletes from other sports highlights the quest for strengthening the image of Neymar as world idol. The support of these statements personalities gave the player Neymar even more credibility and confidence to compete in the World Cup.

We conclude that specific teaching strategies are used to maintain the image of ídoloNeymar in aspects that are up to irrelevant masprendem the attention of fans and obviously generate returns for the media company, evidencing the established relationship between the media and the marketing interest, as news organizations are maintained mainly by higher advertising contracts.

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THE GREATEST NAME IN BRAZIL WORLD CUP: THE APPROACH OF THE WEBSITE GLOBOESPORTE.COM ABOUT THE IDOL NEYMAR JR.

ABSTRACT

This work aimed the comprehension of the the strategies used by media to build and maintain the image in highlights of the idol of Brazilian football, Neymar Júnior. For both, the raw Globoesporte.com news site and its mechanisms of media scheduling from three categories were analyzed: the professional practice, personal life and the declaration of personalities on the Brazilian playmaker. For such categorization and inference method and the qualitative technique of content analysis was used. Great deeds and creating linkages are fundamental to the construction of the sports idol; achievements extolled by the media and the ties of belonging perpetuate the positive image of the athlete before his audience, which has hitherto player Neymar as the main name Brazil for winning the 2014 World Cup.

KEYWORDS: Neymar. Sport Idol. Media Agenda.Sports Journalism.

GRAND NOM DE LA COUPE DU BRÉSIL: APPROCHE SUR LE SITE LOBOESPORTE.COM IDOL NEYMAR JR.

RÉSUMÉ:

Cetteétudevisait à comprendreles stratégiesutilisées par les médias pour construire etentretenirl'ima gemeten évidence l'idoledufootballbrésilien, Neymar Júnior véhicules. Pourlesdeux, le site brute de nouvelles Globoesporte.com et sesmécanismes de planificationdes médias à partir de troiscatégorie sontétéanalysés: la pratique professionnelle, lavie personnelle et ladéclaration de personnalité ssurlemeneur de jeubrésilien. Pourcette classificationet méthode d'inférence et latechnique d'analyse qualitative de contenu a étéutilisée. Grandes actionsetlacréation de lienss ontessentiels à la construction de l'idole de sport; réalisations prônées par les médias et lesliens d'appartenance perpétuentl'image positive de l'athlètede vantson public, qui a jusqu'icijoueur Neymar commele principal nomdu Brésil pourgagnerlaCoupedu Monde 2014.

MOTS-CLÉS: Neymar. Sporting idole.Planificationdes médias. Journalismesportif.

GRAN NOMBRE EN BRASIL CUP: ENFOQUE EN EL SITIO GLOBOESPORTE.COM EL IDOL NEYMAR JR.

RESUMEN

Este estudiotuvo como objetivo comprenderlasestrategias utilizadas por losmedios de comunicación para crear y mantenerlaimagen destaca el ídolo delfútbolbrasileño, vehículosNeymar Júnior. Por tanto, el sitio de noticias Globoesporte.com crudo y sus mecanismos de programación de losmedios de comunicación a partir de trescategorías se analizaron: laprácticaprofesional, la vida personal y ladeclaración de personalidades enelmediapuntabrasileño. Para estableceresascategorías y el método de inferencia y la técnica cualitativa de análisis de contenidofue utilizado. Grandes obras y lacreación de vínculos sonfundamentales para laconstrucciónde l ídolo deportivo; logros ensalzado por losmedios de comunicación y loslazos de pertenenciaperpetúanlaimagen positiva de la atleta ante su público, lo que ha hasta entoncesjugadorNeymar como elnombre principal de Brasil para ganarla Copa del Mundo de 2014.

PALABRAS CLAVE: Neymar. Sporting ídolo. Programación de losmedios de comunicación. Periodismo Deportivo.

O GRANDE NOME DO BRASIL NA COPA: ABORDAGEM DO SITE GLOBOESPORTE.COM SOBRE O ÍDOLO NEYMAR JR.

RESUMO

Este trabalho objetivou compreender as estratégias utilizadas pelos veículos midiáticos para construir e manter a imagem em evidência o ídolo do futebol Brasileiro, Neymar Júnior. Para tanto, foram analisadas matérias do site de notícias Globoesporte.com e seus mecanismos de agendamento midiático a partir de três categorias: a atuação profissional, a vida pessoal e a declaração de personalidades sobre o craque brasileiro. Para tal categorização e inferência foi utilizado o método qualitativo e a técnica da Análise de Conteúdo. Os grandes feitos e a criação de vínculos são fundamentais para a construção do ídolo esportivo; as conquistas exaltadas pela mídia e os vínculos de pertencimento perpetuam a imagem positiva do atleta perante seu público, que tem, até então, o jogador Neymar como principal nome do Brasil para a conquista da Copa do Mundo de 2014.

PALAVRAS-CHAVE: Neymar. Ídolo Esportivo. Agendamento Midiático. Jornalismo Esportivo.