

## When the result isn't important: the culture of celebrities in sport mass media's coverage

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### Introduction

The speech of mass media, postmodernity's time, is increasingly linked with the consumption of sports products. The spectacle construction of sporting events in the media, on several occasions, serves this purpose. The objective of this project is to research and analyze, based on monitoring of sports media printed, the various ways in the popular imagination, the construction of the spectacle of sports competitions. For this, we will analyze the coverage to be performed by the six Brazilian's major print media in the 2012 Olympics Games in London. Our intention is to demonstrate how the construction of the sporting event for print media seeks to transform athletes into celebrities. Guidelines dedicated to personal and behavioral aspects of athletes take up more space in media than sports' factors like training and competition's results. The purpose of this preference in media discourse, we will intend to prove, is to become the sports' events in spectacle, to reaffirm the culture of sports consumption, increasing its economic importance.

### Methods

Our primary research tool is the analysis of media. We intend to monitor daily, from March 2012 until shortly before the Congress, in the six major print media publications, the general character of Brazil - the newspaper *O Estado de São Paulo* and *Folha de São Paulo*, in São Paulo ; the daily *O Globo*, in Rio de Janeiro, and the magazines of national circulation - *Veja*, *Época* and *IstoÉ*. We will analyze all the books of all three newspapers and three magazines of publishing not only spaces for the Sport.

The idea is to raise all matters that somehow are related to the 2012 Olympics. The goal of monitoring is through the content analysis show that this sporting event, the second largest planet in the audience, is portrayed by the Brazilian press, much like a show than as a competition or sporting event.

To try to arrive at this conclusion, we classify the materials found in five broad categories: a) sports apparel - guidelines related to sports performance and competition, the main reason the Olympics; b) economic fact - stories with issues facing the market, focusing on economic and financial; c) behavioral fact - guidelines directed to the lives of athletes and / or sports personalities out of competition; d) indeed show - materials directed to scandals and / or elements that have little relationship with the sports event, and and) political fact and / or national identification - staves with strong stamp and / or nationalistic direction.

In our view, the classification of articles published in six printed media outlets selected within the categories proposed above will allow the identification of priority agendas, during the London Olympics, the Brazilian media. The premise that drives our proposal is that behavioral factors and the show must overcome, so unchallenged, the three other methods of classification proposed. Historical research literature, media monitoring these sporting events and monitoring of social networks that have sports as its main content, will also be used to support our paper.

### Results

Research in the development process, even without definitive results. But we, as hypothesis, the idea that the news will be classified as sports, the vehicles studied, fewer than the others.

### Discussion

The thirst for instant entertainment is a consequence of the consumer society and its fragmentation. Cultural products, such as sports, movies and music, for example, are meant to be eaten quickly so that new ones are produced. On the other hand, the "snack culture", in the opinion of some, allows the surfer to decide, by the proliferation of options, where you will spend your time. The consumer therefore has the discretion to hand.

The hearing, which according to Pierre Bourdieu (1997), goes with commercial interests, and "sports chatter" by Umberto Eco (1984), assist in the construction of sports imagery. The consumption and waste, here understood as another form of consumption, are present in music that portray the life habits of the two athletes, now lifted to the status of Olympic superheroes.

The purpose of this study is to investigate how the sport of modern performance as a cultural phenomenon, is inserted in the call pop culture or popular culture. This insertion causes the media, mass or individual, collaborate to build the image of the sports top athletes, celebrities and much more, than as sports, where performance in the contests should be the main objective of these athletes.

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