



**Football journalism as an interpretive community constructing cultural identity among supporters**

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A subculture can be defined as a group of people with a culture which differentiates them from the larger culture to which they belong. Some of the norms in the larger culture are considered especially important in a subculture. Belonging to a subculture means identifying with the other members of that subculture sharing common values and norms. Norms have to be firm to hold a group of people together in a community sharing cultural values and standards. At the same time they have to be open to changes, to secure the functionality of the community according to new conditions created by processes like urbanization, globalization, invention, industrial development, generation conflicts and environmental changes. How does football journalism imagine communities and construct identities and values? What is the ideology and which are the norms constituting the community of football fans as a subculture? How have these norms changed during the last 100 years? Journalism is an important field for preserving and reconstructing norms constituting cultural identity. Thus dominating norms in a subculture may also become more important in the larger culture. Historical studies indicate that changes in sports journalism often influence other forms of journalism. This project will follow up a previous study. In 1975 I presented a report that dealt with ideology and values represented in football reportages in the period 1910–1973. During the period 1910–1973 the journalistic reportage gradually turned to emphasize individualization, intensifying and creating intimate relations between journalist, player and the public. This new project will explore how the values, interests and orientation of mind in the football tribe may have been reconstructed as we may identify it in football journalism since 1973. The project will be carried out as a discourse analysis using methods and material comparable with the previous study from 1975. Since 1973, the media have developed: Pay-TV with media monopoly rights has been established, newspapers support football clubs financially, rich people own football clubs, and the football players have been professionalized. How have these changes in Norway since 1973 affected the norms and values in the football tribe? Continuing this project it is also interesting to explore similarities and differences that may be identified between football journalism on the Internet and in the football journalism in newspapers regarding focused values constructing cultural identity. The hypothesis is that increased competition between different media results in specialization according to the advantages, benefits and strengths of the different media.

**Must-offer obligations: not all football equally 'premium'**

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The liberalisation of the European broadcasting and telecommunications markets combined with the emergence of new technologies has led to an unprecedented demand for 'killer content'. As sports content has proven 'to be king', pay-television operators try to acquire exclusive broadcasting rights of premium sports content, especially those of the first division football competition. To protect the value of live sports rights, granting exclusive

broadcasting rights is an accepted and established commercial practice in the broadcasting sector. Often those exclusive sports right were granted for an extended period of time, thus closing off access to these rights for other market players in the audiovisual sector. Although the exclusive exploitation of media rights in itself does not breach Article 101 (ex 81) of the EC Treaty, the individual circumstances of this practice could raise competition concerns. In the past, the European Commission and national competition authorities had to deal with similar concerns when clearing different mergers in the audiovisual sector. The competition authorities attached conditions to their clearing decisions. In a number of cases, the competition authorities have accepted remedies securing the granting of access to specific content to third parties on a non-discriminatory and transparent basis. This remedy is better known as the 'must-offer obligation'. Traditionally the must-offer obligation has been imposed in the context of concentrations on the market due to mergers. In 2009, however, Ofcom suggested to impose an obligation on BSkyB to offer its premium sport and movie channels to its rivals apart from merger regulation, using its sectoral competition powers. Ofcom has the power, acting as sectoral regulator, to consider what conditions (if any) may be appropriate to insert into broadcasting licenses to provide fair and effective competition. As we can see, the must-offer obligation more and more becomes a valid and accepted instrument to remedy the bottleneck of availability of 'premium content'. In Belgium as well, this technique has been used in merger decisions by the Belgian Competition Council. However, recently this Belgian Competition Council decided to limit the scope of a previously imposed must-offer obligation by redefining the concept of 'premium content'. The exclusive broadcasting rights of the Belgian football competition have been lifted out of this definition. Now, only first and second window movie rights remain 'premium content'. In our paper we will first take a look at the origin, role and importance of the must-offer obligation in the development of new transmission methods. Secondly, we will analyse the different definitions of 'premium content' and the relevance of their scope. This analysis will be based on a recent decision of the Belgian Competition Council and on Ofcom's pay TV consultation documents. As a way of conclusion, we will demonstrate that there is no consistent 'formula' in terms of the type of content that is included in premium packages and that it should be recognized that a premium bundle in one market may not be as attractive or exclusive as another.

#### **"Live your passion": the choice of Rio de Janeiro to host the XXXI Olympic Games and the covers of newspapers in Brazil, USA, Spain and Japan**

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On October 2, 2009, the International Olympic Committee (IOC) executive board met in Copenhagen, Denmark, to promote the 121th session of the entity. The reunion would set the headquarters of the XXXI Olympic Games of modern times. Four cities were in dispute: Chicago (USA), Madrid (Spain), Tokyo (Japan) and Rio de Janeiro (Brazil). After three rounds of voting, the Brazilian city was officially chosen to host the Olympic Games in 2016. Rio de Janeiro had already participated in two selection processes, to host the Games in 2004 and 2012, but the city was eliminated by the IOC before the final stage of voting. Before that, the capital of Brazil – Brasília – had also tried to host the 2000 Olympics, but without success. Given these past failures, the Brazilian Olympic Committee (COB) has endeavored to submit an application with more resources and investment to increase their chances in the race. The economic crisis which hit global markets from the second half of 2008 has determined the budgets of the competing cities: while Chicago, weakened by the recession in the U.S. economy, projected a budget of about \$ 6 billion, the COB surprised with a budget almost three times higher, around \$ 17 billion. In this sense, the choice of the IOC was a prize for Brazil, a country that has not suffered all effects of the economic crisis in 2009, according to data from ECLAC (Economic Commission for Latin America and the Caribbean) and ILO (International Labor Organization). In addition, Rio de Janeiro said in his application that South America had never hosted an Olympic Games before. The meeting in Copenhagen can be seen therefore as a choice that took into account policy issues more than technical issues - especially when you remember that Brazil had been chosen to host the FIFA World Cup 2014. Even the slogan of the Brazilian Organizing Committee already points to something irrational, "Live your passion." From these facts, this paper proposes an analysis of how some newspapers from Brazil, USA, Spain and Japan portrayed on the cover, on 3 October 2009, the fact that the city

of Rio de Janeiro has won the vote to host the 2016 Olympic Games. The corpus analysis was restricted to newspapers from the four countries in dispute what posted on its front page, especially, the vote's result of the IOC. Using concepts arising from the theories of communication, the goal of this proposal is to see how these newspapers have built, in his verbal and visual discourses, the choice of Rio de Janeiro to host the Olympic Games. What aspects are most valued by the covers of newspapers: The city's infrastructure to promote the games? The rationality for the choice of the IOC?; Social inequality, corruption and violence of Rio? Or the party and passion typical of the Brazilian people, intensifying the stigma that Brazil is the country of samba and Carnival?

### **The Revival of the Obradoiro. The decisive influence of the medias: the paper of the TVG.**

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El trabajo pretende estudiar la influencia de la Televisión de Galicia en la formación de un fenómeno social deportivo en Santiago de Compostela: el Obradoiro Blue:Sens Xacobeo, desde julio de 2009 hasta la actualidad. El club denunció hace 19 años una alineación indebida que lo apartó del ascenso a la máxima categoría, la Liga de la Asociación de Clubes de Baloncesto (ACB) y lo dejó al borde de la desaparición. Desde entonces ha mantenido una constante lucha en despachos y en juzgados, hasta que la citada Asociación lo inscribió el 2 de julio de 2009. En los últimos meses está realizando un cambio radical en su organigrama formando un equipo desde la nada, con nuevos, creativos e innovadores modelos de comunicación, en los que la participación ciudadana y de los medios de comunicación es fundamental para consolidar su futuro. En ese contexto, el estudio pretende analizar el papel del medio de comunicación más importante de la comunidad, la Televisión de Galicia, como pieza clave en la difusión social y el resurgir de este club. This investigation tries to demonstrate the influence of the Television of Galicia in to revival from a club that has spent one of the strongest crises of all those is known in the Spanish sport. The Obradoiro of Compostela's Santiago took part in the League ACB 2009/10 after 19 years of fight in the courts for a square that was corresponding to him and that another equipment occupied with an undue alignment. Television of Galicia has been the way of communication that major time has dedicated him to the club since it was known that definitively it would occupy a square in the one that is considered to be the second league of the most important league basketball of the world, the Spanish ACB. This support has served to generate a confidence climate of confidence and of strength in the Obradoiro between all the fans of the basketball in Galicia country. The end of the crisis was a great opportunity to form a solid and strong company for a nearby future, though unfortunately the events lived during these months have returned to leave the Obradoiro with many he doubts, without knowing which is going to be his destination. The radical changes in the organization of the club did not last not so even the season of the return to the League ACB. The analysis comes until April 19, 2010 because of the need to make this document ready for his impression.

### **Fans, new media and expressions of Islam in Norwegian football**

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This paper investigates football fans using new media (blogs, forums at online newspapers and fan clubs) to debate expressions of Muslim identity among footballers. Background: Expressions of Muslim identity is a relatively new phenomenon in Norwegian football, but in 2009 became a much discussed topic among fans for three reasons: First, a controversy broke out after a player at Sandefjord simulated having sex with a praying Muslim team mate. Second, a number of talented, young Muslim players were affected by Ramadan as the championship reached its closing stage, prompting debate among fans and sports commentators on the effects of fasting when training and playing matches. Third, a Moroccan-Norwegian from a region where the club Rosenborg is dominant, emerged as a leading representative of local identity. Frode Saugestad is both a leading

academic, currently at Harvard, publisher of radical Islamist texts and a commentator on local “trønder” popular culture. This stimulated an interesting debate on identity and culture among the “ultras” of Rosenborg. Existing literature: The debates among football fans on expressions of Muslim identity and football should be analyzed in light of the overall debate on Islam and Norwegian identity, especially the existing literature on the controversy regarding the publication of the Muhammad cartoons in Nordic newspapers on 30 September 2005.

Methodology: First, the sites for the most important debates among fans are identified for the three cases. The investigation of the “celebration controversy” is based on postings at the following sites: Tv2.no, YouTube, vg.no (Verdens Gang, the largest Norwegian daily, <http://www.vg.no/sport/fotball/norsk/artikkel.php?artid=560004>), LiveJournal ([http://community.livejournal.com/ontd\\_football/1257261.html](http://community.livejournal.com/ontd_football/1257261.html)), Ekstra Bladet (Denmark) [http://ekstrabladet.dk/sport/sport\\_paa\\_vrangen/article1188500.ece](http://ekstrabladet.dk/sport/sport_paa_vrangen/article1188500.ece) , Islam in Europe (<http://islamineurope.blogspot.com/2009/06/norway-football-player-insults-praying.html>) In addition, the paper draws on other instances of blogs or debates on expressions of Muslim identity, primarily on [www.tt05.no/forum/](http://www.tt05.no/forum/) (Rosenborg “ultras”) and <http://forum.klanen.no//index.php?t=index&> (“Klanen”, supporters of Vålerenga). The paper employs critical discourse analysis. Results: The paper identifies five dominating discourses among football fans related to the “celebration controversy”. The first argues that the act was very funny and that society in general and Muslims in particular need to learn to be more tolerant. The second claims that the act was offensive on many levels, but particularly in relation to the expression of religiosity. The third focus on the homosexual aspect of the act. The proponents of this discourse often ask rhetorically why Norwegian Muslims have not defended homosexuals’ human rights. The fourth discourse is more aggressive, stating that Muslims deserves to be made fun of, possibly humiliated, for various reasons. The fifth argues against mixing sports and religion. Conclusion: Embedding the analysis in the wider debate on Islam among Norwegian football fans, three main conclusions are drawn from the investigation. First, the controversy died out much faster than other debates and controversies regarding Islam in Norway. Second, this was mainly due to the dialogue between the affected players and the resulting apology. International sites for Islamic discussion picked up the story, but the majority of those posting comments at [silamineurope.blogspot.com](http://islamineurope.blogspot.com), accepted the apology. A few Norwegians adhering to the fourth discourse took the debate to the international sites, using it to post more general criticism of Islam, but without causing much reaction. The wider study of other cases involving expressions of Muslim identity among footballers shows that a large majority of fans have flexible, constructivist notions of identity and community.

### **The 1930 Soccer World Cup: Uruguayan Press, nationalism and the “spectacular construction” of the event**

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During the twentieth century soccer has become one of the most important sources of national identities and of international entertainment. The Soccer World Cups became well know as spectacular events which attract the attention of many people in many countries every four years. More than a mere passion, soccer has been a primordial element in the history of some South American countries, such as Uruguay, Argentina and Brazil, for instance, in their transition from a rural society to a modern, urban and industrial one. The aim of this article is to analyze the news narratives in five Uruguayan newspapers concerning the 1930 Soccer World Cup held in that country – the first Soccer World Cup in the history. The study and the investigation on the social representations related to the idea of national identity generated from the chosen Uruguayan newspapers during the event and mainly after the final game between Uruguay against Argentina makes it possible to discuss the relationship between media, soccer and national identity in a specific period of the formation of the nation states in South America. We should also keep in mind that the period of our analysis was the one in which Uruguay – together with Argentina and Brazil - was experiencing a process consciously enacted by certain agents of the sporting and political universes to transform soccer into a professional activity. And it had as its strategy the promotion of a symbolic association between soccer and other more totalizing contexts of the Uruguayan reality: the nation state and the people. Our focus is mainly on the narratives of nationalism and national identity. The article is part of a

broader graduate research which is investigating carefully the relationship between media, soccer and national identities in two World Cups: 1930 and 1950.

### **Brothers in arms? Portuguese and Brazilian news coverage of the 2010 World Cup draw**

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Apart from the ‘extraordinary’ status by virtue of their very large scale and periodicity, staged international cultural and sport mega-events such as the FIFA World Cup have not only been transformed into media events but have also recurrently constituted politically controversial occasions as sought-after symbol of nationhood and of international recognition. Previous research, however, has traditionally analyzed such mediatized global sport mega-events in terms of either the bidding processes to win the World Cup event or, in alternative, during the competition stage. This article tests whether sport, in general, and mega-events, in particular are becoming the sites for articulation of national identity, by looking at an understudied moment of these key events: the national reactions to the draw results. Based on a comparative frame analysis of a dozen of Portuguese (online, Público, O Jogo, Record, Mais Futebol e Correio da Manhã) and Brazilian (UOL, Estadão, Jornal do Brasil, Globoesporte.com, Esporte Interativo, Terra Esportes) online and written press coverage of the eve and the aftermath of the December World Cup draw ceremony in Cape Town, this article aims at gauging how media of two countries with close historical and cultural ties but belonging to different political and press systems, depicted both their prospects to the competition and fact that were drawn together into the ‘Group of Death’ . While assessing the national orientation of the coverage in the two countries, this study goes against the ‘borderless world’ version of globalization which was expected to undermine home differences. Indeed, it concludes that instead of demising the nation-states, at a time marked by globalization and worldwide crisis, both national media representations of a global event with home implications were characterized by stereotyping of the ‘other’ and themselves, which confirms the traditional national values by the media when representing their own nation - concerning sport rivalry.

### **Media and Indian Sports**

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Six consecutive gold medals at Olympics from 1928 to 1956; the unparalleled might of Indian hockey earned the game national recognition and has been bestowed with Indian national sport status. Players like Dhyan Chand and Roop Singh (considered to be the “Hockey Twins”) have written the golden era of Indian hockey, even until 1980s hockey in India had a decent following and viewer ship. On a Sunday during an English summer in 1983 Kapil Dev’s dare devils clinched the cricket world cup and changed the Indian sports arena. Those were the days when world hockey was raising its bar in performance, those were the days when media transformed from Radios and Newspapers to Television in India and those were the days when Indian hockey team crashed out of the 1984 Olympics. These events unfolded simultaneously as if it was a conspiracy and led to the slide of hockey’s fame in India. However, if cricket was not be blamed; hockey had its own debris to clean up. Spineless federation, low funding, lack of lucrative sponsorships and deprived media support have been agonizingly long-standing problems for the sport. There is little or no public support for the game. Attendance, even at international matches, is very poor, with the result the sponsors do not find it attractive to shell out big bucks for Indian hockey. In order to save hockey from saturating and if nation wants to see hockey booming again media can play a big role in it. Movies like “Chak De India” have promoted hockey in true sense in Indian nation. Similar other steps can be taken by media to promote hockey. More limelight should be given on India national game. More of such movies should be made which support hockey in true sense. When Indian Cricket team won

20-20 World Cup, almost all the state governments announced awards but during the same time India football team won The Nehru Cup "First time in History". India hockey team also won the Asia Cup. One didn't of course witness mass euphoria and hysteria after these triumphs. The State Governments didn't announce any cash rewards for these sporting ambassadors. It is time nation and its leaders give hockey its due and restore the pride of India national sports. Whenever there is a cricket match, involving Indian Team, Indian NEWS Channels get diet for the day. They have nothing to do but appraise India players by sitting in the studio; criticize the performance of some players; go ga-ga over others' performance and do unwarranted, senseless and illogical comparison. That is what happened last time. Some of sports journalist of leading NEWS Channels, like Star News, NDTV, Aajtak et al, went to the houses of team players...interacted with their family members; brought Astrologists, Numerologist and all such people to their studios and they did nothing, other than building the pressure on the team. Those channels are just interested in their TRP rates and nothing, just nothing else. What happened after that...the Team India failed to cross the final hurdle. When India team reached the final, people back at home, started celebrations before even watching the final match. Sports in India were always on the back burner with exceptions like cricket, but a form of art once excelled but later ignored due to negligence is not worth an excuse. The passion to win, the stamina to sustain, the ability to outsmart and the honour of playing for the nation might be the virtues to make a world-class player but an ambiance to nurture them is the need of the hour. Recent developments like dissolving the Indian Hockey Federation, forming a new body, winning the Azlan Shah Trophy should hopefully not go down in the history of this game as another hit and miss story. A national game's lost sheen should go down in the history of this game as a parody and not remain as an inglorious chink of the past. This paper analyzes the media role in taking up the sports in India with reference to Hockey and Cricket and the value of that impact in itself.

#### **Creation of digital communities in the sports media in Spain. The case of marca.com, as.com and acb.com**

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With the irruption of the ICTs the society has ridden in a constant evolution in the field of the interpersonal relationships and the creation and interest groups. The field of the communication has not been unaware of these transformations, but that has lived intense way changes implementing new strategies in the catchment of readers through the community creation using the tools with which the ICTs provides to the sector and the society. In this study of case that present, we analyze three online sites of sport information: marca.com, as.com and acb.com. Each of the means referen-backed down has strategies individualizadas to at-tract users to his community through games, draws and other share ways. In this work an investigation is carried out on these catchment ways of readers/users through his involucración in digital communities through games and other interactive ways.

#### **Brazilian National Team S/A: Football, Media, Public and Private**

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The world-wide football, of a general form, and the Brazilian, more specifically, while elements of cultural expression; they have been presenting sensitive transformations in the last decades. With the development of the media and the victorious trajectory of the Brazilian football, the sport was turned into a true national mania into the decades of 1950, 60, 70 and 80. For many people, the cultural identity of the Brazilian started to be marked by the success of the Brazilian National Team in the international scenery. Such a phenomenon, not exclusive of Brazil, woke, for many decades, the interest of several rulers of the nation for the potential of the sport like fortifying element of our nationality. This relation football-power, with his political use, could be felt in the intense form at some moments of the Brazilian history. The New State, of Getúlio Vargas, and the Military Dictatorship, specially in the years 1970 of last, healthy century emblematic moments of attempts of appropriation of the

football for the sphere of the public power. On the other side, from the decade of 1980, with the democratization of the country, allied to such a divulged globalization, the football it stopped interesting the State, now in his neo-liberal slope, and started to be a target of multinational enterprises for what they were looking, in his close friend, an objective only one: the profitability of his business. The most popular sport of the planet began, so, to try a fragmentation of his national character. With the advancement of the market and, in consequence, from the appeal to the consumption, the football stopped belonging to the public sphere, becoming a quite private one. Of element of affirmation of the Brazilian nationality, the football started to be a craftsman of the consumption, product of export of our country. In other words, we are present at the transformation of the Brazilian football of product of the state-owned propaganda for product governed by the laws of the capitalist market. We are assisting, so, a passage mediated by the ways of communication, of the Brazilian football of the public sphere for the capitalist order of market. The objective of this work is analyse, in Brazil, the existent relations between the media and the sport in the passage of the modern football (of the State) to modern-powders (of the market), using, like object of study, the Brazilian National Team of football.

### **Television, Football and the Crisis of Commercial TV. A comparative analysis of five countries**

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In the beginning of the 21st century football has become a global media event. Football is part of the so called sport/media-complex: A global business which gives profit not only to television but also to the (professional) clubs and the national and international federations. The matches of the English Premier League, the Spanish Primera Division, the Italian Seria A, and the German Bundesliga are broadcasted in nearly every national TV all over the world. There is a strong symbiotic relationship of television and football since the 1950s. This relationship has fostered the commercialisation of professional football in the end of the 20th century. Two main are responsible for this: the advent of satellite television since the 1960s and the deregulation of television in the national TV markets in most of the West European countries. On behalf the examples of Brazil, England, Germany, Italy and Spain the paper will deal with the similarities and differences of the development of football and television in these countries regarding the crisis of the media industries in the early 21st century. The focus will be on the contradictions of global and local developments. Even if there are media enterprises operating on a global scale, television is nationally regulated and the national football associations are still important. The paper will describe the relationship of football and television as a complex phenomenon that depends on various causes. Football and television are involved in a global interdependence at the intersection of the global and the local.

### **From hero to citizen: the representations of Ronaldo in Brazilian newsmagazine *Veja***

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From featured appearance of football player Ronaldo in the covers of Brazilian's newsmagazine *Veja* over ten years of publication, we follow in its attempt to build, rebuild and even destroy a myth. What are the tricks used by publication to construct a discourse that "raises" the hero in the year of the football World Cup (1998)? How is the hero downgraded, six months later, from hero to ordinary citizen? What treatment is given to it when the magazine names him victim of fame, exactly one year after his last exposure? Exact three years after, how the magazine reseats the hero on throne in "historical" edition, when he becomes a world champion (2002)? What *Veja* does to keep the hero in its cover, a year and five months later, when it displays his condition of good family man and his work in another country? After four years, how the magazine represents the shattering of the hero built (2008)? Representation will be here used from the discussions of Stuart Hall, as a place where meanings and language meets in and culture. *Veja* will be seen as the place where signs and images represent directions

shared within a society, while they are updated or modified. The cut-off for analysis was established from the covers that the magazine dedicated to football player until now: six covers from 1998 until 2008. Hall attentive to people who are significantly different from most are represented in ambiguous way, with more than one meaning. Despite the representation search to fix one meaning among the various potential, it is floating and all its shapes appear as plausible. The various representations of Ronaldo by magazine eventually reveal this sense that cannot be fixed, because despite the clear initial choice of direction to the hero of the sport, he also ends up being as ordinary citizen, because of his own personal characteristics and life trajectory. In the six covers we seek to follow the magazine movement, which retrieves the player of the ordinary conviviality and gives him a special-citizen status, to then reseat him within society as a citizen, exposing his privacy and shatter his image in white dust, like the attractive last cover that he highlights. How is made this Veja's design language within their important and high visible covers, as the most sold Brazilian magazine and the fourth of the world? What headlines are in those representations, with what images of citizen –hero - citizen, remembering that Ronaldo was considered one of three world's famous personalities between 2002 and 2006? What can be observed in the temporality of the construction of the myth, in its deconstruction and in the attempt to destroy it in those six editions? How the magazine shows the “phenomenon” Ronaldo as a sport superstar, above the law, the rights and duties, and the makes his reappear as the ordinary citizen Ronaldo?

### **Citizen Sport? Television, Sport and National Events in the UK**

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This paper examines the current debate in the UK around national television access to sports events and its relationship to citizenship. This political and cultural debate takes place against a backdrop of a range of technological and political issues around the relationship between sport, television and national identity across the UK. The 'listed events' of sports which enshrine in law live universal access to key sporting moments (such as the FA and Scottish Cup finals), and also protects other events from being shown only on pay-TV (Six Nations Rugby) is being reviewed in early 2010 by the Department of Media, Culture and Sport. This review takes place against considerable public debate about the role of sport, television and citizenship in differing parts of the UK. For example, in Scotland the Scottish parliament has devolved power over cultural policy, but finds broadcasting policy reserved to the Westminster parliament. As a result the Scottish government, despite its stated aim, has no powers to make international football matches involving the national team available free-to-air. While in England, the decision in October 2009 to make a World Cup qualifier involving the national team only available live on the web, provoked considerable public and political protest. This paper outlines the broad political, economic and cultural context within which arguments about access to television sport and citizen rights are being made across a politically devolving UK television market.

### **Conveying tragedy in sports: The visual coverage of the suicide of Robert Enke**

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Media are either neutral or overwhelmingly positive in their coverage of events on the pitch, ring, or court. In this, they tend to build a generally carefree and admirable image of professional sports and the athletes involved in them, ignoring the physical and mental fatigue as well as the variety of psychological and physiological problems stemming from these activities. This makes modern media particularly ill-equipped to cover sport-related events that are uniformly “negative” and cannot be spun otherwise, such as tragic accidents or willfully committed crimes involving sportsmen. The ubiquity of visuals surrounding any news event and visuals' power to elicit strong emotional reactions add to the pressure sports journalists are facing, particularly when it comes to



extreme and traumatic events like the case of German goal keeper Robert Enke's suicide on Nov 11, 2009. This paper analyzes the visual coverage of this tragic event in the German media. It is crucial to investigate mainstream media's visual strategies in such cases because the unwise usage of visuals in particular has the power to push psychologically unstable audience members to take their own lives in an example of the notorious "copycat effect" – a particularly hazardous media-social phenomenon when it comes to reporting on acts of violence. The study is based on one-week samples of visuals and their accompanying articles immediately following the tragic event, derived from major German print and online news dailies. Systematic content analysis was applied as a method. The results found a major bifurcation between the serious and the tabloid press (both print and online), with the former emphasizing portrait shots of Enke in action during football games, and the latter digging deep into his private life and featuring photographs of him holding his deceased daughter, shots of his wife breaking down during his funeral, and of his friends mourning for him. Some of those drastic visuals border on what we would label "grief pornography". Both serious and human-interest outlets featured images of open-air mass mourning. In our paper we will present the full empirical evidence and evaluate the performance of news media during this traumatic event.

**Different patterns of covering the 2009 World Baseball Classic between Korean media and Japanese media, and their international conflicts - A Semiotic Network Analysis on the media coverage –**

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This study was purposed to investigate different patterns of covering the 2009 World Baseball Classic between Korean media and Japanese media, and their international conflicts. In this international competition, Korean national team defeated Japanese national team twice through regional and main competition, but she was defeated by Japanese national team at the final champion competition. Koreans were very sorrowfully disappointed with emotional shocking, while Japanese were happily recovered with full of enjoyment. The authors were interested in some relations of media coverage about it and audience response, and constructed research questions as follows; 'what were coverage patterns of each of two countries on the 2009 WBC competition?', 'what were similarities and differences in using signs, narratives and discourses through such covered media texts?', 'what were their social and ideological meanings in each of two countries regionally as well as internationally?', etc. They collected news items from two TV broadcastings and two newspapers from each of two countries respectively. They analyzed such news items with semiotic analyses and discourse analyses, especially, Seon-Gi Baek's 'Semiotic Network Analysis (SNA)' and 'Discursive Structure Analysis (DSA)'. As a result of this study, it was firstly found that there were many differences between Korean media and Japanese media in respects of defining the WBC game, international sport competition, outcomes of her own national team's, and rivalry team's accomplishment. Secondly, Korean media tended to focus mainly on her team's winning against the Japanese national team, while Japanese media had a tendency of neglecting outcomes of Korean national team's instead of focusing U.S. national team's outcome. Thirdly, Korean media normally put a lot of positive implication on winning against the Japanese national team, as Japanese media give a proud implication on holding the championship of her national team in the world baseball competition. Fourthly, each of media tended to approach the international game on the basis of its own national centric perspectives and identities respectively without objective and balance principle of coverage. In short, even though it was simply an international sport competition, media coverage of each of two countries could affect negatively its own audience to feel jealous and hate against each other.

### Carew, Riise and the search for national glory - Football nationalism in the Norwegian Blogos

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As an ideology within football journalism, nationalism thrives on success. In Norway the nineties saw the rise of Drillos – the nickname for the National team – who qualified for the WC in 1994 and 1998. Since then, the national team has provided fewer “moments of glory” as the national coach Åge Hareide put it, and fewer Norwegian footballers have made it within prominent international football clubs. For quite some years now, the two main exceptions have been John Arne Riise and John Carew. Although their performance in club football has varied, they have been considered a backbone for any renewal of the National team. But as David Beckham “wannabes”, media coverage of these two players has also – repeatedly - been conflict ridden. Compared to Ole Gunnar Solskjær, for instance, they embody the Norwegian flag in untraditional and controversial ways. This paper explores the representations of Carew, Riise in the Norwegian Blogosphere to see how the boundaries of the national have been drawn and redrawn with the ups and (mostly) downs of Norwegian football the last five years or so. Using several metablogs and search-engines, the first step will be to chart the blogosphere, for bloggers who blog on Norwegian national football, in order to find those that discuss Carew and Riise in lieu of a reconfiguration the national (For one example: <http://veiskillet.wordpress.com/2009/09/06/norsk-fotball-anno-2009/>) Secondly, I will select case studies amongst a few individual bloggers who generate a lot of discussion. Amongst these will be bloggers linked to TV2, the main commercial Television channel in Norway (with the highest bulk of TV football rights in Norway). Theoretically, this analysis will be informed by insights from the hegemony school within media studies (Stuart Hall and Todd Gitlin). The main point of emphasis will lie on the relationship between nationalist hegemony within sport and the conservative dimensions of popular common sense. The taken for grantedness character of football nationalism, and its ideological reformulations, are seen to emanate from below – from ordinary people – just as much as from above, from politicians and sports commentators on mainstream TV. However, blog theory (Geert Lovink, for example) underlines the cynical, nihilist character of blog culture. I find, for instance, a TV2 blogger who writes quite reflexively (and disdainfully) of the supposed sportsmanship within Norwegian nationalism (<http://frodegrytten.tv2blogg.no/article1007235.ece>) Methodologically, my qualitative readings of Norwegian blogs will be informed by frame analysis. My version of the framing concept will lie at the meso level indicated by Stephen Reese (2008), somewhere between my macrotheoretical concepts of hegemony and common sense, and my main(inductive) observations of the shifts and turns of the national we, incarnated in representations of Carew and Riise.

### Identifying heroes in the sport pages: climbing Mount Olympus with Belgian cyclist Tom Boonen

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Journalists are not mere passive transmitters of an objective truth. They are modern minstrels who inflate their reports with values, reverting to archetypal stories and myths and leaning back on a shared culture. One of the most common archetypal figures journalists use is the hero. Heroes can have a thousand faces (Campbell, 1993), but especially athletes are extremely suitable to report on from a hero perspective. The public platform of sport is indeed an exquisite subject for the hero archetype: burdened with drama, conflict and binary oppositions it makes use of repetition, through which the hero myth can be repaired and retold. Based on authors like Campbell (1993), Lule (2001) and Williams (1994), the hero myth is composed of three main sequences. The hero-to-be, who is from a humble descent (departure), sets out on a quest in which he has to conquer many obstacles (initiation) before returning as a true hero (return). The hero's temporary fall from grace is analyzed by using another archetype, the trickster. By introducing the trickster narrative in the hero narrative, we try to further

develop our knowledge about this archetypal narration. The purpose of this paper is to translate the hero myth into a transparent and replicable research design and to apply it to the coverage of the well-known Belgian cyclist, Tom Boonen. For this purpose we developed a mixed methods approach of both quantitative and qualitative research focusing on essential components of the hero narrative: humble descent, social values, quest, obstacles, victories, chance to explain mistakes, accepting of the penance, media turning positive again, celebrity status, role model. These ten variables simplified the identification of the hero myth by operationalizing the myth on the basis of concrete devices. To empirically test the developed research tool we analyzed the coverage in the Flemish press of cyclist Tom Boonen. His victories gained a lot of attention in the media but also his tumultuous private life was often food for the press. This combination of a superb athlete with a troubled private life, makes Tom Boonen a perfect case to study myth in the press. To do this, we examined three major events in the career of Boonen within a time range of one year (Boonen's second victory in the classic race Paris-Roubaix, his third victory in this race and in between the inquiry into his drug abuse). We selected a sample of two national daily newspapers with a strong focus on sport news: *Het Laatste Nieuws* and *Het Nieuwsblad*. In total 157 newspaper articles were studied. Our results demonstrate the transformation of a sports figure like Tom Boonen into the hero archetype. Tom Boonen is presented as a true hero, with all components being present during his competitive victories. During the period in which his cocaine abuse became known, Boonen was described as a trickster. However, when winning Paris-Roubaix for the third time, the media again described Boonen within the hero narrative. Boonen was reinstalled by the media as being a true hero who has overcome his competitive and extra-competitive obstacles.

### **Femininity and Football: A Study of Gender Identities in Football Forums**

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The development of Web 2.0 technologies have created shared community spaces where people can interact and 'belong' to certain groups (Munt et al 2002; McKeogh 2003; Cartensen 2009; Davis 2009). Among the plethora of community and member sites are those used to support football teams. Traditionally, football has been a masculine domain (Connell, 1990; Whannel 2008) and football fan sites are primarily populated by males. This paper explores the experience of female football fans in the gendered environment of the football forum. Within this context the paper also explores how female football fans negotiate their identity as a football fan and their relationship to their club via online community/fan-sites. Essentially, the key focus is how gender is constructed and 'performed' and how this is mediated through ICTs. This paper builds a conceptual framework based on Butler's theory of Performativity (1999 & 2004) and Goffman's presentation of self in everyday life (1990) to analyse how identity and gender are constructed and mediated through the exchange of information through computers. The paper presents tentative findings of a qualitative investigation into the experiences of 13 female football fans in an online context. The research is informed by empirical data gathered via online interviews. It is borne from an online ethnographic tradition (Hine, 2000). This research cuts across important boundaries (public and private boundaries) and also the blurring of traditional feminine and masculine boundaries within the context of everyday life.

### **Duelling Citizenships? 21st Century Media Sport**

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In the domain of media and sport, questions of citizenship have tended to revolve around matters of access to live televised sports events of (inter)national public importance; the power of media institutions to dominate and remake sport in ways that disadvantage sports fans; and the sports media's role in exacerbating or mitigating prejudice and discrimination on grounds including 'race', ethnicity, gender, sexuality, class, age and location. This paper, in keeping with the conference theme, seeks to revisit these questions of communication, citizenship

and sport from the perspective of the second decade of the 21st century, where the sports mediascape is being redrawn, and divergent claims are made regarding its consequences. At one end of the discursive spectrum, this is a period of sport fan empowerment and the decline of collective dependency on inflexible, hierarchical media sport structures. At the opposite end, this is an illusory liberation that masks the consolidation of corporatist control over, and exploitation of, sports culture. In seeking to 'adjudicate' between such different analyses of contemporary sport, I will attempt to extend the debate by considering citizenship not only in relation to sport media consumption and production involving fans, but also as it is linked to other interested parties, including athlete-workers and those whose labour involves sport-related goods and services ranging from branded apparel to stadium security. Finally, I will address the citizenship rights that are rarely discussed – those that might pertain to sport-free cultural and communicative space.

### **Cup of Hope: Narrating the Identity of the Arab Minority in a Jewish State Through football**

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In May 2004 Hapoel Bnei Sakhnin FC, a club representing an Arab town, won the Israeli State Cup. As part of a wider study, which examines the media coverage of this event and the stories surrounding it, this paper looks at three documentary films, from 2006, produced in its aftermath. All three use this story of a football Cinderella to draw a portrait of the complex Israeli reality and address the question of the identity and place of the Arab minority in the Jewish Israeli state. For Bnei Sakhnin and for the entire Arab-Israeli public, winning the state cup was much more than "just sport". In the eyes of the Arab-Israeli community, it marked a victory in a war of a minority against the majority, Arabs against Jews, the weak against the strong. Despite the multicultural composition of the team, there was much truth behind the comment of director Ram Levi, when he said in his documentary Sakhnin, My Life that "the shiny trophy went out of Jewish hands into Arab hands." Sports doubling as a social, economic and political playing field is not singular to Israel, of course. It has served as a 'fast lane' to social mobility, legitimacy and power, even wealth and influence for members of disadvantaged classes and marginalized groups from gladiators in ancient Rome, to today's poverty-stricken youth in Brazil. Bnei Sakhnin's saga, and response to its victory and the image enhancement it entailed, fits well into this pattern, although as this paper will argue the victory played another role as well: it provided a 'ray of light' and a 'sign' of hope in a protracted political conflict. Indeed, for the Arab minority, success on the football field is a symbol of citizenship equality. Analysis of these three films shows how this unusual story highlights deeply embedded attitudes of the Jewish majority in Israel towards the Arab minority. It further highlights the fact that Israeli football is intertwined with national aspects since Jewish-Arab tensions are never far removed from the long running and greater Arab/Palestinian-Israeli conflict and Israeli national identity is never far removed from a religious (Jewish) identity. As reflected by the Arab interviewees in the films, the documentaries emphasize what is possible rather than the impossible. Ultimately, these films exhibit the raised expectations and hope for co-existence and collaboration between Arabs and Jews despite the minority's feelings of frustration and discrimination both historically and currently.

### **SOCCER: ART OR BUSINESS? - Understanding Sport Club Internacional Challenges Toward Becoming a Club-Company**

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This article presents the results of a study that examined the creation of the competitive strategy and corporate identity of the Sport Club Internacional (Inter). It questions how the strategy and the identity are produced, as well as it analyses how Inter deals with the ambiguity of the labels of club and company. It looks at how its identity as a club-company is projected, and verifies whether there are incongruences in its communications. This is a qualitative study with a descriptive nature that has utilized the single case study method (Yin, 2005). Data collection was divided in three phases. During the first one, secondary data was collected from a variety of sources, like documents and books published by or about the main players of the Brazilian soccer field, in order to study the trajectory of these clubs. In this way, it was possible to define the position occupied by the Inter in a relational way, as proposed by Bourdieu (1996, 2004). In the second phase, we made 10 narrative interviews (Flick, 2004). We interviewed Sport Club Internacional's top managers and employees, and professionals from an Advertising Agency hired by the club. Finally, in the third phase, we analyzed the discourse of the campaign "Alma Colorada", using the semiotics of culture and cultural studies (Bakhtin, Voloshinov, 1979; Martin-Barbero, 2006) Results showed that propositions of the second approach on corporate branding (Schultz, 2005) can be related to the strategies and actions Inter has chosen along its history. The club seems to understand that changes in football field do not determine an identity shift, but they lead to adaptations in the club's identity strategies to new demands imposed by the field. It comprehends, at least tacitly, that the club should assume different roles, sometimes act as a club, sometimes as a company. Fans are conceived as co-authors of the Inter's successful trajectory. The club seems to appreciate the fans' participation as a way of building the club's own identity. So, in the process of construction of the Intern organizational identity, the stakeholders can act, produce meanings and project images (Hatch, Schultz, 2003) theoretical model. We also could note that Inter had kept its intrinsic values alive, since its foundation, and these values are constantly strengthened up by the relationship with the club's fans. The club's managerial and communicational actions do not try to impose new values. They aimed to reinforce Sport Club Internacional's cultural matrixes, which were built during its whole trajectory. Finally, we concluded that Inter projected its identity through advertising campaigns that respect the club's traditional symbols. The club had always used these symbols without changing their form, colors and meanings. We could notice that advertising actions constantly referenced the club's culture. In relation to linguistic means used to discursive construction, we observed that intertextuality was recurrent in the analyzed data. Specially, we highlighted identification claims addressing to the Italian club founders and their working class origins.

### **Sport media and mainstream media in the process of integration**

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Literature shows the role of the media to create the collective imaginary and social models on ethnic minorities. For Kellner (1995) the media discourses and their images offer symbols and myths to agglutinate the common culture of the great part of the society. Media are, in this sense, important to promote knowledge and to promote integration creating a new form of global culture. Media are relevant to construct in the population the sense of social class, ethnic group, nationality, sexuality or the dialectic distinction us/them. In line with the double aim of our research, media and sport, we consider relevant the sport as a tool of social and cultural integration. As the European Commission said: "Sport promotes the sense of belonging and participation and can be a relevant tool for the migrants integration. In this context, is important to create places to do sport and support the sportive activities to interact all the society". (Libro Blanco Sobre el Deporte, 2007:7) Sport and media in this proposal are part of the process of integration as Putnam's social capital bridging or inclusive proposals to join people from different social and ethnic groups against the proposal of Social capital bonding that tends to reinforce boundaries and exclusion proposals strengthening stereotypes and prejudices. The object of this research focused on the discourses and images on ethnic minorities. For the analysis, finished in 2009, we selected news and opinion articles published by different mainstream and sport newspapers in Spain during the celebration of the Football European Cup in Austria and Switzerland (June 2008) and the Olympics Games in Beijing (August

2008). The period of analysis was June and August 2008 to observe discourses and images before, during and after these events. We selected four newspapers: the two sports newspapers with more audience in Spain: Marca (2.597.000 readers a day) and As (1.266.000); and the sports section in two mainstream media: El País (2.218.000 readers a day) and ABC (701.000). The selection was made because of the audiences, the ability to set the news agenda, and the different discourses because of different ideology. The initial hypothesis considers that discourses and images will show proposals far away from the aim of integration. This hypothesis considers that language will show a proposal of intern union of "we" against the process of integration. Methodology started with a bibliography revision on sports, media and their role as integration social partners. We established the variables to classify the discourses in the media and the presentation of sport as show. The next step was the analysis of the texts. The first conclusion was the limited news on ethnic minorities or racism. Then, the analysis focused on diffuse discourses that reveal new racism.

**The reception of soccer-screen television in the commercial spaces changes: in the media and social practices.**

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The sports and particularly soccer, have historically been used by television as part of its programming content, the relationship between sport and television has brought major changes in the way sports are practiced and, indeed, in the how they are viewed. Under the current social and economic conditions, transmissions are more like football with a dramatic television format than the simple reproduction of the images of the actual game, the use of technological additives (repetitions, graphics, 3D elements, variety of cameras and take ) joined the discourse elements (narrative construction spectacularize more games) make what we see on television is: a soccer-screen. This new football more than a sport is a media product that is marketed through a pay television system that restricts their receipt, that promotes the proliferation of new television reception areas, home leave may be the single most important site from which watching television, such as bars and restaurants. In this paper we propose to analyze how the new way of watching soccer that makes change practices and social media enthusiasts, this questioning is done in two ways: one, in terms of viewers and media and, two, in the relationship between viewers that by sharing his love of football live watch new reception areas. Both processes would not only glimpse the change in the practices of soccer fans but also new ways that build a soccer-screen media discourse where the commercial is over athletics. Keys words: soccer-screen television reception, media practices and social practices.

**THE MEANING OF INNOVATIONS IN 3D SPORTS BROADCASTING PRODUCTION**

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During the first decade of twenty-first century the great sporting events continue being the main audiovisual content with highest ratings. Digitalization has recently allowed to develop technologies that have revolutionized sports television production and direction. There is no doubt that production for sports television is booming with the consolidation of High Definition Television system at home raising viewer expectation or the blanket coverage of big sports events like the Olympic Games and Continental Championships of all kind of sports. Standardization of High Definition technology has been a substantial change in the reception of sports content. Technology has advanced considerably since then, and now makes live transmission possible. Sports broadcasters are turning to new technology to meet audience demand for high quality sports content anytime, anywhere and on any device. The incorporation of 3D technology will bring a new dimension for Sport and that is the main purpose of this paper. For the most of experts 3D television technology is going to be in 2010 a factor in sports broadcasting for the first time. On 31st January 2010, British Sky Broadcasting became the first broadcaster in the world to show a live sports event in 3D when Sky Sports screened a football match between Manchester United and Arsenal to a public audience in several selected pubs. On the other hand ESPN, the American sport television channel, will

unveil the industry's first 3-D network. ESPN 3D will showcase a minimum of 85 live sporting events during its first year, beginning June 11 with the first 2010 FIFA World Cup match between Mexico and South Africa. But what really adds 3D technology to sports broadcasting? Live broadcasting of sport events on television with 3D system involves a modification of many artistic and technical procedures used until now. The 3D production of the match required stereoscopic cameras, new types of Outside Broadcasting Vans and a number of crew members specialised in 3D production. Until now, all the experiences of stereoscopic production and broadcast live worldwide, have been in evidence and has not yet produced a standardization, there are still many challenges to solve. The most expensive of the whole process is 3D television production. For the purposes of production and development will be profound changes that have to issue three-dimensional images. This change will require not only technically mobile units and the television cameras but also its operational location and conducting visual level retransmission. It requires twice as cameras, and fulfillment, because you must be different to use all the opportunities provided by this new technology. And yet the result is perfect in general plans, but not in close-ups. 3D television broadcasting involves the placing of screens therefore prepared for this technology. It's just a matter of time before this format definitely avant-garde implant audiovisual under everyday.

### **Japanese Major Leaguer Ichiro and Matsui as National Pride: Japanese National Identity and America**

*Seongbin Hwang*— Rikkyo University, Japan · seongbin@rikkyo.ac.jp

U.S. – Japan relation is a very unique one in that the two countries fought the most fiercest and brutal battle during the WW2. However, before and after WW2, the two countries relation had been very close and, in a sense, mutually beneficial. Right after the end of WW2, Japan became one of the closest ally of U.S. and many Japanese people have been enthusiastic for American popular cultures including an American sport, Baseball. Now Japan is the second largest baseball nation and some of the top players went to U.S.A. for their dream of being a world-class star. In that sense, Japan could be categorized as Pro-American country or an Americanized country. However, Americanization is a slippery concept due to the various meaning implied by many sectors, such as scholars, journalists and politicians etc. Difficulties in making an operational definition of 'Americanization' has been increased even as globalization process is deepening since 1990, when in Japan *The Japan that can say no* (by Ishihara, Shintaro) was published. By then, Japan became a second largest economy in the world and Japanese economy was so strong that in the U.S. Japanese peril was discussed, while in the Asia some told Japanization not only in terms of economic influence but also cultural impact. That is why, I guess, another slippery concept, post-Americanization, was chosen as a key concept for the discussion of the cultural/political landscapes of this region under the globalization process. However, 'the Post' here does not necessarily mean that the Americanization process is over. Rather, it will be useful for discussion of the back and deep impact of the Americanization to the present. Moreover, I suppose that it is helpful to think about the cultural impact in the decentralized world under the globalization process, where there is not plausibility for the dominant center and subordinated peripheries. Therefore, in this presentation, I would like to try to dwell not only on the discursive construction of 'America' as the significant other for Japanese Identity but also the construction of the Japanese itself because America's position has been tremendous, even fundamental in the narrative strategies of the postwar Japan. In the presentation, I am going to deal with the Japanese players playing for the Major league baseball, Ichiro and Matsui Hideki who have often been mentioned in the discourse related to "Cool Japan" discourse=the Japanese version of 'Soft power' (by Joseph Nye, 1991), "the ability to get what you want by attracting and persuading others to adopt your goals. Also I would like to discuss the meaning of representation of the stars in the field of mediated sports and its relevance to the National identity.

**Olympic Games Rio 2016 Campaign for the Host City: studies on the sport legacy image on media coverage***ANDERSON GURGEL* – PUC SP / UNISA, Brazil · andersongurgel@uol.com.br

This article called "Olympic Games Rio 2016 Campaign for the Host City: studies on the sport legacy image on media coverage" intends to investigate the dynamics of sport images universe economy, substantially the athletic activity that generates main stream scene, as from the successful Brazilian application case for the olympic host. This post-graduated research takes part of the in doctoral level studies carried out by the Program of Communication and Semiotics Post-Graduate Studies at the Catholic University of São Paulo (PUC / SP-Brazil), under the supervision of Professor Dr. Norval Baitello Junior. Originally perceived as the "non-serious" and playful space, the sport secularized itself away from the leisure and playfulness fields to the consumption practices and ideological and marketing messages strengthening, out of sports mega-events. The sport, as the Olympics, takes part in the serious issue fields, socio-politically and economically speaking. It is a generating source for a complex system of social symbols production, with a bias of important market instrument and public and private interests. Taking the Rio de Janeiro case for example, a social improvements planning was performed due to the games and the legacy they will left to the local population. Under the research sense, the combination of sport and the symbolic goods and consumption social machine is a country committed to the feedback of an image system that is essential for the basic model of contemporary society. To analyze these dynamics, the object in question is the media coverage of the candidacy of Rio de Janeiro to host the 2016 Olympic Games. It is mandatory in this way, to consider the studies of Debord, Baudrillard and Bourdieu in order to elaborate concepts on spectacle, symbolic exchange, simulation and reality. The search for a basic concept of sport will come from Huizinga and the legacies from Preuss. And to the analysis of the Rio 2016 will be analyzed major media outlets in Brazil and other countries, including the "Folha de S. Paulo", "O Globo", "El País" and "The Economist", and internet portals and social networks. For further information, the International Olympic Committee (IOC) selection process, which has began almost a decade earlier, in 2007, demanded an imagery speech of an unreal city built by the Organizing Committee. That symbolic construction has enchanted the media through traditional journalistic vehicles, but also through modern digital media, mainly social networks (Youtube, Twitter, Facebook, Orkut and others) in an image stream that blends future Olympic arenas with famous city postcards, as Christ the Redeemer, Sugar Loaf and Copacabana beach.

**History of the Portuguese Newspaper Sport Press***Francisco Pinheiro* – University of Coimbra, Portugal · franciscopinheiro72@hotmail.com

The main goal of this abstract is present the most important steps of the history of the Portuguese sport press, between 1875 and 2000. In this period were created 940 sports newspapers in Portugal, an impressive number, especially in a country with high levels of illiteracy and low levels of lecture during that period. The construction of the history of sport journalism in Portugal was an important step to understand the real dimension of this specific area in the Portuguese and international media context.

**The New Media and Hooliganism: Constructing Media Identities.***Aage Radmann* – Malmö University, Sweden · aage.radmann@mah.se

This article will focus on the new media, for the most part Internet. The main target is the production of the picture of hooliganism on Internet, as well as the consumption of this "picture". The paper, will thereby, examine the relation between "the new media" and "hooliganism". This discussion will be related to an analysis of the website [www.sverigesenen.com](http://www.sverigesenen.com), a Swedish online magazine. A central question is: How are different pictures/images of the hooligans constructed and described in the new media landscape. In this respect, Nordic



criminologists have informed about the power and the influence of media. They have - close to a moral panic - uphold various social evils that have normally and frequently been related to the power of media in general. This power can be used to induce a fear amongst ordinary people; a fear of criminal act. This influence on the moral discourse could, in the extension, maintain a fear that is out of all proportion to actual risks. Previous research has in general indicated that mass media has a great impact on the (re-)production of the "narrative stories" of hooliganism and hooligans. Importantly, the new media landscape creates new conditions for this "narrative picture" of hooliganism, due to the fact that both supporters and the hooligans themselves are active and vigorous media producers. This "new" situation of participation/engagement involvement in the media production will expand and transform the research on the media process, focusing both on producing and consuming media. In this light, the modern media construction of hooliganism stand out as an important subject.

### **When the Gold Came Home. Football, Press Coverage and the Reconstruction of Local Identities**

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This study addresses the vocabulary and imaginary employed in the newspaper coverage when the football team Brann in Bergen, Norway, won the Norwegian 2007 Premier League, the club's first Premier League championship since the 1963 season. The aim is to study the cultural significance of football as an arena for generating local identities by investigating the football journalism in the two daily newspapers in Bergen, the broadsheet *Bergens Tidende* (BT) and the tabloid *BergenAvisen* (BA). There was immense interest from these local newspapers during the final period of the championship and both newspapers created a banner titled "The gold came home", a banner that was placed on the top of every page with articles on the subject. The banners were used for weeks after the gold was secured, and they reappeared now and then when significant new information could be added. One of the hypotheses in this project is that the gold was nurtured by nostalgia, a term that describes a longing for the past and often in idealized form. In this case there was a longing for togetherness and a sense of shared destiny within the city and its vicinity. By winning the gold for the first time in 44 years, Brann was used by the press to reconnect to older times and to its football heroes of 1963, to a local and well-known "home". The gold medal seems to have caused a rebirth of the community spirit. The press coverage of these aspects will be scrutinized, together with the different discourses of identity articulated therein. Comparisons will be made on how these two dailies depict Brann, its fans, the players as heroes and the importance they give to the gold medal for the city of Bergen.

### **Hello Boys! Top Women Tennis Players Play to the (Male) Crowd on their Websites**

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This visual paper examines the nature of the official websites of elite women tennis players. These contrast to the generic style adopted by many of the men players whose 'busy' sites emphasise their activity both on-court playing tennis and winning matches and off-court in their charitable work. The women's sites however are characterised more by 'glamour' images of the players than photos of them actually playing and competing in their sport. These images tend to be passive and designed exclusively for the male gaze, frequently drawing on a pornographic genre. In addition, the on-court images often appear to be calculated to trivialise the women's athletic achievements, focussing attention instead on their vulnerability or 'cute' playful nature. While it is a well-rehearsed observation that women athletes tend to be sexually objectified and trivialised in media imagery, what we see here is overtly sexualised and trivialised self-representation. These highly successful women are posting images on their own websites that draw attention more to their generic (hetero)sexuality than to their outstanding and singular achievements on the world tennis tour. This feminist paper considers some of the complicated power relations and pressures that might cause them to do so. It draws on a feminist reading of the images within the context of the two cultures, a sporting culture and a broader social culture, in which the women are

positioned. It considers the social and commercial implications of a popular culture in which pornography is increasingly mainstreamed as well as the pressures facing women athletes succeeding in a domain traditionally associated with notions of hegemonic masculinity. Their presence there potentially destabilises this masculinity as well as raising fears of a homophobic nature. The imagery used on the websites increases the marketability of the players while reducing both such threats.