

Framing the 2013 FIFA Confederations Cup Finals by the Folha De São Paulo Newspaper

Norberto Kuhn Junior

Denise Castilhos de Araujo

PhD. in Communication Sciences
Professor of the Program on Cultural Diversity and Social Inclusion
Feevale University
Novo Hamburgo/RS
Brazil

Joaquin Marin Montin

PhD in Communication
Sevilla University
Spain

Gustavo Roes Sanfelice

PhD. in Communication Sciences
Professor of the Program on Cultural Diversity and Social Inclusion
Feevale University
Novo Hamburgo/RS
Brazil

Abstract

Sport is perhaps one of the most important means of collective mobilization created by mankind. It is also considered a fundamental facet of contemporary society. In Brazil, soccer has a special place in the media coverage. In 2013, Brazil hosted the FIFA Confederations Cup, an event that prepares the country for the FIFA World Cup. This brought media attention to soccer yet again. In face of this context, the objective of this study is to analyze the strategies adopted by the newspaper Folha de São Paulo when framing meanings on the event concerning pre-coverage and coverage of the final match between Brazil and Spain. To this purpose, we used triadic semiosis, which was proposed by Peirce (1999; 2009) and discussed by Ransdell (1997). This concept provides us with an understanding of media meaning processes. During the period studied, there were two events that can be considered relevant to Brazilians: the sports event and the protests that spread throughout the country to show people's outrage over Brazilian politics and social problems.

Keywords: Confederations Cup, Frames, Soccer

1. Introduction

With the media's predilection, and especially during times of large sporting events like the Olympic Games and World Cup Soccer, sports have become more and more available to large audiences through sports coverage, thus leveraging possibilities for disseminating them. (SANFELICE, 2010). A mega sporting event is an event that involves the group of people and factors around it, moving countries, governments and their economies, and stimulating the general population (TAFFAREL; SANTOS JUNIOR; SILVA, 2013). Mega events are expensive, which is why it is essential to plan for the needed resources. Mega events are characterized as one of the most significant, relevant and complex events in contemporary society. Sports represent one of the greatest means of collective mobilization created by humankind, and are considered to be a fundamental area for contemporary society (DUNNING, 2003). A necessary condition for holding such an event is its link with media coverage, "due to its capacity to create feelings and meanings within each culture" (MEZZARROBA; PIRES, 2011, p. 338).

From these elements, the study of sports as a media phenomenon cannot be limited by the mere analysis of its discourses and internal dynamics since the contents also express truly exceptional social elements from each country. Even if it does not fit in the parameters of a mega-event according to the definition by some authors, The Confederations Cup is, yes, a preview event, also used by the media in scheduling the FIFA World Cup Soccer (MÜLLER; *et al*, 2013, p. 87). In a way, this event, which is held one year before the World Cup, has also served for the FIFA to exercise relative "pressure", mainly in underdeveloped countries, on getting the final details for the mega-event. We understand the Confederations Cup to be an extension of the mega-event of the 2014 World Cup. It can be observed that mega sporting events have entered the Brazilian media agenda, due to the 2014 FIFA World Cup Soccer and the Olympic Games in Rio planned for 2016. As the study proposal, we started with the understanding that the media, by broaching the 2013 FIFA Confederations Cup, established an *event*¹ whose framework anticipates the model of a "mega-event-product", the 2014 World Cup, and offers a "thermometer" on the social impact of this specific "event-product". Thus, the aim of this paper is to identify and interpret the production of meaning established by the Folha de São Paulo on the pre-coverage and the coverage of the finals of the Confederations Cup/Brazil/2013 disputed by Brazil and Spain.

2. Methodological Context: The Frames as a Descriptor-Analyzer

The present study is characterized as descriptive, established in semiotic qualitative analysis, with the *corpus*, being the newspaper *Folha de São Paulo*/Brazil, referring to the editions from June 27 to July 02, 2013, which represent the day on which the finals of the Confederations Cup between Brazil X Spain was determined and up to two days after the finals. Starting from the understanding that a newspaper in its digital version, as a digital-media device², is composed of specific frame markers for "uses": such delimiters turn the newspaper into a space for social meaning, updating the "now"³ as a space for debates on public order issues. Frame, as a descriptive category, is understood to be a demarcation of meaningful areas, whose materiality takes on, within digital media devices, various forms, textures, volumes, colors, movements and sounds that establish and demarcate the media space as a space for producing and enunciating meaning; a frame is, in the final analysis, an objective condition for updating meanings constructed by the media.

The world of experiences resulting from immersion in the computer screen is made up of overlapping frames (KILPP, 2003) that establish the typical enterprises of an informational society (CASTELLS, 1999), since they are the portals of large journalistic companies that, here, theoretically, we call macro-frame environments; such companies technically supply the conditions for access to different information and interaction environments (participation, sociability, consumption, access to news, information, etc.). In this sense, social recognition of a given phenomenon is constructed in social interactions through its incorporation with media logic. The environments marked by these macro-frames establish the institutional/organizational identities (which could be a public entity - like a State's virtual portals - or a private entity - like private news media portals), both inscribed in the logic of producing media goods and guided by public and/or mercantile stipulations. This study focuses on the private news company *Jornal Folha de São Paulo Online*, web version, a product of the journalistic company *GrupoFolha*⁴.

¹The notion of a media event is based on the studies by Quéré (2005) and Rebelo (2006), according to what was already discussed in another paper (MARTINS and KUHN JUNIOR, 2010).

² In another study, we characterized the conformation of these devices as "digital media environments"; see Kuhn Junior (2008).

³ On media such as *Agora Contemporânea*, see the text "The electronic prince", by Octavio Ianni (2001).

⁴*GrupoFolha* is one of the main media conglomerates in the country. It controls the newspaper with the greatest circulation and influence (**Folha de S. Paulo**), the largest Brazilian company for Internet content and services (UOL), the news site for the newspaper with the largest audience (Folha.com) and the largest commercial graphics company in Brazil (Plural), in addition to other businesses. The group that employs nine thousand people and generates around seven thousand indirect jobs, also includes *Datafolha*, one of the most respected research institutes in the country, a book publisher (Publifolha), a virtual bookstore (Livraria da Folha), a news agency (Folhapress), one of the largest and most modern graphic parks in Latin America (CTG-F), *Transfolha*, dedicated to the distribution of products from the *GrupoFolha*, a graphics industry dedicated to newspapers and leaflets for companies, publishers and publicity agencies (FolhaGráfica) and SPDL, a distribution and logistics company established in association with the newspaper "O Estado de S. Paulo" (Source: www1.folha.uol.com.br).

The editions published between June 27 and July 02, 2013 were analyzed, referring to the finals of the Confederations Cup, including only the front pages of the paper, with the understanding that this collection of image and textual content has a framing power for the meanings that anticipate the Cup (which could be projected to the World Cup). The proposal, however, is to analyze how such frames outline the meaning attributed to the World Cup in Brazil from the front pages of the newspaper cited - with the Confederations Cup as a reference - in the context of the relations that are established between distinct social subjects: the citizen reader and the private media. The Frame, however, will be understood here as a technicality that demarks interaction environments within which the "World Cup" phenomenon meaning takes place. From there, the goal is a reflection on the strategies used by Folha de São Paulo in framing the meaning of the sporting event chosen as the object of this analysis. This reflection will be supported by triadic semiosis (PIERCE, 1999; RANSDALL, 1997), which allows us to understand the media signification processes - based on this phenomenon of composing the truth under the logic from the media - as they are constructed by the simultaneity of the following sign actions promoted in the scope of the media devices: (a) the use of visual and discursive resources that produce an explosion of qualities in the readers that affect and mobilize feelings; (b) the use of indicative resources - data and information - that promote the recognition of the positivity of concrete experiences; (c) from sense experiences, associated with the indicative resources, there are conditions for a third movement of an interpretive nature, thus generating the process of meaning: from there, the readers who are incorporated into the media logic are affected by the supply of interpretive conclusions that they assume as their own and as true.

3. Analysis of Framing Meaning of the Confederations Cup

The corpus of this analysis are the front pages of the digital version of the Folha de São Paulo Newspaper in the period from June 27 to July 02, 2013, which corresponds to when the Confederations Cup was held; the main headlines are analyzed, understood here as "macro-frames" that operate as frames for "all-inclusive" meanings, i.e., that demarcate the "daily edition". Thus, the analysis is limited to up to three levels of headlines recognized by the application of a larger font, as well as the main images and their respective captions (linked or not to the three levels of headlines). In Figure 1, marked with red circles, it is possible to see the application of the analysis criteria framing the front page of the Folha de São Paulo on the 27th of June. Box 1, which follows the figure, describes the macro-frames identified in the Folha de São Paulo and synthesizes the content from the entire period analyzed.

Figure 1 - Example of Macro-Frames (Main Headlines and Main Images for the Edition)

FOLHA DE S. PAULO
 Desde 1923 folha.com.br
 QUARTA-FEIRA, 27 DE JUNHO DE 2013 • Nº 36.764 • EDIÇÃO SP/SP • CIRCULAÇÃO 2.000.000 • R\$ 3,00

STF manda prender deputado, e Senado endurece pena de corrupto
 Natan Donadon (PMDB) deve ser o primeiro congressista preso após a redomação; projeto torna corrupção crime hediondo

adiós, URUGUAI
 A seleção venceu a Uruguai por 2 a 1 e está na final da Copa das Confederações que será disputada no dia 30 de junho em Fortaleza, com transmissão de Rede Globo e SporTV. Folha.com.br

Júlio César fez um golazo ao pegar pênalti de Fortín
 Folha.com.br

Jovem morre após cair de viaduto em protesto em MG
 Um jovem de 21 anos morreu após cair de um viaduto durante protesto em Belo Horizonte. A manifestação, que contou com a presença de milhares de estudantes, começou pacífica, mas terminou em violência e com ao menos 26 feridos. Em Belo Horizonte, o governador foi bloqueado por manifestantes. Folha.com.br

Pressionado, Haddad cancela licitação de ônibus
 Pressionado por protestos e ameaças de manifestantes, o prefeito Daniel Haddad cancelou a licitação de ônibus realizada em São Paulo em 15 de maio —cerca de um mês antes do contrato de compra. Ao anunciar a decisão de um conselho para debater o tema, Haddad afirmou que, "por circunstâncias", o prefeito não participaria do processo de contratação. Folha.com.br

Suprema Corte derruba lei que negava direitos a casais gays nos EUA
 Folha.com.br

Vacina testada contra diabetes impede ataque contra o pâncreas
 Folha.com.br

2nd main image (pointing to soccer game image)

2nd main image (pointing to protest image)

3rd main image (pointing to car advertisement)

Main headline (pointing to STF headline)

Main Image (pointing to soccer game image)

2nd high lighted headline (pointing to adiós, URUGUAI headline)

2nd main image (pointing to car advertisement)

3rd main image (pointing to car advertisement)

Box 1 - Description of the Headlines and Main Images on the Front Pages of the Folha de São Paulo from June 27th to July 2nd

	June 27	June 28	June 29	June 30, Sunday	July 01	July 02
Main headline - larger font	STF orders deputy arrest and the senate hardens the penalty for corruption	Planalto (Brazilian Government) defends concise referendum on reform	Approval for Dilma drops from 57% to 30% in three weeks	Folha at the Cup: Brazil x Spain. In an unheard of situation, the Brazilian team makes the finals in Maracanã as a long shot.	Folha at the Cup: The Brazilian team came back: challenged since the 2010 Cup, Brazil brings back good soccer-playing, gives an olé, scores 3 to 0 against Spain and takes the Confederations Cup.	Truckers block the highways in nine states
Image associated with the main headline	None	None	None	Neymar smiling, hugs the soccer ball	Goal commemoration (win)	Bottlenecking (palisade)
Image caption associated with the headline	None	None	None	The Cup in Brazil is supported by 65% of Brazilians, says Datafolha	Fred and Neymar celebrate the first goal	Trucks close off part of the Anchieta highway near São Bernardo do Campos (SP)
2 nd highlighted headline						
	Goodbye Uruguay	Folha at the Cup: Sweating under 30 degree Celsius heat in Spain, Italy wins in the penalties and will decide the Confederations Cup against Brazil	None	Dilma will not win in the 1 st round; Marina and Barbosa move up.	Alckmin's popularity falls; 40% reject Haddad	None
2 nd highlighted image	Soccer move	Commemoration of Spain's victory	Bolivians in protest and mourning over child's death	Datafolha Graph with voting intentions; indicating a fall in intentions to vote for Dilma and Lula.	Volunteer dancer protests against the privatization of Maracanã	Two photos "yesterday" / "June 17" (emptying) Political protest (empty) social-economical protest (full)
Caption for the 2 nd image	Paulinho takes a head shot and makes the second goal for the team against Uruguay in the Confederations Cup	Spaniards celebrate victory	Bolivians hold a vigil at the police station	None	"A member of the tournament organization takes the title with the words, "immediate annulment of the privatization of Maracanã shown by the volunteer dancer". Note: These words are not legible in the photo.	Nanoprotests on Top. One-hundred people march against Senator Renan Calheiros (PMDB - AL) in Largo do Batata, in São Paulo, where two weeks ago, 65 thousand people questioned the rise in fees. Several cities had small incidents yesterday.
3 rd highlighted image	Protests: men destroy dealership cars	Riot police and protester	Tucson - Hyundai advertising campaign	Ix35 - Hyundai advertising campaign	None	None
3 rd highlighted image caption	Men destroy dealership car close to the Mineirão, the stadium where Brazil played	Man-to-man: protester faces the police troops around the Castelão stadium in Fortaleza where the confrontation ended with seven wounded and 72 arrested. The protest in Rio was a peaceful demonstration with a chorus of "The fight has just begun"	Tucson in 1 st place. The best buy in the category	In the comparison with other SUVs, one thing was clear, the ix35 is beyond comparison	None	None

Source: Prepared by the authors

3.1 The Feeling of Change

Now two orders of discursive resources are highlighted that are used in the front pages to mobilize feelings in the readers and make feelings of (the firstness⁵, for Peirce) positivity and/or negativity operate in the face of the media events on the days of the Confederations Cup sports event: the use of headlines on the front pages and the use of photographic resources. The main headlines - which, in general, use few words - establish the event of the day through the media, not only informing people of the facts, or highlighting its objective content from concrete reality, but move feelings about these realities. In the text of the headlines, the words that work as framing words were highlighted in bold. STF **orders arrest**; Planalto **defends** referendum on **reform**; Approval for Dilma **drops**; In an unheard of situation, the Brazilian team makes the finals in Maracanã as a **long shot**; The Brazilian team came back: **challenged** since the 2010 Cup, Brazil **brings back** good soccer-playing, **gives an olé**, scores 3 to 0 against Spain and takes the Confederations Cup. Truckers **block** the highways in nine states. Such headlines, read vertically (each one on its day) and horizontally (on the six days of the study), highlight how much framing power for "feelings" they acquire. In this headline framing operation, the first aspect highlighted is how much the sign power from the framing words links, immediately, feelings of change, that something is moving, happening, transforming itself into the context of Brazilian reality: "order arrest; allow reforms; drop in approval; occupy the position of a long shot, give an olé and come back". As an exception, the only headline from July 2 (the Cup already over) whose power from the expression "truckers block" does not allow one to experience the immediateness of a feeling associated with change, even though it remits to the reader another set of sign elements associated with changes that are the demonstrations and protests events that appear, above all, in the cover images (as seen below).

Secondly, it is important to highlight that the headlines size these feelings of change on a national scale since all of them are connected to national themes and institutions: Federal Supreme Court, Planalto, Dilma, Brasil (team, nine states), and finally, with respect to the state, soccer and the economy (the logistics of the national circulation of economic production based on highway transport). Regarding the images on the front pages of the Folha de São Paulo during the period analyzed, it was identified that they offer the reader's perception with diverse meanings and feelings since, on one hand, the image reveals celebration (the victory hug) and, on the other hand, the image of the protests (the fight, discontentment). In the main images that portray the celebration, the nucleus of this feeling is soccer. Now, the images that portray the protests strengthen the feeling of the everyday fight "of the people"; they are images of mass reaction - but are of a "new mass" since it is not depersonalized by party icons or syndicates - as in the classical movements in the 70's and 80's. The focus of the images is the faces, with a clear view of age and gender: the majority of the protesters are young, but images of older men and women were also highlighted and, in this way, attributed to the maturity of the event. It is as if the images say: "just look: they are not parties or syndicates, but *everyone* thinks the same about the political shortcomings that embarrass us".

In both cases - whether celebration or protest - they are images that work on strengthening identity traits and on the command of emotions that vibrate and reinforce the feeling of solidarity and pride, and the potential for a new time, of an awaking for the Brazilian people: this will be the tone of the media discourse for the Folha de São Paulo and not the protests themselves (which occur around the soccer stadium) or their anti-cup content (which had the target of public investments with the infrastructure of the 2014 World Cup). This duality marks four of the five front pages, and only the front page on July 2nd, when the sporting event was over, has the predomination of images that do not remit positive qualities, but which remit only the difficulties and problems of Brazilian society. Among these are the issues of logistics in circulating goods and products based almost exclusively in the highway system and highway transport: here it is the case of the blockages resulting from the truck driver strikes, which literally stopped Brazil. Even the positivity of the demonstrations - with respect to the social reaction to Brazilian problems - seems linked to the images of the "emptying" of the demonstrations.

⁵"Firstness appears in everything that is related to chance, possibility, quality, feeling, originality, freedom, nomadic nature" (SANTAELLA, 2002, p. 7).

3.2 Soccer and the Protests as Witnesses to Change

Even though this duality appears not to need interpretive efforts (they are of an immediate order - it is enough to feel the images and the power of the framing words in the headlines), one can also see the indexing power of the images, seeking to reveal what they witnessed. That is, it is understood that the images of the contexts photographs also take on the function of indexes (the secondness, according to Peirce)⁶, thus conferring the reality and daily life those contexts captured by the technical images (Flusser, 2002). The indexing resource of the image makes it represent and witness the fact, which, in the scope of a western photographic culture, means defining its truth-value - what really exists and happened (KOSSOY, 2002). Herein we can identify and highlight all of the elements whose power for convincing is based on images that show "concreteness" - they work as empirical evidence, proof! From this dimension, the front pages of the Folha de São Paulo turn into a witness of historical events: with the images of the victory by the Brazilian team in the Confederations Cup and with the images of the conflicts in the street around the demonstrations, there are frames indicating a situation that presents itself as a "new" time: it is the comeback victory by Brazilian soccer before the Spanish team (at that moment they were the current world champions); they are the demonstrations by the middle classes for a modern Brazil; they are the condemnations of corrupt politicians. Therefore, such front pages testify to the impact of the spontaneous movements on governments, which come to rethink their actions, indicating to some degree that they are conceding the demands from the streets. They are facts whose historical force (objective) is assured by the qualities mentioned above. To effectively strengthen the confidence in the reach of news content, a set of data is present on this front page that is revealed by quantitative/experimental indexes and as the main frame that generates this meaning, in the period of time analyzed, the caption for the main image on the front page of July 1st reveals: "*The Brazilian team came back: challenged since the 2010 Cup, Brazil brings back good soccer, gives an olé, scores 3 to 0 over Spain and takes the Confederations Cup.*" Focusing on the formula "give an olé, scores 3 x 0 over Spain", one can observe the construction of the truth of the fact: the "give an olé", the number of goals for the victory (3x0) and the fact of being over Spain, objectively to the then world champion establishes evidence, it is the proof. They are indexes that reveal great soccer by the Brazilian team at that time and sustain the desires for victory and change.

3.3 The National Identity Reviewed and Reinforced in Victory and in Crises

As seen above, the power of the images and the power of the headlines on the front pages move sense experiences around a feeling of change; one can also see that such feelings were associated with the indexing resources presented to the reader so as to attribute (or validate as real) this feeling of change in the condition from merely a participant in the 2014 World Cup in Brazil, to a protagonist. Now it can be seen how, from the sensitive experiences, moved by the power of the images and the force of the texts (headlines and captions), associated with the indexing resources, the texts offer the reader the conditions for a third movement (the thirdness, for Peirce)⁷, of an interpretive nature, through which the discourse of the images and headlines complete its movement of meaning. From this double offer of signs, there is a referral so that the meaning of the Cup sporting event finds its corresponding part in the mindsets and sensibilities of the readers, so that they develop conclusions on the issue, and that these conclusions are assumed to be "true", i.e., they drive the recognition/interpretation of the content carried as being the "best" or most "legitimate" for the purpose for which it is intended. Therefore, it deals with constructing "truth" about this social phenomenon. In this third instance of the semiotic process, beyond the subjective and emotional contingencies lived out in the reader's experience with the images and headlines, the arbitration of cultural and ideological conventions that are based on the definitions of the truth announced on the front pages operate. In the case analyzed, taking the set of content from the front pages, questions are raised related to a tension about identity: who are Brazilians? What are they proud of and what are they embarrassed by?

⁶ "The Secondness Is Linked To The Ideas Of Dependence, Determination, Duality, Action And Reaction, Here And Now, Conflict, Surprise, Doubt" (SANTAELLA, 2002, P. 7)

⁷ "Thirdness is in regards to generality, continuity, growth, intelligence [...] manifested in the sign as long as the sign is a first (something that is presented to the mind), connecting a second (that which the sign indicates, refers to or represents) to a third (the effect that the sign will provoke in a possible interpreter)"(SANTAELLA, 2002, p. 7)

From the double sense experiences provided by the images and witnessed by the newspaper, through which these image-indexes – they celebrate soccer and are joyful, but also fight for and face social and political problems by demonstrating in the streets; objectively, the newspaper testifies to the victory of Spain, it testifies to the imprisonment of the corrupt, it testifies to the impact of the demonstrations on governments, and finally, they are given the conditions for interpretive conclusions, truths; and such conclusions reinforce, objectively, a classical understanding about the constitution of Brazilian identity, established on the duality of traditional and modern behaviors, but that, above all, has an understanding of a country whose identity is becoming more solid and is headed toward maturity. So, from the interpretive guidance of the Folha de São Paulo, retaking the path to victory and the fight, and going on to combat the socio-economic evils (poverty) and opposes a corrupt political culture (arresting and disapproval of government), and finally, there are discussions on the Confederations Cup and the awakening of a new time for a country that has been sleeping for some time, or even, has been conforming to the situation in which they live.

4. Final Considerations

To summarize this reflection, one can perceive, initially, that soccer takes up a large space in Brazilian media, as it does in the lives of Brazilians, and such a statement is possible from observing the headlines and photos published in the Folha de São Paulo Newspaper throughout the period determined for conducting this analysis. On all of the days observed, headlines and images associated to the Confederations Cup event are present. Therefore, it is also possible to see that the reported sporting event earned the media dimension of a mega-sporting event, since it involved, considerably, the press, the readers and finally, Brazilian society. So, it intended to identify, on the front pages of the selected newspapers, frames that revealed the meanings suggested by the newspaper about the facts related to the issues found in the newspaper. Initially, it could be perceived that, during the period selected, there was the occurrence of two facts that were relevant to Brazilians: the sporting event and the protests that occurred in the country as a way to show the indignation of the people with respect to Brazilian social and political issues. With regards to the sporting event, the newspaper's choice to reveal to the readers a team that showed its power to beat the adversary, considered up to that moment as the best team in the world since it was the winner of the 2010 World Cup, was understood. On 06/30, Brazil was still considered a "long shot", i.e., a discredited team. There was, on the part of the newspaper, as shown in the headline, the understanding that the Brazilian soccer team was not the favorite for winning the Confederations Cup title. Surprisingly, on the next day, the newspaper published that the "long shot" had given an "olé" in the world champion team, winning 3x0. On the front page, the newspaper had published two pieces with photos about the Brazilian victory, stressing the festive climate that occurred on account of this achievement. In this sense, it was perceived that there was also a change on the part of the newspaper, in how it dealt with the team, going from being discredited to being that which gave an "olé", i.e., showing performance on the sports field that was far superior to that of the adversary.

The changes are not only related to the performance of the Brazilian soccer team, but also with regard to Brazilians. On the front pages observed, from the publication of the stories and images that reveal the protests that took place in Brazil at the same time as the sporting event, it is possible to identify changes in society. Brazilian reality is that of change, of transformation, i.e., corrupt politicians arrested, reforms made, discontentment with politics and the demonstration of this feeling. Thus, it is understood that the headlines remit changes on a national scale, since the Brazilian team not only represents the country, but its people, which, in turn, protested against important issues that, up to that point, their political representatives did not much address. The strategies for producing meaning - analyzed here from the perspective of the triadic semiosis - used by the Folha de São Paulo in framing the pre-coverage and the coverage of the Finals of the Confederations Cup/Brazil/2013, suggest a relationship of meanings between the sporting event and the social phenomenon linked to the public demonstrations in June 2013, which mobilized millions of people, placing soccer and the protests in the middle of these processes of signification and the feeling of change, as witnesses to these changes; the national identity is reviewed and reinforced by the media discourse, as much in the victory as in the socio-political crises sharpened by the demonstrations. It is understood that such meaning found in the discourses of the front pages of the Folha de São Paulo frame the product "2014 World Cup" and foresee the Cup as a media phenomenon, attributing the positivity of the change and the new to this product.

Thus, this product gains power in the media discourse and becomes recognized as legitimate by the reader/consumer of this product; that is, even if the Folha reports the discourse against to the Cup, found in the demonstrations in June 2013, it is done from an essentialist perspective (maybe democratic and liberal), which emphasizes protesting itself, the demonstration itself, the "go to the streets" itself, without, however, touching on the object/target of the social criticism present in the demonstrations, in the protests – with the Cup being the state's priority - since it would be to go against the constitution of the Cup as its own media product.

5. References

- CASTELLS, M. (1999) *Asociadadeemrede*. São Paulo: Paz e Terra.
- FLUSSER, V. (2002.) *A filosofia da caixa preta. Ensaios para uma future filosofia da fotografia*. Rio de Janeiro: Ed. RelumeDumará.
- IANNI, O. (2001) O príncipe eletrônico. In: _____. *Enigmas da modernidade*. Rio de Janeiro: Civilização Brasileira, p.141-166.
- KILPP, S. (2003) *Ethicidadestelevisivas*. São Leopoldo: Unisinos.
- KOSSOY, B. (2002) *Realidades e ficções natramafotográfica*. 3.ed. São Paulo: Ateliê Editorial.
- KUHN JÚNIOR, N; MARTINS, V.. *Voo AF 447: nos radares da mídia*. *Comunicação, Mídia e Consumo*.v. 8, n. 21. 2011.
- MARTÍN-BARBERO, J. (1998). *De los medios a las mediaciones: Comunicación, cultura y hegemonía*. Barcelo: Ediciones G. Gilli, 1998.
- MEZZARROBA, C.; PIRES, G. d. L. (2011) Os jogos pan-americanos rio/2007 e o agendamento midiático-esportivo: um estudo de recepção com escolares. *Rev. Bras. Ciênc. Esporte*, Florianópolis, v. 33, n. 2, p. 337-355, abr./jun.
- MÜLLER, I. D. *et al.* (2013) Manifestos sociais e copa das confederações na cobertura da Folha de São Paulo. *Revista Motrivivência*. Ano XXV, nº 41, dez.
- PEIRCE, C. (A fixação da crença. Tradução: Anabela Gradin Alves. (1877) Available at: <http://www.bocc.ubi.pt/pag/peirce-charles-fixacao-crenca.pdf>. Accessed in 10/03/2014.
- PEIRCE, C. (1999) *Semiótica*. 3.ed. São Paulo: Perspectiva.
- QUÉRÉ, Louis. *Entre fato e sentido: a dualidade do acontecimento*. In: *Trajetos*. *Revista de Comunicação, Cultura e Educação*, Lisboa, n. 6, p. 59-75, 2005.
- RANSDELL, J. (1997) *Teleology and the Autonomy of the Semiosis Process*. Dept of Philosophy, Texas Tech University Lubbock. November 22. Available at: <http://www.cspeirce.com/menu/library/aboutesp/ransdell/autonomy.htm>. Accessed in 04 jun 2009.
- REBELO, J. (2006) *Osacontecimentosmediáticos como actos de Palavra*. *IC, Revista Científica de Información y Comunicación*, Número 3, Sevilla SECCIÓN.
- SANFELICE, G. R. (2010) *Campo midiático e campo esportivo: suas relações e construções simbólicas*. *Revista Brasileira de Ciências do Esporte*, Campinas, v. 31, nº 2, p. 137-153.
- SANTAELLA, L. (2002). *Semiótica aplicada*. São Paulo, Pioneira Thomson Learnig, 186 p.
- TAFFAREL, C.N.Z.; SANTOS JUNIOR, C. d. L.; SILVA, W. A. (2013) *Megaeventos esportivos: determinações da economia política, implicações didático-pedagógicas e rumos da formação humana nas aulas de Educação Física*. *Em Aberto*, Brasília, v. 26, n. 89, p. 57-66, jan./jun.