

Women's Brazilians Soccer: Athlete'S Vision of Prejudice and Insertion on the Media

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Abstract: *The soccer played by women do not have all that deserved inclusion and opportunities, but over the years, this sport has been practiced increasingly among women in Brazil and worldwide. Considering this, we use a descriptive qualitative study making use of a questionnaire to identify the main factors of discrimination suffered by women in soccer. In this way, it was possible to detect some of the main reasons of prejudice suffered by female soccer players and too little space for them in the national media.*

Keywords: *Female Soccer; Preconception; Midea; Motivation*

1. INTRODUCTION

Soccer is one of the modalities most practiced worldwide, but the soccer played by women do not have all this integration even with this growing number of practitioners and the subject researchers, women who play soccer are still media prejudice, therefore prejudice the folk of this sport.

In Brazil women's soccer is a sport that is growing in a very fast way, more and more we see the girls winning titles and other results for the country. In accordance with Hirota et al. (2014), there is no difference in motivation between genders to practice indoor soccer, and comparing volleyball and handball, soccer has the highest level of intrinsic motivation.

Ventura and Hirota (2007) even with more and more interest in soccer, for women, this mode suffers prejudice related to their inclusion in this sport much more than men and in others sports.

Female participation in sports has always been the target of much controversy. A few decades ago, women were forbidden to participate in any sports activities under various arguments, since his physical frailty, through her maternal condition, and even the fact the sports arena strengthen the spirit of male warrior, being touted as the only place where male supremacy was undisputed (Hult, 1994).

The recognition of the limits and values in the media proves to be indispensable for this type of study because the media form builds and shapes the society through the production and dissemination of facts. Beyond that which is necessary to insist on the idea that the mass media turn everything into a commodity (Bittencourt, 2005).

Under Moura et al. (2010), media and sport go hand in hand because sport sells the media and the media sells the sport. However, the space for women's sports is much less, than the space devoted to male sports in print.

Through the media seems so there are two ways: the first being the masculine sport and the second the female sport, with a treatment of beauty models and the object of desire (Priore, 2000).

According to Martins and Moraes (2007), appeal to the beauty of the players and the eroticism of their bodies has as one of the pillars supporting the argument that if the girls are attractive, public attract stadiums and therefore increased the funds raised with games, advertisements, products and services to revolve around the sport.

People see soccer as a sport, for the most part, exclusively male, believing that women cannot or should not practice it to be the weaker sex and think that they can lose their femininity.

A good example to visualize the barriers to women's participation in sports was the first Olympics games of the modern era held in Athens in 1896, it was banned female participation. The second, in Paris, attended by 11 women taking part in golf and tennis arrangements. In the third, in St. Louis in 1904, the number dropped to 6 participants. The first Olympics were so restrictive to women that, in 1922, was created the Spring Games in which seven countries participated in the first edition; eight countries in 1926, in Sweden; Seventeen countries in 1930 in Prague and nineteen countries in 1934 in London (Mourão and Morel, 2005; Devide, 2005).

In 2001, in Brazil, the São Paulo Soccer Federation has created a league whose name was "Paulistana" which only athletes under 23 years could participate, athletes who had short or shaved hair could not participate, they were barred because the purpose of this championship was not to show women's soccer to the public, but provide beautiful images, which showed the femininity of the players and not their performance that popularly male sport. The aim of this championship with beautiful women and "feminine" was to attract a wider audience and media attention (Knijnik and Vasconcellos, 2003).

Women's soccer is not so popular because it was considered an emotionless sport compared to men's soccer, for this reason the public does not honors this mode, and the media does not insert in their reporting. This fact is not peculiar to our culture, it does not matter which country and event are studied, the results consistently show that sports involving women were proportionally poorly represented in the sports media and regarded as less emotion and less dignity for news than sports involving men (Sterkenburg and Knoppers, 2004).

About prejudice toward women that play soccer, the excerpt below, Cardoso (2000) explicitly and this preconception, saying that Brazilian soccer finished the last World Cup in third place and go to Sydney dreaming of winning a medal. Sissi, team attacking, who finished the tournament as top scorer, the second best player in the world was elected, back in Brazil, he continued to have to play indoor soccer to complete hers wages

Therefore, the aim of this study was to investigate the operative reasons for the discrimination suffered by women in soccer.

2. METHOD

For the attendance the proposed objective, we chose through a qualitative research, defined by Negrine (2004) as an investigation that characterized the description, analysis and interpretation of the information gathered during the investigation process, contextualizing them.

Qualitative studies respond to very specific issues, concerned with a level of reality that cannot be quantified. That is, enter the universe of behaviors, attitudes and values underlying the object and researched context, seeking the meaning of variables that cannot be reduced to quantification (Minayo, 1998).

This study was also based on descriptive nature (Thomas and Nelson, 2002), that a questionnaire was answered containing 12 questions, which deal about prejudice and low female inclusion in soccer and the media in this regard. The study population were 23 athletes (N: 23), soccer and soccer indoor players between the ages of 18-25 (mean 20.26 ±1.90, 9.37% coefficient of variation, demonstrating a homogeneous group in terms of age) that operate in professional soccer club of the city of Barueri, São Paulo, Brazil. All interviewed athletes play professional soccer more than five years.

The questionnaire was handed at the training center of the club, so that the athletes could answer it, and deliver it the same day, in the presence of the researchers. As if all interviewed were over 18, the free and informed consent form was signed at the time of data collection, and all the ethics of have been taken care. The data was analyzed descriptively, with the frequency of the results and using graphs.

3. RESULTS AND DISCUSSION

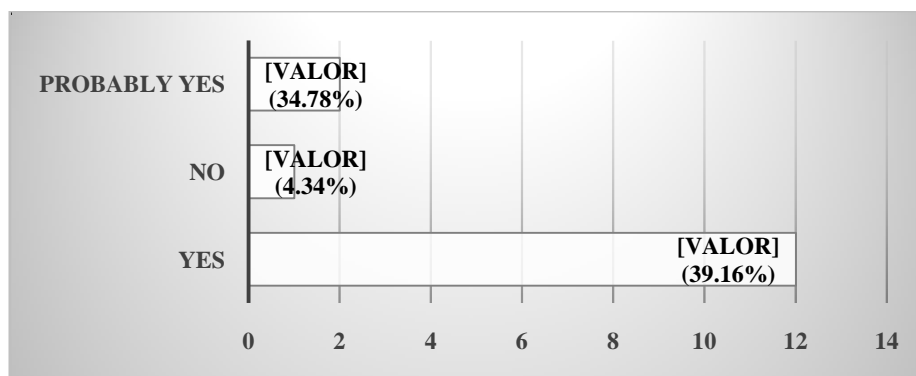
Following a qualitative-descriptive nature of the data to identify what the athletes believed to be the reasons for the low diffusion of practices in the country this sport so revered, with the feminine approach, and Figure 01 illustrates this thought pointing the main answers and almost all respondents, was the prejudice suffered by women who practice this sport.

The second reason that most appeared among them was the lack of incentive for those who practice this sport and support as well, then the lack of opportunity, lack of places so that women can train up playing soccer such as sports academies. In addition, the reasons cited was less discrimination, machismo and lack of interest of the majority.

According to Freitas (2003), boys and girls do not have the same opportunities to soccer practice and develop their motor skills. The author believes that this ends in a way harming the girls who need help to work out the difficulties encountered in order to practice soccer.

Discrimination because they are women practicing soccer, because this sport in Brazil, is practiced mostly by men and when women it comes to practicing makes an impact causing most be intimidated and give up the practice. Because it is a sport, mostly practiced by men, there is a huge lack of interest when it comes to women and this causes a disincentive to those who wish to practice.

Figure1. Reasons for few practices in the country (Brazil)



Regarding family participation in professional life of each athlete, it could be seen that the family and friends of all those who answered the questionnaire is positive, if not go to support games, encourage or support attending all or if not most games for a total of 16 of the respondents. Most athletes said that family and friends are always present and are always supporting. Only one athlete said that the family feels proud of her, one that supports far as they live in another state and another that said great be the participation of friends and family.

Marangoni and Hirota (2013) emphasize that the family has a fundamental role in development, during and after sports training, and soccer is no different.

To Verardi et al. (2010), the influence of parents in introduction to sports is all-important for the development of the child, when you see motivated and induced the parents to practice that sport as in soccer.

The family encouragement is very important in the development of any sports practice especially when it comes to a mode in which practitioners were seen differently by society (Oliveira, 2008).

The opinion of the athletes on the existing prejudice, it is reported by the lack of knowledge or ignorance on the part of those who do not know the women's soccer (9 – 60%) answered this; 2 (13.33%) athletes said that men do not know the modality played by women, and 4 athletes (26.67%) referred saying that men think that women are unable to play soccer with ability.

When asked about his opinion the existing prejudice on the part of society, there were several responses from each athlete quoted one as ignorance on the part of the people, lack of knowledge about women soccer, think it's a bad thing, because it ends up hindering growth this sport.

Also cite the fact that people do not find that women are able to perform well, one athlete mentioned that this prejudice is diminishing gradually, also believe that some people suffer from lack of opinion, just enjoy what is exposed on television, another reason cited by one of the girls was that soccer be in Brazil, a sport considered masculine and do not accept that women practice.

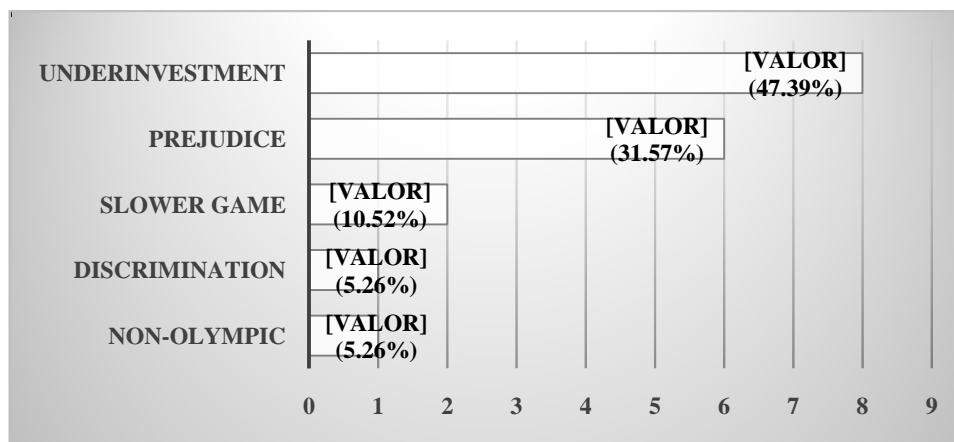
Soccer, a sport masculinizing vision, to be practiced by women generates prejudice by society and, even with the increase from soccer practice in school spaces, prejudice still exists (Darido, 2002). This author says that despite the prejudice suffered by women who play football may have decreased; this prejudice was not extinct, even with the significant increase in practice this sport because football is a masculine sport.

When they were asked about the situations when there was prejudice and motives of the prejudice 4 athletes said that there was no motives and they never suffered prejudice; 2 was prejudice for the uniform; 3 for the kind of the hers hair; all they said receiving boos.

In this next question, the issue of having been the target of prejudice or witnessed one situation to practice soccer and how was that experience was addressed. Four of the athletes replied that did not suffer from it or witnessed such a situation, three replied that were targets of prejudice for wearing short hair, another said that during a game the crowd started booing them, three of the athletes replied that these situations occur the fact that women who plays soccer is gay.

Also approach the question of the influence of soccer in sexual orientation of practitioners. Nine of the fifteen athletes who answered this question believe that no effect, as some say influences because live together long only among women and therefore feel that play soccer influences the sexual orientation of the athletes. Also cited, which can influence, but each chooses his guidance and no one forces anything, also claim that some girls go by what other girls do and not what they want.

Figure2. Reasons for few media exposure



The little space for this sport. Prejudice was the most cited reason among the responses of athletes; the little investment and the lack of incentives were other answers that also reappeared in the responses.

Indoor soccer is not an Olympic sport and for this reason one of the athletes believe that this modality was Olympic would have greater visibility. It was also mentioned that the society thinks feminine soccer is a slower game, i.e. less exciting, less exciting and so does not attract the public, so does not yield as much money as male. Also believe that the national media does not accept that women's football is reaching the same level of talent, ability, visibility that the male and therefore there is a great space for this women's game. Do not like the women's game is another option, as well as people who make a wrong image of women's soccer.

Franzini (2005) in one of his texts says that against such attitudes and practices is not surprising that women are not see as another subject in the history of Brazilian football, and that women's football in particular, is virtually nonexistent issue when talking about the history of soccer in our country. Among the few references found about it in our footballing history, we can highlight two quick passes, separated by a difference of nearly half a century.

Most of the female athletes (13 – 86.66%) believe that women and men have the same opportunities in contact sports such as soccer and the same ability, and the chances is growing up, and only 2(13.33%) athletes said that women are more brittle.

After ask the reasons for the little space for the women's football in society, the question asked was about the possibility of future this type have the same space as the male. They showed quite optimistic, as 12 of the 15 girls replied that believe it is possible that equality because women have the same talent, the same capacity or even be better than many men players are, and therefore believe that in the future feminine soccer will have an equality. Of the athletes who said no, who do not believe it justified precisely because it is a sport practiced by women and not make money and not attract an audience and also because of the male sport is more valued than females.

This socio - cultural phenomenon, football, which now also includes the female public which seeks their space in order to become professionals of the sport, need opportunities and scientific studies in order to give biggest support to sports (Hirota et al., 2006).

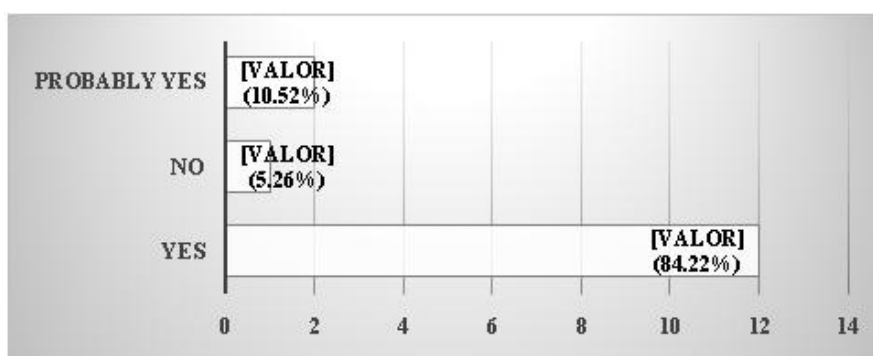


Figure3. Chances of women's soccer be exposed in the media

Finally, it was asked the possibility of women's soccer be more displayed in the national media (figure 03). That were also quite optimistic, only one athlete said that probably the women's game will not have a large space in the Brazilian media. Others think so, but find it hard, others just said yes and some hope so, but do not seem to think much of it.

Perhaps if the media return greater attention to women's soccer, but one focused attention not to women's bodies rather for competitive practice and to overcome not only the public authorities to encourage the sport, but society itself, would empower women as far as football men (Oliveira, 2008).

It is important that girls feel you comfortable to play, mitigating the effects of prejudice and providing conditions for occupying the spaces within the traditional school and in sports schools to soccer practice, and increasing the adherence to the sport (Santos et al., 2008)

Anyway, in the case of a country such as Brazil, where soccer is discursively incorporated into national identity, it is necessary to think how much this is still, for women, a space not only to conquer but also above all to reframe some sense that it is incorporated so as to say that this is also your space (Goellner, 2005). Women athletes continue to be somewhat portrayed by the media, despite the growing number of women competing and being successful in the sport (Souza and knjnik, 2007)

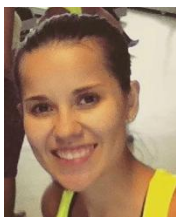
We conclude that presently the preconception is decreasing, but still exists. It has been proven that many athletes still suffer from prejudice, are targets of jokes and have no place in the media.

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