

abstracts

It's just a game: on the history of media, sport and the public 19

HANS ULRICH GUMBRECHT

In the final chapter of the book Making Sense in Life and Literature, which is hereby presented in its first Portuguese translation, Hans Ulrich Gumbrecht outlines a brief historical summary of those he considers to be the most immediate, though not always the most obvious, relationships between literature and sport, with special attention being paid to the transition from the late nineteenth century to the twentieth century. With special emphasis being placed upon the inevitable distinction between the activities of the mind and of the body, and the way these have been simultaneously distinguished and conjugated, Gumbrecht develops the argument that spectator sports, which have become a fundamental element of daily life in modern societies throughout the last century, have also played the role of allowing for the compensation, even if illusory, of the corporeal screening that common practices in industrialized societies have institutionalized.

Keywords: Sports, Play, Spectator, Literature, Media, Body

The new sports mythology and the pursuit of “high performance” 39

JOÃO FREIRE FILHO

In his analysis of the increase in individualism in France since the 1980s, sociologist Alain Ehrenberg drew attention to the emergence of a widespread social phenomenon: “the cult of performance”, a new creed which combines a model of action and justice with a whole style of existence. Through critical analysis of various types of media texts, this article examines how the practice, the symbols and the values of sports activities have become one of the most important referents of individual initiative and fair competition in a performance-focused society.

Keywords: Sports, Performance, Media, Companies, Human resource management

Rituals of the spectacle of cycling 53

ANA SANTOS

The scale of media visibility which the Tour de France has been able to attain, when compared to the Volta a Portugal, is the starting point for this questioning of the social, political and economic hierarchies, which become evident and are celebrated through the ceremonies that take place on the podium. In this comparative study of the Tour and the Volta, I also aim to apply the Randal Collins theoretical framework of ritual interaction, analysing the exclusion of sport spectacles from the category of formal rituals and counter the idea of the “artificiality of lived experience” deployed by the author in relation to participation in these kinds of rituals. To question this notion of the artificiality of experience, I propose a comparative analysis of the Volta and the Tour, seeking to demonstrate that neither of these rituals is autonomous or independent from the desire for the identification and identity of the social actors, groups or communities involved in their organization or in the celebration that is instituted by their spectacle.

Keywords: *Spectacle, Ritual, Cycling, Media, Identity, Culture*

The footballisation of sports news:

a comparative case study of four European sport dailies 77

JOSÉ LUIS ROJAS TORRIJOS

Sports media have experienced extraordinary development in recent years in many European countries, especially in the Mediterranean area, to establish the most successful journalistic products in the market. The emergence of this journalism type has proven especially noticeable in the press, where it stands out not only as one of the main sections in the most prestigious mainstream media, but also as the specialist field with the largest number of specialist publications. Nevertheless, most sports media content is about football, which has turned into their core business because of its enormous capacity to attract audiences and advertisers. An overabundance of football has become a key feature of the dramatization of journalism and has displaced other more pure news content relating to other sports. This article approaches this problem by making a case study of the front pages of four major European sports dailies: L'Équipe, La Gazzetta dello Sport, Marca and A Bola.

Keywords: *Footballisation, Sports journalism, Europe, Sports newspapers, Football, Media*

The globalization of sports: in between the indigenization
of Indian cricket and the popularization of Portuguese football..... 97

RAHUL KUMAR

This article seeks to interrogate the heuristic value of the concept of indigenization for an understanding of processes involving the globalization of sports as compared with the contribution of social classic theory. From a historical comparison between two sports in two different contexts – Portuguese football and Indian cricket –, we contrast the model of cultural difference which sustains the argument of Appadurai with a sports popularization model influenced by the logic of distinction among social classes and the growth of social interdependences.

Keywords: Globalization, Sports, Football, Cricket, Social theory, Popular culture

Other articles 115

Biographic notes on the seduction of image

– *A Ilha dos Amores*, by Paulo Rocha..... 117

MÁRIO AVELAR

This essay seeks to reflect upon the way the film-maker Paulo Rocha embraces the biography and work of Wenceslau de Moraes in his own film A Ilha dos Amores. In a first instant, some relevant facts of this writer's life and work will be briefly and elliptically signalled. In a second phase, analysis of the film is carried out through a reading of some of its moments deemed particularly relevant in terms of their aesthetic singularity.

Keywords: Pathos, Epic, Representation, Alterity, Ritual