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Sport, Communication and Social Sciences

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Introduction

Sport is the most important cultural phenomenon in contemporary society. Brohm (1994) highlighted that the constitution of the word sport runs in parallel between the constitution of capitalism and global imperialism. The sport is not innocent (Eichberg, 1998), while stressing it into sport and life, brings infinite tensions. Even when they are tried to be harmonize, the most important aspects of each one could be ignored (Eichberg, 1998).

In this essay we seek to examine the growing development of social studies of sport across Latin America and Argentina. The research inquiries that new dimensions of a broad field of study can come into light. In recent years, the development of this interdisciplinary field has been academically relevant and vigorous, even when the boundaries of the concept tend to be imprecise.

After the development of several studies and researches into social ambits, it has been noticed that the study of social studies of sport went deeper. Also, contradictory relationships that have subsequently a strong impact on the agenda of academic researchers have been observed. We were witnessing a time for growing recognition of the interaction between these two cultural-academic fields that exposed complexity and interdisciplinary and the great challenge for scholars to illuminate, recognize limits, borders or possibilities of this unknown terrain.

The sport had experienced a singular disagreement with the academy (Alabarces, 1998). Dunning warned about the little attention that the social sciences gave to sport that they did not consider the object of reflection and investigation (Elias and Dunning 1992, p.14).

Sport as a phenomenon of social culture had been designed and thought by others fields of intellectual production and in the mid-nineties an autonomous production of social and cultural studies of sport were registered.

Studies of sport

Undoubtedly, the contributions revealed at that time, were not considered relevant. Sample of this is that in Argentina, a small number of bachelor's theses in the period 1995-2015 referred to the subject. The lack of interest and the scarce convocation that the issues related to the communication-sport plot produced in the academics of the Argentine universities were notable. Isolated production and lack of interest in body's institutionalized academics coexisted in a disorganized framework. The incredible production of the Interdisciplinary Area of Sports Studies SEUBE - FFyL – UBA (www.efdeportes.com/aied), the group of Latin American researchers who

published in the magazine Physical Education and Sport – EFDeportes (www.efdeportes.com) with the consequent increase in the number of seminars and productions that studied the phenomena linked to soccer, the masculine in sports, the fans and violence, among other issues.

Also, in CLACSO, the Working Group on Sports, public policies and society that it seeks to study public policies aimed at the promotion, development and the impact of physical activity and sport. Through sport, scholars investigate how it has become a space to observe how they think about and solve inequalities and exclusions, how projects are elaborated for expanding access to the most vulnerable sectors and what meanings are assign different social actors to sports practices, among other issues.

Communication, Media and Sport

Undoubtedly, the multiple relationships among media, sport and communication heralded the setting up of a new theoretical zone. Here sport is examined as a social practice, a place of production of meanings, a social space, and a discourse of postmodernity. Elias refers to us to certain configurations of cultural studies, over certain social groups, sport and epistemological issues that they cut through the culture.

In his thesis 11, Brohm (1994) highlights that capitalist education, has sought the social integration of the individual that would be achieved with the education-submission of the body as a material infrastructure to institutionalize and to which the bourgeoisie educates with a view of being alienated by a machine, in leisure, in medicine, etc.

Games and sports have influenced and interacted in the structuring and shaping of societies. The development of capitalism and the media in its expansive face has promoted relatively few years, to the constitution of a specialized informative process of media such as sports, journalism and broadcasts sports. The organizing institutions of world sport, the federations have seen their revenues increase from

the sale of broadcasting rights together with the increase in corruption, negotiations and bribes for the granting of venues. Puppy has claimed that the possible ways of naming the events sports would respond to cultural matrices, to the establishment of stories, to the sports narratives or production produce texts (Cachorro 2007).

Now, the birth of called sport can be considered the result of development and evolution of the capitalist production forces, the decrease in the working day, urbanization and the modernization of transportation and capitalist education itself (Brohm, 1994). But what is known today like modern sport according to contemporary sociologists like Pierre Bourdieu (1988; 1990), Barbero González (1994), Brohm (1994) and Elias and Dunning (1992), is a configuration created in the nineteenth century in England in the so-called high school. Sport as an institution appeared in England in the industrial age modern with different meanings according to Brohm (1994), while the bourgeoisie conceived sport as a space for leisure, a pastime or entertainment, the working classes needed it for their care and physical recovery. Sport became an expression of status and class distinction on high or privileged sectors. Brohm, (1994, p. 47) highlights his birth "*...the sport is not a homogeneous institution but a class practice*".

The phenomenon of the modern conception of sport has just under a hundred twenty years. The dominant perspective of sport in capitalist societies is placed on the constitution of the high-performance worker-athlete and the production of results at its maximum competitive expression.

Communication

A scholar of communication and the Olympic Movement as Moragas Spa (2007) points out that dealing with the relationship between sport and communication implies redefining to sport within the framework of the new globalized society (Moragas Spa, 2007).

The rescue of Baron Pierre de Coubertin from the Ancient Olympic Games pretended unite morality and sport, representing the effort of the human being to always achieve the best results or performances and achieve an athlete who would be the strongest, higher and further (*citius, altius, fortius*), a motto that expresses one of the ideals of the Olympic Movement. In terms of Barbero González (1994) the changes that emerged in the sports sphere and the Olympic movement obeyed two figures. On the one hand, Baron Pierre de Coubertin, founder of the modern Olympics, passionate about the English "public schools", conceived sport and the Olympic idea like a muscular, amateur, gentlemanly culture. With pragmatism Juan Antonio Samaranch, appointed president of the IOC in 1980, adapted these conceptions elitists to the new winds of the global village giving new characteristics to the JJOO.

The International Olympic Committee (IOC) has generated a progressive work on marginal sports and Olympic studies with initiatives on multiple activities. A network of Olympic Studies Centres examines and inquiries into a variety of themes the events in which the Olympics Games go through. The Olympics are a mega sporting event, a show, a product tenaciously appreciated by television and the media, It also makes cities seek to be venues and bid to host thousands of tourists, athletes and an army of journalists.

Media, Sport and interactions

In 1900, the invention of the Lumiere brothers marked the origin of the cinema progressively influenced the society, by man. The mobile imaging machine captured images of the first Olympic Games. In the Olympic Games in Berlin in 1936, an experimental demonstration of the new television technology is shown (Montserrat & Moreno, 1998). The arrival of the webcasting would later occur during the 2000 Sydney Olympics. A few years later, Moragas Spa (2007) pointed out that the big television networks depends on the success and spectacular nature of sports (their potential ability to entertain) of which these media have acquired the rights and sponsors.

Miquel de Moragas Spa (1998) calls the sport that was in the screens. Media sport seemed to have created a singular language in the dynamics of modern society to fulfil a communicative task different from the offer a common language to all humanity, not exempt from conflicts and contradictions. The sport on the screen has influenced a society of traits sedentary, people who constitute themselves in public, and who meet in a true ritual in terms of Auge, to witness the television show that makes up a sport show.

The 2012 London Olympics showed, on the other hand, the rise of social networks in a time in which the presence and speed of information and the possibilities of communication have great impact.

In this context, and for the purpose of approaching the sport object as a source of study, as an object of investigative construction and in the approximation of the field sport-media we find:

- The historical, communicative, sociological and psychological components of the sport (Rodríguez, 1995).
- Sport as a mass media phenomenon and its synergies (Moragas Spa, 1998).
- Sports journalism, journalists, their audiences and their agendas.
- The interactions and relationships between sport and the recreational field.
- Popular games, culture and communication. Geography and sport.
- Popular and non-popular, Olympic and non-Olympic sports.
- The phenomenon of violence, the culture of endurance and the fans (Alabarces, Frydenberg and Di Giano (1998) and Alabarces and Rodríguez (1996).
- Sport as ritual and social dramatization (Rodríguez, 1995).
- Social studies on mega-events, architectures, host cities,
- Economy, academia and the Olympics.
- Identity and popular culture (Eichberg; 1998).

Popular games have great fascination, entertainment and reveal great wealth and differentiation from traditional sports systems such as the provision of returns or federated. People play different sports that contribute essentially to social culture. Popular sports are very different from traditional sports practices, and these sports

practices are one of the forms of linked to sport and an exponent of the democratic component of our societies (Quiroga, 2005).

All these recreational, cultural and social practices take place in the public space, which can be taken as a cultural configuration in the terms of Grimson (2012), that is, the one characterized by those cultural configurations as "fields of possibility". Emiliozzi (2013) has analysed the possibilities that the body takes in the sport and the capital that the athlete wagers, analysing the body as a place of inscription of certain social rules, in which biological life is traversed by practices and modes of subjectivities.

Undoubtedly, sport is a prism to look at our societies, while the cultural research in sport and media can be established as a space, an observatory from where you can see, study and interpret some of the phenomena social (Rodriguez 1995).

Latin American research

In Latin America, researches in communication-sport and sport-media are in full development. Different investigative groups have tried to investigate the most varied meanings of sport, its anthropologies and epistemologies, the construction of movement and social gesture, social life and sport, sports journalism and its audiences, the construction of their agendas, the social and sporting imaginaries, the great sporting spectacles, the flags, the symbols, rituals, fans, flags, nationalism, the masculine or women of sport, the relations between sport, community and democracy, the social views from football, etc. The themes exposed and the interdisciplinary work brings a spectrum of remarkable growth in recent years, which also achieved institutional spaces in universities.

From the institutional framework offered by the organizations that group the communicators in different regions (sport can be studied from different disciplines and from various epistemologies), in the work of elucidating and exposing the social components of sport, social identities, different influences on the constitution of subjectivities, conceptions of the body in contemporary culture in the popular, middle and upper classes, role of the sports hero, the influence of his narratives in popular imaginaries and the phenomena of violence (Alabarces 2008).

On the other hand, there would have been no growth in sports, business or entertainment, without the media development and the emergence of audiences. Argentina and Latin America production on this subject have been relevant, since sport is considered as an object of study from various prisms, approaches, perspectives and models of analysis. In the beginning of the 20th century football arrived in Argentina. In the University of Buenos Aires, different investigations have been developed with the sport-society theme. The activity of the Interdisciplinary Area of Studies of the Sport SEUBE - FFyL - UBA (www.efdeportes.com/aied) was very important. Various problems and issues have been studied and researched such as the construction of the mythical figures of high-level athletes, by studying how the media build the image of an athlete during a competition and reveals the idolatry present in our society (Helal, 1999). It is also mentioned the category of idol-heroes, the journalistic record of narrating stories and the show of the media experiences, identity and soccer (Villena Fiengo 2003), the relevance of concept of ritual and its theoretical breadth for sports expressions, nationalism in sport, the heroes and the flags and the contributions of Alabarces when studies tribal football,

the rituals of violence and the interpretation of these phenomena social. Other concomitant themes are the culture of endurance characterized by Archetti (1992:210) as a ritual and as "a resistance to pain and disappointment" and the fans with the contributions of Alabarces, Frydenberg and Di Giano (1998) and Alabarces and Rodríguez (1996). The theme of violence has received contributions in the European and Anglo-Saxon terrains of Giulianotti Bonney and Hepworth (1994), Dunning (1994) Elias (1992) and Armstrong (1998). Violence usually has different approaches in the media. Alabarces (1999) states that when journalism tends to deal with issues of violence, it does so according to the "logic of cases" (Ford and Longo 1999), that is, the problem appears on the journalistic agenda each time it is produced and updated. Also inspiring are the contributions of Conde and Rodríguez (2002) who studied the appearance of female representations in the media, suggesting that this story contributes to the feminization of football and the increase in the practice of women's attendance at stadiums (Conde and Rodríguez, 2002). Secondly, Hargreaves, (1994) has highlighted the difference between cultural power of men and women while "sport constitutes an incomparable part of cultural life in the where sexism is promoted and where women are seriously discriminated against" (Hargreaves, 1994, p. 109).

Sports agendas and audiences

Since 1976 there has been a constant growth of sport in the media with programs, especially football, which began to exist on television throughout the world. Sport became a privileged menu for audiences. The complexity of sports modalities has caused journalistic processes specialized. This situation generated a transformation of the company structures journalism that had to incorporate a varied number of specialists (Quiroga, 2016). Montserrat and Moreno (1998) have extensively examined the coverage of the radio and television at the Olympics.

Sports journalism tends to pay more attention in its agendas and contents to sports promoted by the most organized sports institutions, although the journalists' audience perceptions are oriented towards the most popular sports popular in Argentina such as football, basketball or volleyball (Quiroga, 2008). The different organization of each sport and its presence and influence of the media make that it has greater exposure on the screens and result in the present and in the future more practiced. In the case of football, the presence on television of the teams more popular makes them get more supporters and partners than those who are not appearing.

Moragas Spa (2007) points out that journalists have an educational responsibility because they are engaged by this process of loss of autonomy and therefore of possible loss of professional independence (Moragas Spa, 2007). Each sport needs to make use of a greater number of screen minutes, of radial spaces, of pages to deal with information. Sport journalism has acquired a notable growth as a journalistic specialty although their agendas that are composed, fundamentally, of elite sport and spectacle sport. Fernández Vázquez and Feijóo Fernández, (2012) give an account of how the birth of new channels and the development and expansion of communication media such as Internet, have led the owners and managers of television to rethink the way of advertise. Our time is a critical time where they have flourished and appear in the public light numerous doping

scandals, allegations of match-fixing in the sport of competition and the growing corruption of sports leadership. The businesses of world football (perhaps the sport with the greatest media coverage on the planet) with the influence peddling and the collection of bribes to obtain juicy contracts of television or granting venues, I splash the highest organization that regulates it: FIFA. In the Argentine sphere, there was not much clarity about the destinations in the clubs of the money provided by the Argentine government to the program "**Futbol para todos**" whose end came up with Macri presidency. Sports audiences, journalism, the organization of mega-events, sports, the interaction between audiences and media, perception and meta-perception of journalists on the construction of their agendas, have been topics of vital interest in the study of communication-media-sport themes.

Preliminary Conclusions

The varied and diversified heritage of social studies on the sport of the recent years calls scholars to broaden the horizons and frontiers of themselves using the contributions obtained and the relationship with other social disciplines.

We can place the focus on the way and processes in which men and women construct realities and alternatively we can also study the existing processes, institutions, discourses, cultural practices and materialized throughout history in line with the contributions of Vizer (2003). Sport as a social phenomenon can be investigated from multiple perspectives and social research methodologies that are not neutral. Certainly, the traits characteristic of the richness of sport is that we can consider it as a prism social, as a place of conflict and contradictions, as a scene of constitution of identities, subjectivities and social imaginaries.

The studies and investigations formulated in recent years deepened and developed the analyzes shedding light and some clarity on the emerging phenomena of the triad culture-communication-sport, efforts that exhibited a strong incidence in the academic agenda of researchers in social disciplines and a greater presence in university research agendas.

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10-11 KASIM 2022 İSTANBUL – TÜRKİYE / 10-11 NOVEMBER 2022 İSTANBUL - TÜRKİYE

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The person(s) with the above information participated in our congress as **KEYNOTE SPEAKER**. We thank them for their participation; We wish them continued success in their future scientific life.


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