99 - THE HERO SAGA: NARRATIVES ABOUT THE OLYMPIC ATHLETE SARAH MENEZES PRINTED IN THE NEWSPAPER OF PIAUÍ

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1.INTRODUCTION

The conquest of gold by judoka Sarah Menezes of Piauí at the Olympics in London in 2012, was a feat fraught with meaning. Actually it turned into news of the day, worldwide, since won the first gold medal of women's judo those games. Concerning this done athlete, we can see that the path to victory was covered with great determination, and the same is prepared, harder, from the time it was defeated in the first match played at the Beijing Olympics, in 2008. In London, the judoka won the fight point by point, to reach the final and to consecrate an Olympian, literally golden dream of every sportsman; the top of the podium and career.

However was not just the battle for gold that made Sarah Menezes identify themselves to a hero, but the whole path taken to events and striking features and very similar to the hero's quest athlete narrated by Joseph Campbell. The model of this author consists of a literary paradigm around the themes mythology and religion, described in his book "The Hero with a Thousand Faces." It is a scheme identified in all narratives, from the earliest myths of primitive societies to the fictional stories of modern cinema that traces the journey of the hero. The pattern of mythological hero adventure course is a magnification of the formula represented in the rites of passage: separation-initiation-return considered the nuclear unit of what it calls "monomyth". (Campbell, 1997, p.16).

For Campbell (1997, p.16) is possibly the realization of this journey that the encounter with itself, one of the hero's journey passes. "It is in pursuit of the myth itself, which may be the answer to the continuity of an option that difficult. In each stage are shown in a different way, so myths are infinite in its disclosure ". At each stage of the journey the hero meets transformative answers that propel you to the next step leading to new discoveries, so the myth is perpetuated. The myth makes signs. The importance given to the athlete's appearance and his clothing sets up the emphasis elements that make her myth or signs that predict the function and the fate of that social actor soon as they come in. It is a semiotic process involving significant, meaning and sign, the latter being the myth itself; therefore, it is the construction of a myth. In short "the myth is a communication system, is a message." On the author of the above I conclude that anything can be a myth, "since it is likely to be judged by a discourse" (Barthes, 1993, p. 131).

The media, through conversation and language techniques, worships the athlete, highlighting the figure of the hero who overcomes all odds and opponents. Through its "chatter" builds the icons of the sports world, accompanies and comments the daily life of Olympians, judge their actions and encourages viewers to do the same, analyzes the competition, presents the unusual facts; for all these media actions establishing the sport and the athletes insides (BORELLI, 2002).

According to Durand (2002) contemporary man goes through a crisis: to have slipped away from mythological literature or for failing to think of mythical form, lost his imaginative ability to create myths. Therefore constantly refers to Western referring the Greco-Roman culture. Despite adaptations to contemporary culture, the mythological structures remain at its core. "The mythical thinking can overcome and reject some of his previous expressions, rendered obsolete by history, can adapt to the new social conditions and new cultural fashions, but it cannot be cut off." (ELIADE, 1994, p.152)

In the constellation of current sports imagery dominates the hero myth (JABOILLE, 1993). Many athletes use this "model of personality" as a projection of reference, undergoing a saga, facing tough odds and strong opponents to achieve victory. On the other hand, this saga becomes the ideal scenario for the media and this gives the athlete the arduous task of being the model viewers.

This process has a double road traveled and is inserted in the context of sporting culture to which it is subjected contemporary athlete (RUBIO, 2001). For the author, when the contemporary athlete sets his saga and starts its journey, it is faced with the paradox between his own ego and social functions. It is one of the conditions experienced by the archetypal hero. On his journey discovers the contemporary athlete who participates in a larger cultural context, dominated by a network covering all walks of life: mass culture. The today's athletes, and their individual stories and personal exceedances are subject to life or saga of Modern Olympians, submitted to the Olympus of celebrities.

These new Olympians are also present in the greatest sporting spectacle which takes place every four years: The modern Olympic Games that follow among others, the rules of consumer society and are the culmination of athletes, sports modern Olympus, home to the representatives of nations, even for a short period. For the show to be assured the audience, mass culture creates its "starlets" as scores Morin (2009). In the new Olympians are contained mythological powers and practical powers of mass culture.

When the athlete achieves the long-awaited position of Olympic champion and returns to his country after undergoing several tests, bringing the Olympic medal on the chest, it is at that moment closing a heroic saga cycle which speaks Campbell (1997). The hero athlete returns bringing some benefit to its people and is received with honors and the presence of important political representatives. His return is expected and experienced the feeling of nationalism at the event is brought to light by the media.

His arrival becomes an event recorded and exploited by mass culture. Reinforcing the earth speech who will receive honors, demonstrating its participation as a mother son champion, the media directs the victory of values and achievement for the place of origin of athlete, politicians, representatives of the place and the sponsors that underscore the credibility they always deposited in the winner. Many elements of the speech of the actors present there are cut and used in the texts produced by the media that will strengthen peculiar characteristics to that society. The media plays the reality of the everyday athlete and all the preparation promoted by major events highlighting national heroes, transformed into idols of contemporary generations. In this scenario, the viewer, the listener or reader is its main target, seen as a potential consumer of products, values and ideologies that are in the background in the sports scene that entertains and populate the imagination of thousands of people.

2. METHODOLOGY

This research, qualitative, aims to investigate not only the quantification of information analyzed, but the "interpretation of much broader way limited to the simple objective fact" (TRIVIÑOS, 1987, p. 120). The meaning is the essential concern in qualitative approach and its researchers tend to analyze your data inductively, without denying all of the quantitative data that also help as an adjunct in interpreting the meanings.

The delimitation of the corpus occurred in the time frame of May 2, 2012, when it published the list of athletes of the Brazilian Federation until September 7, when they publish articles on the special participation of Sarah Menezes in Independence parade in Brasilia. We have analyzed two days harder: July 29, day of the fight that established Sarah Menezes as Olympic champion and 6th of August, when the athlete returned to Piaui, his homeland, bringing the gold medal.

The narratives built around the athlete Sarah Menezes in Piaui printed newspapers O Dia, Meio Norte and Diário do Povo formed the corpus of this study. There were a total of 54 units of analysis (materials, calls, notes and columns) of which 28 were conveyed by the O Dia newspaper, 13 by the Diário do Povo newspaper and 13 by the Meio Norte newspaper. Having the first paper conveyed over 50% of this material when compared to the other two. After each unit of analysis indicated the newspaper which was the same was taken and the date (day and month) of its publication. The papers were submitted as follows: O Dia newspaper, represented as "ODia"; Meio Norte newspaper, as "MN" and Diário do Povo newspaper as "DP".

The corpus of analysis occurred from Analysis of Content technique (AC). This methodological proposal seeks to decipher the latent meanings of a message given by a sender. The categorization, description and interpretation of the data are essential steps in this analysis (Bardin, 2009). The narratives of newspapers on the subject have been transformed into arranged units of analysis based on the analysis categories of Campbell's Hero Saga (1997) and the thematic units of the adaptation of this saga Vogler (1998). The analysis categories are: Separation / Call to Adventure, Adventure and Return; and the thematic units which describe the steps of the Heroic Saga are: the ordinary world and the meeting with the mentor, crossing the threshold, tests, allies and enemies, preparing for the big fight, a great fight and winning the reward ; the return of heroin and belonging to the homeland.

2.1 Hero Saga of Sarah Menezes in Teresina Printed Media

Category 1: The call for adventure

Theme units: the Common World and the Meeting with the Mentor

“The Sarah Menezes of Piauí discovered judo at the age of nine. The first classes were hidden from parents and now the athlete is Brazil's pledge in London. "(DP, 25/07). Newspapers have the beginning of Sarah's story emphasizing the difficulties faced by the athlete from the home environment to the prejudices with the sport for a girl, the lack of sports practice habits or sports tradition in his state and family, the lack of financial resources. "I like to play outside, play ball and I identified immediately with [judo]. It was much the same mischievous and all that energy was directed to the sport when I met judo. "(MN, 29/07). It also emphasizes its determination to pursue their goals even though the family grudgingly. "It's not that now she is Olympic champion that I will change my mind. I think very heavy judo for women [...] I did not want to me, but how was it option, nothing more could be done, "says the mother. (MN, 30/07).

In the fragments above it is clear the response to the call to adventure, the determination of the girl, the will to fight judo without worrying about what to expect in the future. The description of the home environment is the human substance, said by Morin (2009), taken from the hero in order to establish identification with readers.

Another important point in this call was the meeting of Sarah with her coach, Expedito Falcão. Newspapers highlight this figure as his mentor who believed from the beginning in the potential of Sarah Menezes and pointed the way to go. "It started almost as a joke. And it could not be otherwise. A 9 year old only really want is to play. The teacher Expedito Falcão identified in it, as at first sight, an early and promising talent for the sport. It was the first to believe in it." (DP, 30/07). The coach facilitated the search and planned athlete's career to realize their technological change. Even when she knew it was the Olympics, he dreamed of the possibility of Olympic gold. The relationship between the mentor and the hero is Master and disciple and sometimes reaches the closest point between father and son. The mentor acts as protector and mentor exactly what is established in the relationship between Sarah and her coach Expedito.

Category 2: The Adventure

Analysis Unit: Crossing the threshold; Tests, allies and enemies; Preparing for the big fight; the Great fight and the reward of Conquest.

The Olympic adventure begins when Sarah took part in his first Olympics in Beijing in 2008. It is the great beginning of your journey towards achieving long awaited. When it was defeated in the first fight, he realized he could prepare harder and reach the highest step of the podium in the next Olympics. "But it was after Sarah participated in the Beijing Olympics that came to see the judo otherwise. She said she was sure it would reach the podium at the Olympics and without leaving the Piauí." (MN, 30/07). Just as the mythological hero, Sarah realizes the way with more clarity and certainty. The threshold crossing is a voluntary act, by which the hero commits fully to the adventure. (VOGLER, 1998, p.132). "With the evolution, the judoka makes it clear that, in England, its trajectory will not be short," I did not fall parachute in London. " (ODia, 22/07)

In relation to facing (tests, allies and enemies) in the case of Sarah, it is observed his greatest enemies were both his poor financial condition, lack of sponsorship and little training structure and prejudice as a woman judo practitioner. It is what is perceived in the narrative: "Behind his victory, are many stories of overcoming. The main one, the poverty of their environment, he was born from a family without possessions. Several times, we have seen no condition to travel to compete or even to train for lack of resources. " (DP, 30/07). On the other hand the benign power, amulets, secret or your greatest allies were found in his family and his coach agents. "When his family became convinced of its potential, he came to help her as she could, despite their financial constraints. The older sister, Samya Menezes, journalist, bankrolled his publicist, heading up movingly, to essays, notes and staves with news of the activities of the young judoka ". (DP, 30/07). We see the "human substance": the difficulties and athlete boundaries that generate identification and near the "hero" to readers, common piauienses facing difficulties in their daily lives, especially the financial reality.

Preparation for the big fight, for Sarah, materialized at the time when his name was confirmed on the list of members of the Brazilian judo athletes selection to participate in the London Olympics in 2014. The athlete was in the final stretch, preparing for the Olympic great time. "The Confederação Brasileira de Judô (CBJ) announced yesterday afternoon in São Paulo the official list of the 14 judokas who will fight for medals in the Olympic games in London in July. One of these athletes is the Sarah Menezes of Piauí, third place ranking in the category up to 48kg, which will be one of the key heads. " (ODia, 05/05). After confirming the name Sarah in the Olympic team, the athlete had still important participation in Grand Slam Moscow. "The participation of Piaui judoka in Moscow already serve as preparation for the London Olympics." (MN, 26/05). It was the final preparation for the big

fight, the turning point in his athletic career that served as a bridge to turn it into Olympian. Sarah's victory in Moscow raised their self-esteem and made them the favorite for the Olympic gold which facilitated their concentration in the final stretch.

At the same time that participates in competitions athlete now has a training center in Teresina. With the support of the State Government, Sarah and technical Expedito Falcão build a training center that is named after the athlete and has cutting-edge structure. The mat was the same as employed in London. The place contributed to the athlete's training before the Olympic Games and will serve to train new talents in judo in Teresina.

A month before the Olympics, there was a meeting of athletes with President Dilma Rousseff, in which Sarah was a highlight. Every step of the athlete during his preparation for the big fight was reported, building the image of athlete of Piauí. "Sarah Menezes delivery to Dilma one of the uniforms of Brazil in the London Games". (ODia, 16/06).

The great struggle, the apotheosis of Sarah Menezes took place and appointment: took place on July 28, 2012, at the Olympic Games in London in the final of women's judo, when he fought with the Olympic champion Alina Dumitru. "Sarah Menezes faced in deciding an Olympic champion, much more experienced. However since the beginning of the fight, the Brazilian controlled the midfield and barely fit a submission." (DP, 29/07). The newspapers speak of a historic, unprecedented achievement, and exalt the athlete exactly on their identities or representations. And especially at this time initiate gossip around the representation of Piaui. "It Piauí, Piauí is, exploded the shopkeeper Olindina Menezes and the self-employed Rogério Menezes, parents of judoka Sarah Menezes of 22 years is gold at the London Olympics to apply a yuko and Romanian Alina Dumitru in wazari and became the first Brazilian woman to win a gold medal in the sport. " (MN, 29/07).

For Sarah her treasure, her reward was literally gold. The golden Olympic medal. In fact, it went further. Because of becoming the first woman to win a gold medal in the sport, breaking a 20-year regime without gold medals in judo, won recognition as a Brazilian athlete and has positioned itself as one of the best judokas in the world, it also set as awards. "Sarah Menezes winning gold in judo." (MN, 29/07). "Sarah is Gold." (DP, 29/07). The highlight of the celebrations is brushed by difficulty levels faced by the athlete, as the fact of having won an adversary who was champion in previous games or won medal "with great determination," narratives that justify the celebration and praise Sarah's strength, again referred to as of Piauí. Newspapers also reported about the recognition that the athlete had as representative of the Brazilian judo when congratulated by President Dilma. "In a statement, Dilma Rousseff congratulates Sarah Menezes". (ODia, 29/07). In his words the President makes it clear that the medal was won by Brazil, scoring the place where speech (the Presidency) and speaking (the Brazilian nation).

Category 3: The Return

Analysis Unit: Return of heroin and Belonging to the homeland

When Sarah returned to Piaui, as the "best in the world", it was received as a celebrity, like a queen or heroine of his people. The gold brought exceeds the golden medal, but is configured primarily in the dream to be recognized before the nation as victorious. "If they are heroes even return with the elixir of special world, bring something to share with others, something with the power to heal the wounded land." (VOGLER, 1998, p. 211). Sarah Menezes drew a parallel with the hero allocating the laurels with their peers, in case his countrymen. His arrival in Teresina was expected, assisted by many and commented by the local media as an event that stopped the traffic in the city. Participating in a parade in an open car from the Fire Department the city, Sarah, the Olympic champion, waved to piauienses who took to the streets to see him pass. As celebrity or heroin, paraded showing the gold medal and the flag of their State, bringing good news to his homeland. "Only now, seeing this crowd of Piauí waiting for me and shouting my name is the Record winning the gold medal in London fell. Only now I realize what a gold medal mean for a country and a state." Said Sarah Menezes. (MN, 07/08).

You see the poetic narrative building Sarah's image as a genuine product of Piauí, one of the earth's resources Piauí as a way of valuing people and the state. The fact that Sarah bring the Piauí flag was highlighted by newspapers emphasizing the importance of athlete reserve their land. "She came. Yes, my dear faithful readership, Sarah arrived. Our golden girl received a queen. A win. Periphery girl offering a beautiful view. A rare gem. An opal ... Sarah is like cajuína of Ms. Anatália, sung by Caetano Veloso: crystalline Teresina ". (ODia, 07/08).

Sarah Menezes belonging to the homeland can be seen easily found in the analyzed narratives. More than celebrity for a few days, the judoka became athlete's example in the state, overcoming example and determination of its people. The narratives celebrating Sarah's return as the athlete who came back as heroin and representative of its people show a sense of belonging approached by Hall (2000). Was Olympic champion without leaving the Piauí is an act referred to as heroic, especially after gold. The media makes this act example to be followed by Piaui often unbelievers from the earth itself.

Ending the period of materials and once again being singled out as a representative of the sport and their country, Sarah Menezes is invited especially in the parade of September 7, the day of independence of Brazil in Brasilia. "The judoka Sarah Menezes, gold medalist in the Olympic games of London, will be the main attraction of the national sport in Independence Parade, which will be held next Friday (7), at Esplanada dos Ministérios in Brasilia". (DP, 06/09)

The whole journey of Sarah Menezes, from the beginning of his career, the preparation and participation in the London Olympics, his return to the Piauí as well as some further action was narrated by major newspapers of Piaui contributing to image building athlete in the imagination of Piaui like a celebrity as a model.

3. FINAL THOUGHTS

Based on the model of Campbell (1997), updated by Vogler (1998), which show the steps of the mythological hero on his journey, the survey showed that the Olympic made of Sarah Menezes was narrated by major newspapers of Piaui such that identifies all the steps of this hero. Albeit unintentionally, newspapers reported the achievement of Olympic judoka highlighting its history with the same pattern of the mythological hero narrative, including obeying the monomyth summarizing the heroic journey cycle: split / start / return. More than that, we find in journalistic content structures that mythicize the athlete and give her the aura of heroin, scoring all the steps provided by Campbell. How heroic journey is repeated in human history, shows the athlete in his ordinary world, joining the adventure or your ticket in judo, overcome the difficulties, the meeting with the mentor and his submission to him or the mission proposed by him, passing through the threshold, preparing for the big fight, the big fight, the prize, the return and the return as hero of his people. All steps were reported from figures narrative construction of a heroic identity. The research then showed that the units analyzed (titles, subjects, notes and columns), build the Olympic saga of Sarah Menezes as a great heroine

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THE HERO SAGA: NARRATIVES ABOUT THE OLYMPIC ATHLETE SARAH MENEZES PRINTED IN THE NEWSPAPER OF PIAUÍ.

ABSTRACT

In modern society, the media fulfill the collective imagination with archetypal figures and dominate sectors of daily life, including sport, transforming them into a great show. This study aimed to identify the accounts of the heroic saga of athlete Sarah Menezes in the 2012 Olympics in printed newspapers Piauí "O Dia", "Meio Norte" and "Diário do Povo". Qualitative nature study, descriptive, had the methodological procedure the Hero Saga model proposed by Campbell (1997) and the adaptation of Vogler (1998) to analyze the materials that portray the path of Olympic judoka. The corpus was delimited between the period of May 2012, when it was published the official list of members of the Brazilian national judo, and September 2012 when it was reported the participation of Sarah Menezes on Independence Day in Brasilia. The results show that the newspapers, even that unintentionally, narrated the path of Sarah Menezes due to her successful participation in the London Olympics, following the same structure of the mythological hero journey. The research findings allowed to identify the stage of "separation" or its accession to judo; the phase of "adventure" that matches the entire process of preparing for the big fight and his victory in the Olympics; and his "return" as heroin. It is concluded therefore that the narratives of heroic saga of Sarah Menezes contained in the three newspapers studied show their sports preparation towards the gold medal going through the phases that make up the saga of contemporary hero.

KEYWORDS: Printed Media. Hero Saga. Judo. Sarah Menezes.

LA SAGA DE HERO: RÉCIT DE L'ATHLÈTE OLYMPIQUE SARAH MENEZES JOURNAL IMPRIMÉ DE PIAUÍ.

RÉSUMÉ

Dans la société moderne, les médias remplissent l'imagination collective avec figures archétypales et secteurs dominent la vie quotidienne, y compris le sport, ce qui les rend un grand spectacle. Cette étude visait à identifier les comptes de la saga héroïque de athlete Sarah Menezes aux Jeux Olympiques de 2012 dans les journaux Piauí "O Dia", "Meio Norte" et "Diário do Povo". Étude qualitative, descriptif, la démarche méthodologique du modèle de Saga de Hero proposé par Campbell (1997) et l'adaptation de Vogler (1998) pour analyser les matériaux qui dépeignent l'histoire de la judoka olympique. Le corpus a été délimitée entre la période de mai 2012, quand il a été publié la liste officielle des membres du judo nationale brésilienne, et Septembre 2012, lorsque il a été signalé la participation de Sarah Menezes sur Jour de l'Indépendance à Brasilia. Les résultats montrent que les journaux, même si involontairement, racontés l'histoire de Sarah Menezes en raison de sa participation réussie dans les Jeux Olympiques de Londres, en suivant la même structure du voyage de héros mythologique. Les résultats de la recherche ont identifié le stade de la «séparation» ou de leur adhésion à judo; la phase de "l'aventure" qui correspond à l'ensemble du processus de préparation pour le grand combat et sa victoire dans les Jeux Olympiques; et son «retour» que l'héroïne. Il en résulte donc que les récits de la saga héroïque de Sarah Menezes contenues dans les trois journaux étudiés montrent leur préparation sportive vers la médaille d'or en passant par les phases qui composent la saga du héros contemporain.

MOTS-CLÉS: Print Media. Saga de Héros. Judo. Sarah Menezes.

EL SAGA HÉROE: NARRATIVA DEL ATLETA OLÍMPICO SARAH MENEZES PERIÓDICO IMPRESO DE PIAUÍ.

RESUMEN

En la sociedad moderna, los medios de comunicación cumplen con el imaginario colectivo con figuras arquetípicas y sectores dominan la vida cotidiana, incluido el deporte, por lo que un gran espectáculo. Este estudio tuvo como objetivo identificar las cuentas de la saga heroica de atleta Sarah Menezes en los Juegos Olímpicos de 2012 en periódicos Piauí "O Día", "Meio-Norte" y "Diario do Povo". Estudio cualitativo, descriptivo, tuvo el procedimiento metodológico del modelo de la Saga del Hero propuesto por Campbello (1997) y la adaptación de Vogler (1998) para analizar los materiales que representan la historia de la judoka olímpico. El corpus fue delimitado entre el período de mayo de 2012, cuando se publicó la lista oficial de los miembros del judo nacional brasileña, y septiembre de 2012, cuando se informó de la participación de Sarah Menezes en el día de la Independencia en Brasilia. Los resultados muestran que los periódicos, aunque involuntariamente, narran la historia de Sarah Menezes debido a su exitosa participación en los Juegos Olímpicos de Londres, siguiendo la misma estructura del viaje del héroe mitológico. Los resultados de la investigación han identificado la etapa de la "separación" o su adhesión a judo; la fase de la "aventura" que coincide con todo el proceso de preparación para la gran pelea y su victoria en los Juegos Olímpicos; y su "retorno" como la heroína. Por lo tanto, se deduce que las narrativas de la saga heroica de Sarah Menezes contenidos en los tres periódicos estudiados muestran su preparación deportiva hacia la medalla de oro de pasar por las fases que componen la saga

de héroe contemporáneo.
PALABRAS-CLAVE: Medios Impresos. Saga de Héroe. Judo. Sarah Menezes.

A SAGA DO HERÓI: NARRATIVAS SOBRE A ATLETA OLÍMPICA SARAH MENEZES NOS JORNAIS IMPRESSOS DO PIAUÍ.

RESUMO

Na sociedade moderna, os meios de comunicação preenchem o imaginário coletivo com figuras arquetípicas e dominam setores da vida cotidiana, inclusive o esporte, transformando-os num grande espetáculo. O presente estudo teve por objetivo identificar as narrativas sobre a saga heroica da atleta Sarah Menezes na Olimpíada de 2012 nos jornais impressos do Piauí “O Dia”, “Meio Norte” e “Diário do Povo”. Estudo de natureza qualitativa, do tipo descritivo, teve como procedimento metodológico o modelo da Saga do Herói proposto por Campbell (1997) e a adaptação de Vogler (1998) para analisar as matérias que retratam a trajetória olímpica da judoca. O corpus foi delimitado entre o período de maio de 2012, quando foi publicada a lista oficial dos integrantes da seleção brasileira de judô, e setembro de 2012 quando foi noticiada a participação de Sarah Menezes no dia da independência, em Brasília. Os resultados mostram que os jornais, ainda que sem intenção, narraram a trajetória de Sarah Menezes em virtude de sua participação vitoriosa nas Olimpíadas de Londres, seguindo a mesma estrutura da jornada do herói mitológico. Os achados da pesquisa permitiram identificar a fase de “separação” ou sua adesão ao judô; a fase da “aventura” que corresponde todo o processo de preparação para a grande luta e sua vitória na olimpíada; e seu “retorno” como heroína. Conclui-se, portanto que as narrativas da saga heroica de Sarah Menezes contidas nos três jornais estudados mostram sua preparação esportiva rumo à medalha de ouro passando pelas fases que constituem a saga do herói contemporâneo.

PALAVRAS-CHAVE: Mídia Impressa. Saga do Herói. Judô. Sarah Menezes.