

# COMPARATIVE ANALYSIS OF THE COVERAGE OF THE 2013 FIFA CONFEDERATIONS CUP FINAL BY NEWSPAPERS *EL PAÍS* (SPAIN) AND *FOLHA DE SÃO PAULO* (BRAZIL)

ANÁLISE COMPARATIVA ENTRE OS JORNAIS *EL PAÍS* E *FOLHA DE SÃO PAULO* NA FINAL DA COPA DAS CONFEDERAÇÕES

ANÁLISIS COMPARATIVO ENTRE LOS PERIÓDICOS *EL PAÍS* Y *FOLHA DE SÃO PAULO* DURANTE LA COBERTURA DE LA ETAPA FINAL DE LA COPA DE LAS CONFEDERACIONES

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## Keywords

Media.  
Football.  
Confederations Cup.

**Abstract:** This study aimed at identifying and interpreting meaning-making by newspapers *Folha de São Paulo* (Brazil) and *El País* (Spain) in their coverage of the 2013 FIFA Confederations Cup Final. We analyzed news articles published in these newspapers from June 27 to July 2, 2013. Based on meaning units, the following categories were identified: result sport; economy sport; infrastructure sport; political and social issues; advertising. We concluded that the popular demonstrations were presented as a media event by the newspapers examined, becoming a core element together with result sport.

## Palavras-chave

Mídia. Futebol.  
Copa das  
Confederações.

**Resumo:** O objetivo deste trabalho foi identificar e interpretar a produção de sentido estabelecida pelos jornais *Folha de S. Paulo* (Brasil) e *El País* (Espanha) sobre a cobertura da final Copa das Confederações no Brasil em 2013. Foram analisados os jornais *Folha de S. Paulo* e *El País* de 27 de junho a 2 de julho de 2013. A partir das unidades de significados, chegamos às seguintes categorias: Esporte resultado; Esporte economia; Esporte infraestrutura; Questões políticas e sociais e Publicidade. Concluímos que as manifestações populares se ofertaram como um acontecimento midiático na cobertura dos jornais analisados, possibilitando um protagonismo juntamente com o esporte/resultado.

## Palabras clave

Medios.  
Fútbol.  
Copa de las  
Confederaciones.

**Resumen:** El objetivo de este trabajo fue identificar e interpretar el conjunto de significados establecidos por los periódicos *Folha de S. Paulo/Brasil* y *El País/España* durante la cobertura de la etapa final de la Copa de las Confederaciones en Brasil, realizada en 2013, a través del análisis de noticias y reportajes publicados en dichos periódicos entre el 27 de junio y el 02 de julio de ese año. A partir de las unidades de significado se llegó a las siguientes categorías: Deporte resultado; Deporte economía; Deporte infraestructura; Cuestiones políticas y sociales y Publicidad. Concluimos que las manifestaciones populares constituyeron un acontecimiento mediático en la cobertura de los diarios analizados, convirtiéndose en protagonistas de las noticias junto a la categoría deporte/resultado.

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## 1 INTRODUCTION

Mega sporting events entered the agenda of Brazilian media after the 2007 Pan American Games in Rio de Janeiro. Since then, Brazil has been part of the international competition circuit as shown by the 2014 FIFA World Cup in and the 2016 Olympics in Rio. As happened in Spain at the end of the last century, major sporting events provided a crucial tool for media evolution and development. From the 1982 FIFA World Cup to the 1992 Olympics in Barcelona, a series of competitions of different sports took place (1986 FIBA World Championship, 1999 World Championships in Athletics in Seville, etc.), with great social-media impact. Those sporting events not only enabled Spain to achieve international recognition in the world of sport, but also influenced changes in its economic and social structures.

With the favor of the media, especially in times of Olympics and the FIFA World Cup, sports are increasingly exposed to the general public through media coverage, which enhanced their chances of dissemination (SANFELICE, 2010). The proposal of our study starts with the belief that the media field, by focusing on the 2013 FIFA Confederations Cup, founded an event whose framework anticipates the “mega event-product” model – the 2014 World Cup – and offers a “thermometer” to measure the social impact of that specific “event-product”. Thus, this text aims to identify and interpret meaning-making by newspapers *Folha de S. Paulo* (Brazil) and *El País* (Spain) in the pre-coverage and the coverage of the 2013 FIFA Confederations Cup Final. We understand the Confederations Cup as an extension of the mega-event 2014 World Cup. Thus, we propose to study a Brazilian newspaper – *Folha de S. Paulo* – and the largest Spanish newspaper – *El País* – to find aspects related to the 2013 Confederations Cup in Brazil. Brazil gains prominence in media coverage by hosting the mega event of the 2014 World Cup. Spain, in turn, is the current world champion, known in the media as “*La Roja*”, and will defend its football supremacy in Brazil in 2014. The major repercussion of that name is a result of the latest international victories of the Spanish squad. In any case, the “*La Roja*” concept has become a brand image and the main advertising call of TV group Mediaset, which has held broadcast rights on Spain’s official matches in the last World cups and European championships.

## 2 SPORT, MEGA SPORTING EVENTS, THE WORLD CUP, THE MEDIA

They are not only media outlets but also meaning makers. Therefore, they play an important role in any socio-cultural context. Given the football overdose on the media, the recurrent question in informal and even formal conversations is whether football is very popular because it is highly publicized or the other way around. Few activities draw as much attention as a major football event. The first balls and the first matches probably came through Jesuit schools in colonial times. There were still no clubs, leagues or associations, but the sport practiced was already modern football according to the English model (MELO, 2000). The ease of its practice caused massification, enabling Brazil to reveal several athletes. Since then, the country has exported a lot of players to the world’s top teams.

Mega sporting events are major events involving a number of people and factors, involving countries, governments and their economies, and stimulating the general popula-

tion (TAFFAREL; SANTOS JUNIOR; SILVA, 2013). They are expensive, so it is essential to plan for the necessary resources. Most of them cause losses and end up being paid for by state institutions (AÑÓ, 2000). That phenomenon is one of the most significant, relevant and complex events of today's society. Sport is one of the major means for collective mobilization created by humans and is considered a key area for contemporary society (DUNNING, 2003). Its importance results in large part from media coverage, "for their ability to produce significances and make meanings within each culture" (MEZZAROBÀ; PIRES, 2011, p. 338). Therefore, the study of sport as a media phenomenon cannot be limited to a mere analysis of discourses about it, since contents also express each country's truly exceptional social elements.

The 2014 FIFA World Cup in Brazil entered the agendas of the media and Brazilian society, being organized as a mega event. That major event considerably increased media attention to that South American country, as demonstrated by the establishment of new world media correspondents.

Nevertheless, a World Cup match is now considered a commodity since it is related to a public that enjoys football and pays, whether directly or indirectly, thus supporting that global spectacle (DAMO, 2011). The media-based sport structure focuses on production of spectacles for consumption of symbols and rituals (MORAGAS, 2010). Thus, hosting the World Cup will give Brazil worldwide visibility, since events of that magnitude promote a country's image abroad (DALONSO; LORENZO, 2011). The event is a great opportunity for Brazil to strengthen its image and foster its economic growth as an emerging country. Brazil's GDP (Gross Domestic Product) is the highest in Latin America and its agricultural, manufacturing, mining and services industries are large and developed. To them we must add the increase in tourism during the period of preparation and competition, and specially the whole period after the World Cup (COLLADO, 2012).

### 3 MEDIA, IDENTITY AND SPORT

Fausto Neto (2002) says that Brazilian society in its cultural and ethnic multiplicity has its ways of operating its particular agendas about sport. These movements capitalize on the social fields since those ways of feeling are references for different fields to re-symbolize them within their agendas. The author points out that sport, besides being a cultural and playful activity, is also permeated by other themes that are not necessarily related to it, but which influence the way it works. Thus, sport has become a political and commercial matter while its educational capacity is reduced to a mere element for manipulation and alienation (ALCOBA, 2009). Fausto Neto (2002, p. 13) concludes: "the playful and symbolic aspect comprises only one dimension of sport, because other functions and dimensions exist alongside those, whose nature pertains to other interests". Vincent and Hill (2013) emphasize that a major sporting event creates ideal links that allow us to examine several cultural identities.

By promoting the FIFA World Cup, the Brazilian government draws global attention from those seeking to watch competitions and see what the country has to offer. That is, with such exposure, Brazil will consolidate a world image that will remain later (OLIVER, 2012). All these actions respond to the same goal: a culture that knows and feels it is observed by a

large international audience through the media that will cover the spectacle of a unique event (MORAGAS, 1992).

By winning its first World Cup in 1958 and, shortly after that, the 1962 edition, Brazil turned football into materialization of national representation. Not everyone identifies with a particular type of sport or sporting event, in order to interpret and re-signify sport. Therefore, we believe that the media seek to establish regional or national relations through its discourse. Sport has become important in modern societies for individuals to identify with the communities they belong to, i. e. to build and express collective feelings and group balance (DUNNING, 2003). Thus, national identity is reinforced through selective construction of idealized versions of the country's reality, relying solely on past successes as part of national consciousness (VINCENT; HILL, 2013). The media communicates with its receivers/consumers through identity processes (ways of framing) established by the society/culture they are part of, within the various fields. And although sport, in its essence, is a banal, trivial and ephemeral pursuit, it also exposes, in a very public manner, some of the accounts and stories that sustain communities and identities giving meaning to a society – both local and global (BOYLE, 2006). The framing of regional language and local cultural aspects by the coverage are “fillings” needed to ascribe meaning to the result of the sports field in the village. Thus, framings fundamentally operate with what is thought to be readers' context – an essential element to establish communication.

Bourdieu's (2004) work “Identity and representation: elements for a critical reflection on the idea of region” can be related to this study. For the author, the regionalist discourse is performative and seeks to impose a new definition of borders as legitimate while making the region thus defined known and recognized. As categories of kinship, they establish reality using the power of revelation and construction exercised by objectification of discourse. Bourdieu also emphasizes that objectification of discourse depends not only on those who hold it, but also on the degree to which that discourse announces itself to their identity group, that is, in the recognition and belief granted to it by its members. In this regard, the media seeks to evoke identity, cultural and representation issues in their coverage. It is a process that implies that the media choose and determine basic socio-cultural and geopolitical references to interpret the socio-political reality (MORAGAS, 1992).

The newspapers studied – *Folha de S. Paulo* and *El País* – are traditional in their respective countries, with their own characteristics. *Folha de S. Paulo* was founded by Olival Costa, Pedro Cunha and other journalists on February 19, 1921, as *Folha da Noite*. It was an afternoon paper that expected to attract readers in the urban middle classes and in the working classes. In July 1925, a morning paper was launched as *Folha da Manhã* (Manual da redação, 2011). The newspaper openly declared itself as a “product” subject to market laws, which appreciated modernization and professionalism. *Folha* claims to do modern, critical, analytical, specialized, service-oriented, plural and non-partisan journalism. Criteria for choosing news would include novelty, improbability, interest, appeal, and empathy (MANUAL..., 2011).

The Folha Group is currently one of the country's leading media conglomerates. It controls the newspaper with the largest circulation and influence in Brazil (*Folha de S. Paulo*), the country's largest internet content and services company (UOL), the news website with the

highest audience (Folha.com), and the largest commercial printing company (Plural), as well as other businesses. The group, which has nine thousand employees and generates about seven thousand indirect jobs, also owns Datafolha, one of the country's most respected public opinion companies, a book publisher (Publifolha), an on-line bookstore (Livraria da Folha), a news agency (Folhapress), one of the largest and most modern printing plants in Latin America (CTG-F), Transfolha, dedicated to the distribution of Folha Group's products, a printing company dedicated to corporate newspapers and brochures, publishers and advertising agencies (Folha Gráfica) and SPDL – a distribution and logistics company established in association with newspaper *O Estado de S. Paulo*.<sup>1</sup>

*El País* is owned by PRISA, currently considered Spain's largest communications group. From an editorial point of view, "it defines itself as an independent, national, general information medium with a clear global and especially Latin American vocation" (*El País*, 2014, p. 27). This international interest translates into a global edition that is printed and distributed in Latin America. Since November 2013, it has had a Portuguese-only digital edition for Brazil, with its own press room based in São Paulo.

From an ideological point of view, *El País* has been considered a reference to the social democratic groups close to Spain's center-left since its foundation (1976). However, in recent years, its editorial line has come closer to economic liberalism, shown by its critical stances against Latin America's new left linked to populist movements, especially in certain matters related to political and social issues (*El País*, 2014).

As for sports information, *El País* has traditionally offered a less sensationalist view compared to the Spanish sports press (*Marca*, *Sport*, etc.). However, Spain's national football team has received a more triumphalist press coverage in recent years, favored not only by the latest sporting achievements (UEFA Euro 2008 and 2012; 2010 FIFA World Cup) but also because of commercial and advertising interests purchased by PRISA. Therefore, the newspaper began publishing radio ads for the SER network, which belongs to the same group as *El País*, strongly supporting the Spanish national football team.

## 4 METHOD

### 4.1 The corpus

This is a descriptive/quantitative/qualitative study whose corpus includes editions of newspapers *Folha de São Paulo* and *El País* from June 27 to July 2, 2013. The latter was the day when it was decided that Brazil and Spain would play the Confederations Cup's final match, and the match took place two days later. The method chosen for this research was Bardin's (2011) content analysis. The process consists in quantifying certain elements that appear in the text in order to recognize their predominant occurrence over others. Findings bring a number of interpretations and conclusions related to the variables studied. In Krippendorff's (1997, p. 28) terms, content analysis allows us to make "replicable and valid inferences that may apply to its content".

<sup>1</sup> Source: <http://www1.folha.uol.com.br>.

## 4.2 Categories of analysis

Based on units of meaning (texts, images, advertising, editorials, panels, news articles, titles, headers and other channels), the following categories were established (based on the empirical material analyzed rather than being defined a priori):

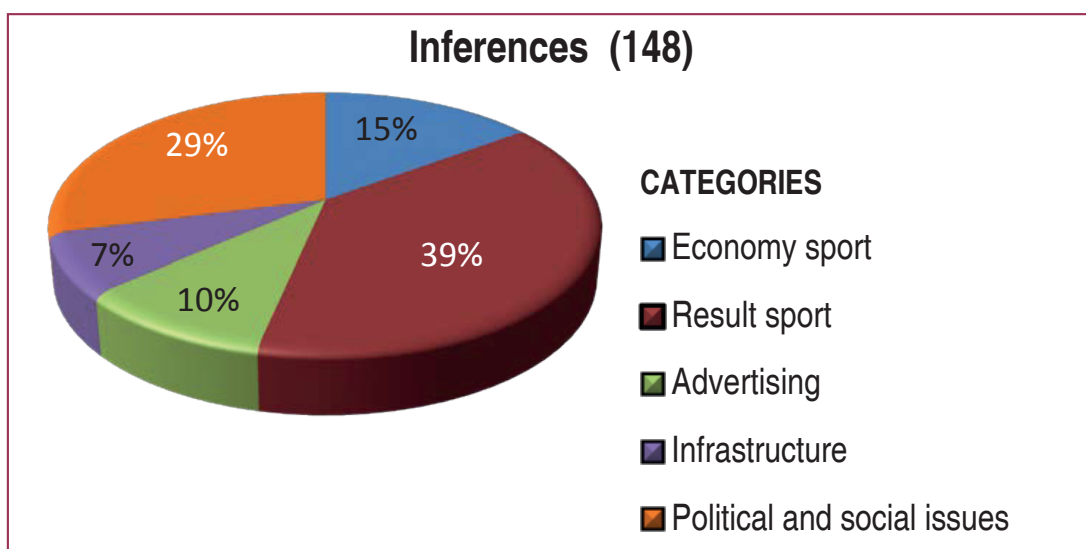
- 1) **Result sport:** it represents aspects of the sporting dispute itself, considering technical, tactical and physical aspects.
- 2) **Economy sport:** this is sport as business, discussing investments, sponsors, public tenders and expenses related to football/World Cup and Confederations Cup.
- 3) **Infrastructure sport:** aspects of building, renovation and expansion of airports, stadiums, roads, hotels as demanding funds, financing, remodeling or construction, etc. for the Confederations Cup and the World Cup.
- 4) **Political and social issues:** aspects related to politics and social protests that occurred in Brazil, in connection with the Confederations Cup and World Cup.
- 5) **Advertising:** ads published by newspapers as a result of the Confederations Cup or the World Cup; it breaks down in sponsors of the sporting events and in *Folha de São Paulo* sponsors.

Qualitative techniques allowed us to perform textual and visual analysis without forgetting the context and its dimensions, which account for the discourse structures at different descriptive levels. Context dimensions are related to these structural descriptions, with properties that are different from the context, such as cognitive processes and representations or socio-cultural factors (DIJK, 1990). Data were presented using descriptive statistics, represented as percentages and qualitatively analyzed as described below.

## 4.3 Data presentation and discussion

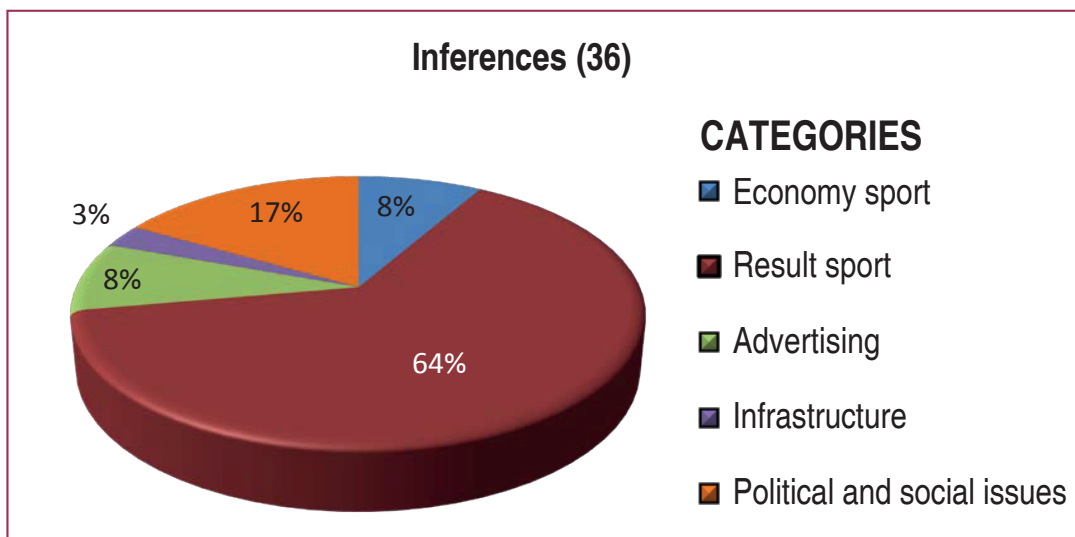
Below are the charts related to the categories established by each newspaper analyzed – *Folha de S. Paulo* and *El País*. Each unit of meaning was called inference after grading the analytical categories.

Figure 1 - *Folha de São Paulo*



Source: Prepared by the authors

Figure 2 - *El País*



Source: Prepared by the authors

The first chart represents the total number of units of meaning extracted from *Folha de São Paulo* (148), by category. Following the logic of news construction, in which the dominant fact in the period of analysis is the Confederations Cup Final, the category **Result sport** had 39% of inferences, followed by **Political and social issues** with 29%, **Economy sport** with 15%, **Advertising** with 10% and finally **Infrastructure** with 7%. Similarly, the second chart represents the inferences drawn from *El País* (36). In this case, it is noteworthy that **Result sport** has 63% of the total, followed by **Political and social issues** with 17%, **Advertising** and **Economy sports** with 8%. **Infrastructure** has only 3% of the total.

The box below shows inferences by category and day in their newspapers.

Figure 3 – Inferences by category/newspaper/day

		27/06	28/06	29/06	30/06	01/07	02/07	Total	
<b>Result sport</b>	<b>Folha de São Paulo</b>		12	10	7	13	13	2	57
	<b>El País</b>		5	4	3	5	5	1	23
<b>Economy sport</b>	<b>Folha de São Paulo</b>		4	1	5	3	3	6	22
	<b>El País</b>		1	1	0	1	0	0	3
<b>Infrastructure</b>	<b>Folha de São Paulo</b>		0	2	1	2	5	1	11
	<b>El País</b>		0	0	1	0	0	0	1
<b>Political and social issues</b>	<b>Folha de São Paulo</b>		6	3	13	4	7	10	33
	<b>El País</b>		3	0	1	1	1	0	6
<b>Advertising</b>	<b>Folha de São Paulo</b>		3	3	3	6	0	0	12
	<b>El País</b>		1	1	0	1	0	0	3
<b>Total</b>	<b>(X) (X)</b>		(25) (10)	(19) (6)	(29) (5)	(28) (8)	(28) (6)	(19) (1)	(184)

Source: Prepared by the authors

As shown in the table above, we found higher presence of **Result sports** in both newspapers, especially on the day of the Confederations Cup final (June 30) and post-final (July 1). Popular demonstrations at the time of the Confederations Cup also had their space on the coverage, being mentioned on each day of the analysis. In contrast, *El País* shows no inference

about the **Political and social issues** category on June 28 and July 2, 2014. Next, aspects of construction of news in both newspapers.

#### 4.4 The process of news construction

*June 27*

On June 27, we found 25 inferences related to the Confederations Cup on *Folha de S. Paulo's* front pages, images, notes, editorials and news articles. The Sports Section (*Caderno de Esportes*) gives it greater emphasis, with 14 inferences. The first front page starts by praising the Brazilian team, with the title “Adiós, Uruguay”, after Brazil beat the Uruguayan team 2-1.

On that day, the **Result sports** category stood out, debating matters related to the population's identification with players, encouraging them to look within themselves for nationalist pride and compensate the demonstrations<sup>2</sup> against the World Cup and its spending that were taking place in parallel with the matches. The Brazilian team sought its fourth championship in the competition and its victory sparked people's hopes as a result of miracles accomplished by the team.

For Muller *et al* (2013), after the June demonstrations, the Confederations Cup and the 2014 FIFA World Cup itself received a different approach, since public opinion was quite unhappy with FIFA's requirements, especially with regard to stadiums. That behavior is revealed by the **Political and social issues** category's second place in the analysis proposed here. Such discontent proved very consistent in the protests and demonstrations that intensified during the Confederations Cup and even took to the surroundings of several football stadiums before and after some of its matches.

The media discourse is the result of social mediation by the media themselves. Social representation of the sports field in times of World Cup is done through media that, with their coverage, both represent and are represented. Therefore, *Folha de São Paulo* sought to represent victory in line with local culture elements that awaken the social imaginary about the sports outcome (SANFELICE, 2007). That imaginary is a symbolic representation, a way to ascribe meaning to what is done in the sports field. As for the relationship between fields, Rodrigues (1997) points out that the media discourse also plays an important role in strengthening the legitimacy of other institutions, helping to keep them present in the social imaginary. Thus, *Folha de São Paulo* shifts the focus toward visual and discursive compositions that highlight the links between sport (football) and national identity. These links are made positive by the festive feeling of the Brazilian team's victory. Thereby, the debate on public spending for the World Cup brought up by demonstrations is minimized [“deleted”], even though the topic was in every edition during that period.

In this case, if we consider only the five front pages – through their pictures and headlines – we will find that four of them offer a dual felling<sup>3</sup> to our perception: on the one hand, the feeling of celebration, whose core is football (the celebration with the embrace of victory); on the

<sup>2</sup> About the June 2013 demonstrations: on June 11, days before the start of the competition, a movement organized via social media and called Free Fare Movement (*Movimento Passe Livre*, MPL), following what had already happened in Porto Alegre and Rio de Janeiro, gathered some 11 thousand people in São Paulo's Paulista Avenue to protest against the increase in public transport fares decreed days before by Mayor Fernando Haddad and Governor Geraldo Alckmin. There was deprecation of public and private assets.

<sup>3</sup> We refer to the use of visual and discursive resources producing an explosion of qualities in readers that affect and mobilize sensations corresponding to what Peirce calls “firstness”, i. e., that which appears in everything related with quality, feeling, originality (SANTAELLA, 2002, p. 7).



other hand, the feeling of revolt divides our attention. Images of demonstrations, of acts of social reaction to Brazilian problems gain strength here. Those images reveal the feeling of everyday struggle, of struggling people, of the massive response to political and social ills that embarrass us. In both cases, images of celebration of victory or images of revolt in the streets paradoxically strengthen identity features and, in the realm of feelings that cause excitement, reinforce the feeling of a *new time*, an awakening of the Brazilian *being*.

On the same day, *El País* had nine inferences about the Confederations Cup final. There was a formal and technical discourse that leads us more toward rational assessments of economic and social processes involved in the implementation of a mega event than toward feelings (such as national identity) linked to the event (even if fanaticism spreads sometimes, such as the news about fires and looting in Belo Horizonte during the match between Brazil and Uruguay, published on the second page). Therefore, *El País's* discourse reinforces criticism to Brazil about World Cup spending, stressing the matter through the headline “How many schools are worth one Maracanã?”, with a photograph of two children justifying the protests that occurred concurrently with the competition. Here, *El País* has a critical discourse on public spending, in contrast with *Folha de São Paulo*. Its front page also features Brazil’s qualifying for the final, noting that the country has done its job (“*Brazil is already in its great final*”) and that Maracanã and a classic match against Italy in the semifinals are more than enough to motivate players. Similarly, the value of the Spanish defense is highlighted through a long interview with Sergio Ramos, in contrast to the comment about the Italian defense’s vulnerability. It is also interesting to note the presence of a supportive radio ad on “Cadena SER” on that day: “The last barrier before the final”.

#### June 28

On June 28 there were 19 inferences about the Confederations Cup final in *Folha de São Paulo*, most of them in the Sports Section. Its front page covers Spain’s qualification to the final after defeating Italy in the penalty shootout. Sergio Ramos’s image is emphasized once again, as it has been throughout the Confederations Cup, given the importance of *La Roja’s* defender/right-back.

Therefore, we see a large number of inferences (10) about the Brazilian team’s performance, articulating coach Scolari’s already achieved goals and projecting a possible final. We also note that only one of 19 inferences was about demonstrations near the stadium. The front page features a citizen wearing a yellow jersey and facing a police battalion. The text does not associate it with sports, but it connects meanings of the Confederations Cup and the demonstrations, through the iconic appeal of the yellow jersey – the canary color is an icon of the Brazilian team – of a demonstrator who is an elderly man rather than a young rebel. Furthermore, the caption emphasizes that the confrontation took place near the Castelão stadium, therefore connecting both events: “Man to man: protester faces police troops near Fortaleza’s Castelão stadium, where confrontation ended with seven injured and 72 arrested. In Rio, demonstrations included a peaceful march chanting ‘The fight has just begun’.”

In *El País's* June 28 edition, only six inferences discussed the event and mentioned Spain’s qualification for the Confederations Cup final, highlighting, as in *Folha de S. Paulo*, the image of Spanish defender/right-back Sergio Ramos on its front page. The tone was still technical and objective. However, unlike previous editions, the fact that Spain qualified for the final

against Brazil repositioned the event, raising it to the condition of a heroic episode: the image representing that repositioning is Spain's celebration, where several players appear embracing each other; the image is in line with the ideology of Spanish unity represented by La Roja. The caption – "Spain's epic gets to Maracanã. *La Roja* will play the final against Brazil after defeating Italy in penalty shootouts" – reinforces the importance of confronting a team with such visibility in one of the world's main football stadiums – Maracanã. Thus, the discourse of victory is evident in headlines such as: "Spain has no limits", previously reinforced in advertising pages with an ad for Movistar (phone company): "Go Spain! This final shall be historical!"

### June 29

On 29 June, in *Folha de S. Paulo*, we found 28 inferences still about the Confederations Cup final, mostly connected to **Political and social issues**. Even if the final between Brazil and Spain was already certain – and called by reporters the "Final of the Century" – the news were political. The rest of the inferences were about the tournament's legacy and its non-use by the country – an interesting approach to the subject, since they mention that just as Neymar dribbles opponents on the field, the federal government is equally skilled regarding demands related to infrastructure, etc. Another point worth mentioning is the economic issue, which comes through a column stressing the concern with illegal ticket resale and the TV war between Bandeirantes and Globo networks.

According to Ribeiro and Santos Junior (2013), mega-events emerge in Brazil as crucial for the new form of municipal governments that are based on entrepreneurial governance and deepen commodification of cities. According to the authors, that is due to the country's cycle of stability and economic prosperity, combined with the existence of urban assets that can be exploited and integrated into international financial circuits, which thus contrast with the logic of regulating market forces to make them compatible with the right to the city. The authors point to the fact that Brazil is experiencing a time when the State intervenes heavily in the economy, under the hegemony of international and national financial capitals and their logic, in a pattern that could be defined as neoliberal Keynesianism.

On the same day, *El País* made five inferences to the final match, covering a range of topics. Thus, the most important news item, which opens the sports section – "Spain complaints to FIFA" – describes several nuisances faced by the Spanish team during their stay in Brazil. But the focus was on Spanish players' alleged "orgy" with professionals responsible for erotic and sexual stimulation. Thus, the newspaper's coverage becomes a personal account defending players and attacking the Brazilian press for alleged sensationalistic coverage. It thus insults Brazil's organization, calling it irresponsible and reckless and saying that it is a Brazilian weapon to destabilize the Spanish team: "It was made up by a sensationalist media – Spanish players are innocent". Note also the victory discourse of the Spanish newspaper, praising Del Bosque's tactical approach: "Hey, La Roja has stripped Brazil from the world throne of playing pretty".

### June 30

On June 30, *Folha de S. Paulo* made 28 inferences about the great final between Brazil and Spain, mostly in the Sports Section, in the **Result sports** category. Its main reference is Brazilian player Neymar, who appears on the front page, next to a note that said: "The World

Cup in Brazil is supported by 65% of Brazilians, according to Datafolha”. So, even though Brazil’s team was not the favorite to win and was struggling to beat Spain, the newspaper reports on Scolari’s remarks making it clear that the “pretty” play would pass and results would remain, just as we could link the coach’s words the 2014 World Cup, foreseeing that victory would solve any other issue. By speaking of Neymar, *Folha de S. Paulo* seeks to create acceptance for the World Cup in Brazil.

*Folha de S. Paulo* portrayed Brazil as the underdog (“azarão”) before the final match, as we can see on the front page of the Sports Section on June 30, 2013, the day of the final.

Figure 4 – Front page of the Sports Section of *Folha de S. Paulo* on June 30, 2013

**FOLHA DE S. PAULO**  
DOMINGO, 30 DE JUNHO DE 2013

folha na

**Brasil ZARÃO**

Felipe em treino no Maracanã

**OS CARAS DAS COPAS**  
Eusebio - Portugal atacante 1966

**SEM SER FAVORITA, SELEÇÃO FAZ FINAL HOJE NO MARACANÃ CONTRA A ESPANHA**

MARCEL RIZZO  
MARTÍN FERNÁNDEZ  
ENRIQUE ESPINOSA ADRIÉS  
SÉRGIO RAMOS  
DO RIO

O Brasil lidará com uma sensação inédita hoje no Maracanã, quando entrar em campo para enfrentar a Espanha na final da Copa das Confederações, torneio que serve de ensaio para a Copa-14. A seleção não girará em seu templo do futebol como favorita, não oitava o adversário de cima para baixo. Atual campeão mundial e bicampeão europeu, a Espanha é o rival que todas as equipes tentam superar. Além de estrelas como Xavi, Iniesta e Casillas, já são 29 jogos oficiais de invencibilidade, contando Copa das Confederações, Copa do Mundo, Eurocopa e suas respectivas eliminatórias. Apesar do retrospecto intimidador, o técnico Luiz Felipe Scolari deixou claro ontem que não se abala. “Com uma vitória, mandamos ao mundo a mensagem de que estamos no caminho certo para disputar o título de 2014 com mais sete ou oito seleções”, afirmou Felipe. Para conseguir o feito, o treinador disse que não mudará a formação da equipe. Apesar da consulta de desafiante, Felipe reconhece a superioridade do adversário, que, quando perdeu sua última partida oficial – para a Suíça, em 16 de junho de 2010 –, o técnico do Brasil era Dunga, o centroavante era Luis Fabiano, o capitão era Lúcio e a estrela, Kaká.

O treinador, contratado em novembro passado para dar lustro ao time, marcou-se na trilha aberta por Mano Menezes, seu antecessor. Barrou alguns medalhões, como Ronaldinho, resgatou outros, como Júlio César, e aproveitou a Copa das Confederações para dar rodagem a gente que nunca havia encavado um torneio com o selo da Fifa pela seleção. Caso dos titulares David Luiz, Marcelo, Luiz Gustavo, Paulinho, Oscar, Hulk e Neymar. “Eles [espanhóis] estão com a mesma equipe nos últimos cinco anos, muitos estavam na Copa-10, mas não temos o apoio dos torcedores.” No entanto, até aqui, tem tudo dado muito certo. O Brasil superou Japão, México e Itália e se impôs no jogo mais difícil até agora, contra o Uruguai, na semifinal. A Espanha, por sua vez, se cansou menos na primeira fase, quando ganhou de Uruguai, Taiti e Nigéria, mas bateu a Itália só nos pênaltis. “O acerto de contas ficou para hoje. Se houver empate no tempo regulamentar, o jogo irá para a prorrogação. Se a igualdade persistir, o jogo será decidido nos pênaltis. Embora considere que muitas metas já foram alcançadas durante a competição, Felipe sabe que o título hoje tem poder transformador. “O jogo bonito passa, o que fica para a história são os resultados”, afirmou de content.

LEIA MAIS na pág. B2 e B9

**PVC**  
Brasil é o Bayern e Espanha, o Barça  
pág. B13

**DATAFOLHA**  
Pesquisa mostra que apoio à Copa diminui  
pág. B22

**decolar.com**  
O MELHOR PREÇO PARA SUA VIAGEM

COMPRE ONLINE SEUS SKI PASS

COMPRE FÁCIL E VOE PELO BRASIL

passagem para RIO DE JANEIRO R\$ 78	passagem para BELO HORIZONTE R\$ 85	passagem para CURITIBA R\$ 97	passagem para SALVADOR R\$ 100	passagem para MACEIO R\$ 133
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COMPRE FÁCIL E VOE PELO MUNDO

passagem para BUENOS AIRES US\$ 189	passagem para SANTIAGO US\$ 269	passagem para MIAMI US\$ 703	passagem para LOS ANGELES US\$ 729	passagem para CANCUN US\$ 820
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**HOTÉIS PELO BRASIL**

HOTEL RECIFE 108	HOTEL PORTO SEGURO 59
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Source: *Folha de S. Paulo*, São Paulo, v. 93, no. 30769, p. D1 June, 30 2013.

On the same day, *El País* made seven inferences about the final match. Outside sports, there were two mentions to political and social issues related to Brazilian President Dilma Rousseff's loss of popularity after the wave of protests that took place in different parts of the country. *El País* resorts to the five previous matches between the two teams as well as an interview with Spain's coach Vicente Del Bosque about Spanish goalie Iker Casillas and news about Neymar's talent, dedicating a whole page to his technique and his charisma: "Dribbling by the butterfly's fillet". However, the main highlight is the single advertising inference that points to the final that everyone expected – the mystical climate of playing against Brazil in Maracanã. *El País* runs the headline "Brazilian Spain..." as shown on the front page of the sports section of June 30, 2013, the day of the final match.

Figure 5 - Journal of Sports Notebook *El País* on June 30, 2013

58 vida & artes El PAÍS, domingo 30 de junio de 2013

**deportes** **FÚTBOL**  
Final de la Copa Confederaciones

## La España más brasileña reta al otro Brasil

**La Roja persigue una victoria legendaria ante una Canarinha que desde los años noventa ha perdido aroma**

**JOSÉ SÁBANO, Río de Janeiro**

Se puede ser muy campeón, pero sin derrotar a Brasil siempre parecerá que faltó algo. Por lo que Brasil ha supuesto para el fútbol, superar su reto es casi una obligación de todo estroznado que se precie. Y si el destino te cita en Maracanã, aún más. Los jugadores españoles lo tienen merabolado hasta el hueso y ese objetivo ha sido su hilo conductor permanentemente en una Copa Confederación sea su otro atractivo. Un torneo calado por la FIFA tras una temporada agotadora y una larga concentración sin grandes pausas.

En caso de victoria, la causa habrá merecido la pena para España. No es la final mundialista o de la Eurocopa, pero el cartel es tan imponente que lo parece, y tiene en vista a los futbolistas españoles, que, pese a su mochila de éxitos, siempre soñaron con este día. Para la Roja sería una victoria legendaria, de la que pedirían en la retina y se novelarían de generación en generación.

Ambos bandos se han tomado el pulso como una cuestión tan personal como primordial. En Brasil, con las calles en naipes vivos, teme que una desgracia comparta que todavía más el tránsito hacia su Mundial de 2014. En lo deportivo, la Canarinha no sentirá reñencia en todo un año, puesto que nada tiene el juego hasta entonces, y el derroche por el fútbol está en el disparadero de las retortas sociales. Para los brasileños todavía hay algo más en juego. Desde los años noventa, Brasil ha perdido aroma, ya no representa la esencia del juego bonito, "ese fútbol que profiere el placer al resultado, ese fútbol que no tiene ángulos rectos, como tampoco los tienen las montañas de Río ni los edificios de Niemeyer", como en su día lo definió de forma magistral el escritor Eduardo Galeano. Ese papel histórico le corresponde ahora a su adversario de esta noche, y sus los fracasos en Alemania 2006 y Sudáfrica 2010, la selección amarilla tampoco puede reivindicar títulos o cambios de estilo.

España, por su parte, tiene de todo: gana y fascina. Un éxito en Río sería toda una guinda para el grupo de Vicente del Bosque; una derrota no empañaría su andadura desde 2008. Sin embargo, otro llanto de Maracanã como el provocado por Schuster y Chigga, aunque ya nunca será tan multitudinario, abriría preocupantes interrogaciones en el fútbol brasileño y en todo el país. Por algo en las horas previas, Luiz Felipe Scolari se ha batido de obongo el favoritismo a España, una farm subliminal de querer sacudirse la presión.

En principio, todo apunta a que Brasil mantendrá su alineación de todo el torneo, con Neymar como icno y principal amenaza, dos laterales de largo recorrido –Alves y Marcelo–, dos centrales y un portero merbolado en Europa –Julio César y los zagueros David Luiz y Thiago Silva–, dos medios centras como Luiz Gustavo –más de fenover– y Paulinho –más legador–, un vo-

**VICENTE DEL BOSQUE**  
Seleccionador nacional

### "A Iker no le he dado ni bola, la verdad"

**JOSÉ SÁBANO / LUIS MARTÍN**  
Río de Janeiro

Vicente Del Bosque (Salamanca, 1950) creció en la calle y fue más de futbolines que de escuela, pero sí en los hijos se reconoce a los padres, por su humildad y educación viene de buena casa, aunque su progenitor, Fermín, fuera ferroviario elegante en el campo, lo ha sido siempre en los banquillos. Al salmastro le han dado un digueto con la demarcación de la Unión Deportiva Salamanca, pero en algo le consueva ver a España jugar hoy contra Brasil en la Copa Confederación en el estadio de Maracanã, en tanto que sus recuerdos infantiles evocan al gran Brasil de los 50, más de oídas que por verlo jugar. En la noche del viernes, ya madrugada del sábado en España, se le ve distendido en la sala del hotel, en la playa de Tijuca de Río de Janeiro, donde día sus charlas y maneja una pizarra que ape los periodistas está inmaculada, todo borrado.

**Pregunta.** ¿De qué jugaba en el fútbol?

**Respuesta.** Manejaba las cuatro líneas, ya era entrenador.

**P.** En ese campeonato ha sido más intervencionista que nunca.

**R.** Qué va, comparámonos muchas cosas, pero al final es que toma decisiones es el entrenador. Pero comparámonos con los jugadores. Hemos cambiado cosas por la lesión de Casca y por el calendario.

**P.** Su liberto fue tachado de arrogante, pero resulta que al final de arrete ante Italia a José Martínez, un defensa reconocido a medio centro que nunca fue delantero.

**R.** Era un momento del partido que requería presencia física. Xabi e Iñesta aguantaron bien, pero...

... Necesitamos cosas para sus empujones y alguien que tranco largo que se incorporara de área a área y que nos diera origen en los balones largos. Iñesta que saca suata ruda a balón parado y nosotros somos un equipo muy bajo. Xabi, David Alba, Iniesta... No fue una locura, fue algo racional, tampoco innovador. Los cambios son lo más fácil. El problema es que no una virtud cuando ganas y una locura cuando pierdes.

**P.** ¿Por qué se quedó en el banquillo, desengañado, en la tanda de penaltis con Italia?

**R.** En la cancha yo no podía hacer nada en los penaltis. Lo desgracia Toni (Granado, su segundo). A partir de ahí ya no puedes intervenir.

**P.** ¿Son los propios futbolistas los que piden la vez a partir del sexto?

**R.** Supongo. Al final, pensé que tenía a tocar a todos. Tenía miedo de que le tocase a Arbeloa, porque estaba demasiado perdido. Mirar, me acuerdo de Rábola, que era maravilloso, y en las charlas como seleccionador hablaba de los penaltis. Yo no pienso un segundo, porque me parece que si no el que se atreve. Quería muy bien decir que lo tenemos todo controlado, pero no es verdad. ¿Qué te garantizo? Al final, los mejores tiradores de la historia siempre han fallado algo: Platini, Baggio, Ruffi, Zico... Es un asunto de nervios.

**P.** ¿Hasta qué punto jugar contra Italia pensó por ser una complicación?

**R.** ¿Por qué una complicación?

**P.** Por la dificultad de meterse por la animadversión que generó en la afición brasileña...

**R.** Le vi contra Nigeria y no me parecían tan malos. Contra nosotros me parecieron inocentes, a ellos a presiónar muy arriba y facilitaron las cosas, porque con la línea tan adelantada, el final te tiraban. Pero en unos 30 minutos sin marcar, me cago en la bota. Luego en verdad que tres llegaron muy rápido, pero... He dicho a un periodista decir que les pudimos meter 30. Pero cómo es posible. Eso es imposible.

**P.** ¿Cómo ha llevado la gestión con los porteros?

**R.** Fue complicado, los tres son muy buenos, muy buenos. Y su comportamiento ha sido fantástico, jamás han puesto una mala cara y les estoy sumamente agradecido. En la que no de-mandado buenas personas. Cualquier decisión hubiera sido bastante, seguramente incluso la que lo matamos. Quedar bien con todos es muy difícil. Yo lo decía Woody



Del Bosque, durante un entrenamiento. / ALBERTO RAMÍREZ (GETTY)

Source: *El País*, v. 38, no. 13150, p. 58 June 30, 2013. Sports Section.

July 1

On July 1, *Folha de S. Paulo* made 27 inferences about the Confederations Cup final, with the headline about Brazil's victory, displaying a general prevalence of **Result sport** issues, with half the news. However, 13 of them discussed Brazil's win, including ads such as that run by Extra Supermarket: "Champion! The Brazilian family's team".

After the final, the Sports Section’s front page, having already carried out the “alignment” based on the result, ran a photo of Neymar with the following sentence: “**Imagine it during the World Cup...**”, symbolically representing the result that few expected (the newspaper did not expect it, referring to Brazil as the “underdog” of the Confederations Cup).

Figure 6 – *Folha de S. Paulo* Sports Section’s front page on July 1, 2013



Source: *Folha de S. Paulo*, São Paulo, v. 93, no. 30770, p. D1, July 1, 2013. Sports Section.

The subject of the news was the same. They spoke of pride and joked with the sentence used to complain about Brazil’s urban problems: “Imagine it during the World Cup”. Thus, the “awakening of the giant” – a motto of the June demonstrations – was assimilated to the logic of the sporting event: it was a reminder that “The country can work” and “The Champion is back”. In fact, Brazilian national pride took over the newspaper and was in every page – everything was incredibly perfect again, except for three stories about infrastructure issues as an analysis of what the test-event was like. However, it was still below the other 24 articles extolling the Brazilian team of David Luiz, Fred, Júlio César, Neymar and the father of the nation, Coach Scolari.

To build confidence in the reach of contents reported, the newspaper sought to provide indices showing that its belief in the “country that can work” had real grounds. For example, the caption of the main image of the front page on July 1: “Our team is back: questioned since the 2010 World Cup, Brazil resumes its good football, plays fantastically, beats Spain 3-0, and wins the Confederations Cup”. Centered on the sentence “plays fantastically, beats Spain 3-0”, we

have the construction of the truth of the fact (to play fantastically), the figures of victory (3-0) and the fact that it won against Spain – the world champion. Those are pieces of evidence to support our status as victors; they are quantitative/experiential indices of great football, working as an interpretive basis for the idea that “it can work”.

On that day, *El País* made six inferences about Confederations Cup final, from which Brazil emerged victorious and Spain came out powerless. The news content is related to Neymar, who destroyed the Spanish team. However, repeating the day before, the Spanish newspaper emphasizes the importance of playing in Maracanã and against the Brazilian team, and places that fact above the glory of winning a championship – the Confederations Cup. The first page of the sports section begins with the title “The Maracanã dream was a nightmare”, recognizing Spain’s technical and tactical inferiority. In the following two pages, the newspaper criticizes the Spanish defense during the defeat using statistical data and charts. After the match, *El País* devotes much of its front page to the tournament. A picture shows Neymar celebrating one of his goals in front of a depressed Casillas with the title “La Roja crashes before Brazil”. It then presents the high-quality Brazilian player and capitalizes on Neymar as a symbolic product before his imminent arrival in the Spanish League as a player of FC Barcelona.

Figure 7 - Sports Section of *El País*, on July 1, 2013



Source: *El País*, v. 38, no. 13151, p. 1 June 1, 2013. Sports Section.

Significantly, similarly to what happened with the Spanish defeat, Neymar's role as a future FC Barcelona player is endorsed. The sports section points him out as he passes his first major test – “Neymar passes his test” – accompanied by a photo of Neymar embracing his new teammate Xavi. Also, his choice as “player of the tournament” endorses Barcelona's purchase as shown by his decisive role in the Confederations Cup.

### July 2

On July 2, *Folha de São Paulo* made 19 inferences about the Confederations Cup, but Brazil's victory is much more connected to the **Political and social issues** category, discussing the possible reunion of the team with fans as well as the less celebrated win. The newspaper's content, unlike the previous day, shows more critical fans and – even though football represents a part of our culture, the nation is less satiated only with it – that is, a Brazil that wants respect. Thus, our country is experiencing serious socio-political movements linked to football.

Finally, on that day, *El País* made only one inference to the Confederations Cup, featuring a reflection about the final match, but also criticizing the Spanish team. Under the title “La Roja's serene self-criticism”, tactical mistakes are examined, especially in the defensive zone, and related to fatigue problems. Therefore, the paper values the Brazilian victory but warns readers about the team's way of playing, pointing out the excessive number of fouls and repetitive fouls committed over Spain's key players such as Andrés Iniesta. It conducts a statistical analysis of each of the 27 fouls by the Brazilian team during the match on each of the Spanish players.

## 5 FINAL REMARKS

We can infer that *Folha de S. Paulo* and *El País* carried out distinct types of coverage, mainly in the quantitative aspect. The former had 148 inferences for analysis against only 36 of the latter.

Even if we know that, given the period analyzed (June 27-July 2), the **Result sport** category would prevail as a result of the Confederations Cup final, we have to realize that during the competition, sports coverage was often pervaded by social and political issues, linking the subject of football to popular demonstrations that erupted in the country in the same period. Even though at first glance – given the number of news articles focused on **Result sport** – we may say that *Folha de S. Paulo* has focused on the competition itself and that covering one topic would mean silencing the other, the analysis leads us to recognize that there was ongoing effort to report on both phenomena, creating conditions for aligning them through their association with the theme of national identity, that is, the Brazilian being.

Therefore, the search for interpreting popular demonstrations was assimilated by the newspaper based on the same logic with which it represented football, that is, as a component of national identity – expressed by the formula of winning again, of waking up. Thus, in the view of the media studied, demonstrators' goals were similar to the goals of those who defended the World Cup: the national team and protesters fighting for a winning Brazil – even if some of those demonstrators opposed the World Cup.

The images of Brazil's victory in the Confederations Cup and of street conflicts around the demonstrations are the frame for indications of a conservative project with the polish of a

new era. It is Brazilian football's winning again over the current world champion, Spain, middle classes demonstrations for a modern Brazil, convictions of corrupt politicians; finally, governments that start rethinking their actions to some extent, thus indicating that they are giving in to the demands of the streets. These are facts whose (objective) historical force is guaranteed by conservative qualities operating to strengthen identity features and reinforce the sense of preservation, order, solidarity and pride around that feeling of a mature Brazil that is able to receive and organize a mega event like the World Cup. We see, then, that **Result sport** – in *Folha de S. Paulo's* discourse – transfers its symbolic force to the understanding of society as a whole.

As for *El País*, with data obtained from this study, we see a less informative coverage. However, it is particularly significant that the coverage around the Confederations Cup allows the Spanish newspaper to portray new aspects of Brazil related to political and social issues that would not be so visible without the tournament.

Although **Political and Social Issues** is the second most evident category in the study, behind **Result sport**, in some cases it appears on the first page of the newspaper's international section with news and reports, especially those related to street protests in cities hosting the tournament.

Regarding the category most often covered by *El País* – **Result sports** – there is evidence throughout the period studied of a particularly victorious discourse by the Spanish team, diversified in articles and interviews with its key leaders such as Sergio Ramos, Iker Casillas, and even coach Vicente Del Bosque. Advertising is also published, with its messages of support from sponsors of the Spanish team (Movistar) or the media involved in covering the tournament (Cadena SER radio).

The images and other graphics are very illustrative of the coverage of both the Confederations Cup and of demonstrations that occurred in Brazil. Furthermore, the newspaper published numerous statistical data accompanying a large proportion of sports subjects covered, especially related to football tactics.

Finally, we note that despite Spain's defeat in the tournament, the Spanish newspaper held a moderated analysis of elements to be improved for the World Cup 2014. In contrast, the news treatment of Neymar presented him as a new figure and advertising icon in the Spanish League. In short, in the **Result sport** category, *El País's* discourse prevails, with a clearly supportive approach identified with "La Roja", trusting that mistakes will be corrected in order to defend their title in the 2014 World Cup.

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