

PRESS NARRATIVES ABOUT NATIONALISM IN THE 1919 AND 1922' SOUTH AMERICAN FOOTBALL CHAMPIONSHIP: THE NATIONAL FOOTBALL TEAM AS A NATION'S SYMBOL.

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Aim of abstract/paper - research question

This study aims to analyze the role of Sao Paolo and Rio de Janeiro's mass media in promoting or criticizing the Brazilian football team as a national symbol during the South American Football Championships that took place in Rio de Janeiro, in 1919 and 1922. In 1919, it was the first time that Brazil and Rio de Janeiro hosted an international sport event, with the South American Football Championship. In 1922, the South American Football Championship was the most important event of the South American "Olympic" Games, the first South American multi sports competition.

Theoretical background or literature review*

The Brazilian national football team is a sport organization that we believe can be "best viewed as operating in a wider cultural, economic, and political context characterized by asymmetrical power relations that are historically entrenched" (Zeigler, 2005). We observe the national team as one of the symbols made by the National State with the intention to produce a more strong "imagined community" (Anderson, 2006). The writings of the Brazilian press about the national football team as a representation of national values are viewed as an "invention of tradition" (Hobsbawm, 1992).

Methodology, research design and data analysis

Weber (1910) was one of the first researchers to mention the importance of analyzing the newspapers and magazines writings, noting that they are major companies looking for profits and for instance, they are not only reproducing the truth, but creating social memory. As we aim to observe the discourses of the press, the methodology used for this study was a content analysis, "a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use" (Krippendorff, 2004, p. 18). We present a systematic and replicable examination of news and articles about the 1919 and 1922 international football events published in major Rio de Janeiro and Sao Paolo newspapers and magazines.

Results, discussion and implications/conclusions**

Particularly about the 1922 competition, it was part of the centennial celebration of Brazilian's independence. The event had the particular attention by the government and was widely published in the journals in Sao Paolo and Rio de Janeiro. Nevertheless, 1922 was a turbulent year with

violent conflicts inside the Brazilian Navy, with rebellions and murder of sixteen mariners on the streets of Rio de Janeiro (the "18 do Forte de Copacabana" rebellion) only two months before the 1922 sport event. Because of the strong opposition to the government made by the press, the parliament debated and approved a law to censure press.

As a result, we can observe that the 1922 sport event opened the possibility of harsh criticism in news, essays and cartoons about the celebration of the national team as a nation's symbols and also about the importance that was given to football and Brazilian players by the population, the government and the press itself. But, due the context of winning on the field and censorship on the press, most part of the content about the sports events were promoting the Brazilian football team as the national image of the nation. These images were strong enough to start a process of linking the Brazilian national football team to the population.

References

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