
SPORT AND SPECTACLE IN BRAZILIAN PRINTED MEDIA'S SPEECH: THE CASE OF LONDON'S OLYMPICS GAMES 2012

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Synopsis:

The press discourse is increasingly linked to the consumption of conditioning and sport product. The study of news is one way to analyze the economic and ideological motivations at play in the sports media. The aim of this abstract was to investigate and analyze the coverage made by the main newspapers in Brazil of the London Olympic Games in 2012. The purpose of the construction of this discourse is unique: to reaffirm the consumer culture of the sport and increase their economic importance.

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AIM OF ABSTRACT

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THEORETICAL BACKGROUND

The culture of the sport worldwide, with the support of the mass media, aims victories, records, the fastest sportsmen, human beings without limit. Nowadays, sports idols are signs of consumption (Boyle; Haynes, 2009). According Bourdieu (1997), the symbolic construction of the sports press is made of professional athletes, especially in time of Olympics, it seeks to turn these athletes into heroes, conquerors made of unusual representative of what the company wants to achieve. Within this context, we highlight the growing role of media and communications companies in the cultural universe of the sport. The major sports event and athletes are seen as elements of

consumption, as a culture, entertainment and spectacle (Van Bottenburg, 2001). One of the strands used by the media to build, in its speech, of legitimizing the sport as spectacle, is the development of the athlete's sporting image, elevation to celebrity status (Horne; Whannel, 2012; Boyle; Haynes, 2009; Bourdieu, 1997). Guy Debord (1997) calls it "the spectacle society".

METHODOLOGY

For 76 days, from July 24 until October 07, 2012, 3 major print media outlets were followed in Brazil - three daily newspapers (O Estado de São Paulo, Folha de São Paulo and O Globo) of national circulation. We selected all the materials that was related to the 2012 Olympics, in general, and also about soccer, volleyball, judo and sailing. The subjects were classified into five broad categories: a) sports apparel; b) economic fact; c) behavioral fact; d) real show; and, e) political fact and/or national identity. For this classification, we used the method of content analysis developed by Lawrence Bardin (1977). Our intention was to demonstrate how Brazilian media portrays the London Olympics Games-2012 to the Brazilian audience. We also had the purpose of showing that the culture of the spectacle and the world of celebrities are more important for the Brazilian media than the sports competitions and the disputes between nations in arenas, stadiums and gyms of London.

RESULTS, DISCUSSION AND IMPLICATIONS

During the period considered, 4618 were obtained news about the Olympics in all its aspects. Of this total, 1.319 (29.46% of the total) were classified as sports apparel; 1.194 (26.67%) as spectacle; 1.047 (23.39%) of behavior; 673 (15.03%) of a political nature and / or national identification; and only 244 (5.45%) were classified as economic fact. When you add the news agendas of spectacle presented to subjects behavioral approach, we have a total of 2.241 newspaper reports, totaling 50.06% of all content published on the Olympics in three major Brazilian newspapers of national circulation. Thus, we can say that, every two reports published by Brazilian daily, one stood out spectacular and or behavioral aspects of the mega event, leaving the sporting events in the background. All the results and their analysis will be presented in EASM Conference, in Dublin. The sports heroes become, alongside famous artists and established rock stars, personalities in imaginary universe of consumers of the growing entertainment industry. We are witnessing today the sports news turned into a commodity for consumption and entertainment.

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