

The Constitution of Brazilian Footballing Speech Objects: Atletico Mineiro Club as a Club of Great Achievements or a Discursive Object Well Built?

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Abstract

When it came to football linguist's eyes, one can see that there is a strong relationship between interdiscursive what happens on the playing field and what happens in the stands of a stadium. At issue is the construction activity of football discourse objects over Atletico Mineiro Club. As a theoretical base, broke studies on referral of Mondada and Dubois (2003), Marcuschi (2004 and 2007) and Koch (2013). The corpus consisted of cheering and staffs of journalists. This study assessed the emphases and silences game caught within the statements and the reconstruction of speech there built objects. From the analysis, it was noted that the fans in the stands of action results from actively responsive understanding of what happens during the football game.

Key Words: Discourse objects. Referencing, Football Discourse. Clube Atlético Mineiro.

1. Introduction

Those who follow football at an average distance realize there is some relationship inter discursive between what happens on the playing field and what happens in the stands of a stadium, the analysis of the commentators in the history of the various football clubs. It appears that the events on the field affect the behavior of the fans; it is present in the stadium, whether it is watching the match on television, radio, or even the newspapers the following days the games. There is also the action of the fans in the stands results from actively responsive understanding of what happens during the football game watching. This happened, for example, with the appearance of the words "I believe."

What will be discussed in relation to this expression, specifically, is that it arises from a historical process of enunciation, which has the emphasis on the fact that "faith can move mountains," the religious discourse of the field; the crowd crying Fluminense Football Club (football team of the city of Rio de Janeiro), when, in the final moments of a national championship, would need to win all the remaining games to be demoted to the second division of that tournament; By Bourdon ("Believe me, America!") of a reporter from Radio Itatiaia Belo Horizonte, Bruno Azevedo, when the coverage of the America Football Club games (football team of the city of Belo Horizonte, considered the third strength of the sport in the state Minas Gerais), in time when the club struggled to ascend to the first division of the national football.

The same process can be seen when reading other such texts, which seeks to create the object of discourse about the Clube Atlético Mineiro as capable club of the greatest feats like club that has the determination to win (or, in the words the football jargon, race) as its main feature, as the club that has suffering (the victories in matches full of danger bidding against alvinegro goal, for example) as a major brand.

The approach developed here, therefore, relates to the construction activity of discourse objects, in relation to the Clube Atlético Mineiro. In this sense, this study consists of a corpus of statements that allow the verification of the evolution of this object of discourse over the moments that passed the Club.

Thus, the questioning is whether the discursive object always analyzed had the same characterization and once observing the discursive object Clube Atlético Mineiro as a work (in Bakhtin bias), investigate what relationships can be built with previous moment's referent.

The analyzes for the preparation of this study showed a wealth of enunciation movements present within various texts related to Club Atlético Mineiro (in this case, catchphrases and journalists twisted cries). It is clear, therefore, that through these movements announcers in acting developed complex process of referral about the club, as a kind of label that bears the team's characteristics and appearance. All the way, the voice that was silenced and the other is the building that speech object as having positive characteristics, that is, building a picture of a struggling team and winner.

The theoretical approach carried out in this study of the studies on referral basically from Mondada and Dubois (2003), as well as Marcuschi (2004 and 2007) and Koch (2013), which allows you to insert the components of the corpus texts within Bakhtin's theory that sees language as a discursive activity in developed and influenced the fields of human communication. This approach allows showing that the moments of defeat, even in the period of time referred to the analytical approach held here (2012 to 2014) have been silenced by the moments of victory.

The aim therefore is to check the emphases game and caught silences within the statements alluded; reconstruct, from this analysis, speech objects (the team and the Atletico fans) there built by the speakers in action.

As regards the theoretical apparatus built, its focus is primarily on the application of the theory of referral to selected texts for analysis. This reading is related to the approaches of authors such as Voloshinov (1997) and Bakhtin (2003), which see it as an activity through which gives verbal interaction and selection of types of utterances.

As for the referral process, it is our understanding that, in the context of a text, the speaker makes use of enunciadores and reconstructs the reality he lived in order to achieve their goals enunciation. This reality involves both natural objects, like the other subjects involved in the enunciation process that gives rise to the construction of the referent.

The corpus selected for analysis consists of twisted cries and catchphrases of journalists. Such statements will be analyzed from its relation to the games themselves, with a view to building discursive objects. Thus, there will be a counterpoint between these catchphrases / phrases, the moments in which they were created, the construction of the last image in terms of chronological order of the Club and other images believed by other teams. We emphasize the fact that, at the same time it was created and reinforced the discursive object Clube Atlético Mineiro as a team able to overcome any adversity and win victories over far superior opponents, this team went through even more striking defeats that many achieved victories the manner described herein. However, it can be said that these voices were silenced by the defeats before and after victories, as you can check throughout the analyzes to be performed.

2. Historical aspects of Clube Atlético Mineiro

A brief historical overview from the Clube Atlético Mineiro website (www.atletico.com.br) allows check was to be constructed discursively, its image. The point that drew the most attention in the first reading of this material is that the club, in the very information available, already performs clippings seeking to put it as the state's largest club.

The history of Clube Atlético Mineiro, told in his place, is marked by pioneering and was the first club to adopt, in Minas Gerais, leather balls and installing reflectors of light in their stadium. Moreover, won the first football tournament held in the state in 1915, the Bueno Brandão Cup unofficial tournament, and the first state championship organized by an official institution.

On account of this pioneering, touted by the official history of the club, they are the first victory of a mining team on an international team, which took place in 1929, and the holding of a football match, at night, in the presence of FIFA President at the time. There is also the fact that a player of his group of athletes was the first miner to be summoned to the Brazilian soccer team. The site of the club has the advantage of the fact that the aforementioned player refused to accept the summons, claiming that only wear the shirt of Atletico.

Two more facts put the Clube Atlético Mineiro as a pioneer in the state of Minas Gerais: the conquest of the first interstate tournament organized by an official institution; the departures of contention in Europe. For the tournament, the Club played matches with the state champions of Rio de Janeiro, Sao Paulo, and Espirito Santo. As for international matches, the Club held escursão Europe in the period in which the winter occurred in the "old continent." The team faced snow fields covered by in games, so it was classified as Campão ice, although there was no match campeonato, but friendly matches.

Finally, there is the fact that the club was the only football team to win the Brazilian national team. This match took place in 1969 and took on the selection that enshrine World Cup three-time champion in 1970 in Mexico.

The history of Clube Atlético Mineiro, what matters most, however, are some of the results occurred in the twenty-first century, just for bringing various information that clash with the image here consolidated about the club. There is also a stage, which took place in the 60s of the twentieth century, which is also interesting, given the responsive attitudes which provided, as the development of new anthem for the club and the creation of sentences and texts, as (among several) Roberto Drummond, analyzed in this study. This is the period in which teams composed of the Club failed in the field, the desired results and that the already larger rival won impressive victories.

As regards the XXI century, the moment considered the most tragic history occurred in 2005, to fall to the second division national football. However, already in 2006, the Club became champion of Series B of this championship and returned to compete in the Series A. At that time, during the path towards achievement came with a new look, the refrain "the Rooster is the team the turn ", which, although used for other situations, remains in the songbook of the crowd.

In 2011, in the last match of the national championship in the club struggled to not be relegated again, the team went through a defeat classified as historic. This time for its biggest rival in the state of Minas Gerais, Cruzeiro Esporte Clube: six to one for the heavenly team. This defeat led, by the rival fans, a series of statements alluding to this fact, although it has generated other in response, by the Atlético fans.

On the other hand, the greatest glories of moments occurred in 2013 and 2014. In the first case, the club won its most important title, that is, the Copa Libertadores, in a manner classified by the media and by the fans as dramatic. On the other hand, in 2014, also in a way seen as moving, the club won two other titles also unprecedented: the Recopa Sudamericana and the Copa do Brazil. In the case of this, overcame adverse outcomes considered in the context of football, as almost impossible, and have won in the final of the tournament, its biggest rival. These moments acted as strengthening the common thought that the athletic, everything is difficult, everything is dramatic. These victories, however, silenced bad times during the same period, as a defeat classified as vexatious in another match international tournament: the FIFA Club World Cup.

3. The referral process and discourse football

The starting point of the approach to be held is the defense that it would be possible to know, by means of linguistic signs (these visas from a Bakhtinian bias), the fact that the text refers. However, this reality would be known would be one that could be called "reality" but "a reality," permeated by ideological complex present under the signs. Thus, the production of discourse objects occurs and is influenced by representations that have a certain reality experienced by the enunciator.

It is important here to remember that the reference is to create a discursive reality from the reality that you want to present. In other words, referral consists of the construction and real reconstruction process from the goals that the speaker has to produce his statements during a verbal interaction process. In this regard, Koch (2005, p.33) states that "discursivization or textualization the world through language does not consist of a simple preparation of information process, but a process of (re) construction of reality itself." Thus, the speech is therefore a reality is constructed, the way it interacts with the world.

Therefore, it can be said that the real is the way people provide reference and meaning to the things of the world. According to the author, within the referral operations, as a discursive activity, the speakers elaborated discourse objects that are "interactively and discursively produced by entities participating in the edge of his enunciation" KOCH (2005, p.34). See, then, that the actual conditions of enunciation, the most immediate social situation, therefore, determine the enunciation. Moreover, it is the verbal interaction that the subject sets the enunciation and operates on the linguistic material, making choices to represent the world and make sense.

Lopes (2004) in this regard, points out that the subject acts on the object when it returns to the task of producing sense. This, according to the author, led to think that meaning is produced in an intersubjective practice, which involves historical and natural objects subject. As the assignment of meaning depends on the performance of historically situated subjects, there is therefore the strengthening of the thesis of the instability of meaning, as well as the action of the subject as a determinant of discursive object. This finding allows to see the notion of reference, not as referring to the actual object, but its designation in objective circumstances. The reference then consists in isolating the referenced object, which is made of descriptive statements. The referent, seen this way, challenges objects and reports them as language facts. This view is found in the thinking of authors like Ducrot (1984), Mondada and Dubois (2003), Marcuschi (2004 and 2007) and Koch (2013). It is thus the vagueness, flexibility, instability of building categories, in a process of construction of meanings, the fact that they are greatly influenced by contextual changes.

The stated in the preceding paragraph regarding the instability of the construction of categories, which is seen as something motivated socially and culturally, allows the approach of referencing, seeing in this a characterization as a discursive activity resulting from non-referential language and language character and which leads to the conclusion, as pointed out at other times of this work, the instability of the relationship between words and things. There would then be a real world and a world with its own reality different from that. The word in this context would be put in confrontation with this reality created, different from that to which it could conceptualize as reality, so to speak, itself.

Regarding the football discourse, consisting of stories and comments about football, chronic sports, interviews, *bodões* crowd screams, and the speeches of the football players, one can say that is a kind of speech that portrays the manifestations of society. As stated Kuper (1996) football, it is a huge mirror that reflects the society in which we live. Thus, the identities present in society are presented in the football discourse in *interdiscursos*, the linguistic material of the reference processes. Often when referring to how to wear the shirt of a team, the fans just building a social identity, which represents and is represented by certain characteristics that are reference objects. It is notorious the identity formulated on the football victories in Brazil. Indeed, it created the identity of Brazilian football as a fighter people who have gambling waist and a different way of playing, which strengthens the image of the Brazilian people, especially abroad. The discursive practice of the journalistic press also contributes much to this identity formation, strengthening over the years that Brazil is the country of football. On top of that, slogan, other language constructs were coming too.

Feeling wanted or coveted, Brazil ensures that the other you "gave ball." Having deceived the opposition, boasts with the verb "circumvent." Having deceived, he confesses that he "screwed up." If excluded from the activity or group, it is "out of play." If in difficulty, but with the intention of winning, "will bring down the barrier" and then calls for "ball forward." If, however, give up the fight, announcing that "takes the field team." Threat to retire "hanging up his boots," man or woman president or successful singer. (MILAN, 1998, p. 18).

Thus, it is possible to observe discursive formations being built from the reference processes that are exhausted and every day cannot be enriched by the media stating that "Atletico is with the whole ball" has the significance that this team is very prestigious and complementing "be with the full ball" leads to the sense of being with all confidence and morale. Note that the sense of belonging is also a strong contribution to the sustainability of footballing speech, given that football involves team spirit as well as leadership. So cheer for a team involves promoting the idea of representation, so referral identity.

At this point the approach taken herein, can address the distinction between reference and referent. The first-mentioned instance consists of an orientation of a speech act to what is distinct from say. Already the referent would the world be described or transformed by reference, it is not possible to say that the referent is the reality itself, but the reality created by the act of speech, from all that inter-subjective process of creating speech. Besides, it has an ambiguous status, since, despite being outside the speech, it launches its brands, because in verbal interaction process, the speech evokes respect and reconstructs from the interaction situation. The referent must then be considered as being that appears in the description given by the discourse, that is, in the words of Ducrot (1987), a character created in the produced speech. This thinking allows summarize the issue of the reference building, since the relationships between enunciator and enunciatee, which occur in situations involving the physical world (space), the temporal, and discursive, raise discursive actions, and these determine how they will give referrals. There is a working *correferenciação*, where speaker and *alocutário* act together to respectively build and rebuild the reference.

This occurs in the context of discursive instances where they are present, as is known, announcer, alocutário and referent. In this sense, from Ducrot (1987), the speaker, to produce their statements, select traits of the referent you think is relevant to the construction of his speech, as well as to achieve its objectives in that interaction. This view is related to the perception that when states, the speaker does in view an audience and a particular opinion. This fact leads to the view of language as an activity that should be analyzed from what the speaker seeks to accomplish when states. All this thought from the ongoing communicative situation.

Another great relief point for the purposes of this work and that much relates to the far said about issues such as the speaker's objectives to build its statements is the issue of negative approached by Ducrot (1984), according to which, even a simple affirmative statement includes other statements that deny him. Therefore, every statement implies denials. In this sense, when it makes a statement about a referent any other statements cease to be made about the same referent, and other statements other referents are not made.

The introductory notes on the reference and referral, hitherto made, built the foundation necessary so that we can proceed to read about the construction of discourse objects and categorization within the thought Mondada and Dubois (2003), notions those closely linked to the referral itself. According to the authors, the structure and the construction of the world are created from human activities. This process is called "referral process" and is related to symbolic practices developed in a social group, in which subjects negotiate meanings, but also ratify or modify in order to build common visions of the world to this group. Such views stem from the social activities carried out by the subjects and are (precariously) stabilized from the creation of categorical discourse. The reality is constructed under a referral process in a given society.

The characteristic of inter subjectivity, presented by the authors under discussion leads to the world description of historicity. Thus, there is controversy and inconsistency in the process of assigning categories to the world. Therefore, there is change, not stability, in speeches, whether common sense or science. Consider the categories as related to speeches evolving socio-historically imply point instability. Thus, from a context switch or even the speaker's point of view, an object, be it natural or social tends to be also categorized differently.

From this reading bias, which should be taken into account in the process of referencing and categorization are the procedures that subjects adopt in order to assign labels to what they refer. This is to analyze how the choice, is the subjects in the given context, the labels they use. From the above, one can see that this operation using the procedures of linguistic order and socio-cognitive.

In the process of building categories, there are negotiations between the involved subjects there, which entail the need to examine this process in order that the cognitive representation of reality is socially shared, as well as being intricately negotiated. This finding, as you can see, too, from reading Marcuschi (2004 and 2007) it takes to put aside the referral vision as labeling the reality for subsequent application to a given situation.

In each season, each group tends to categorize the label, people, facts, phenomena in different ways, depending on your goals and the dominant ideology. Thus, the categorization should be studied in the context of verbal interaction, having as its main focus the procedures used by the subjects involved in the task of building the speech objects.

In this conceptual field arises the notion of discourse objects, which is related to the notion of referencing, that is, if the above-mentioned objects are designations and suggestions made by the subject when using an expression or creating enunciation in order to refer, being built under the discursive practice and only this with existence and may also within that, be modified from the interaction process developed there, referencing involves the construction of discourse objects from inter-subjective process developed in a situational context specific.

As Mondada and Dubois (2003) and Koch (2013), also Marcuschi (2004) conceptualizes "speech objects" and points out that should be seen as the center of discursive activities. According to the author, these objects are related to what the subjects perform when building referential expressions. They are therefore reference entities that arise in the context of an interactive activity. This leads to the conclusion that the subject, as part of a social action located, in addition to state, also creates, establishing and telling the world that it references. This process, as pointed out at various points of this article, is situated socially and historically occurring in contexts of linguistic actions.

The perception of the concept of discourse objects here presented way allows us to make the case, as brought by authors such as Mondada and Dubois (2003) and Marcuschi (2004 and 2007) that studies on the referral must turn to the ways in which the referent is perceived, built, communicated and used.

According to this reasoning, the world is constructed historically in a socio interactive process. The consequence of this view is what you might classify as mismatch between the worlds and how the subjects refer to it. Thus, inter-subjective performance and socio cognitive inclusion of the subject in the world determine how the world appears in the speeches. This allows point to inter subjectivity as a source of objectivity. Thus it is from the relationship between individuals and the world that entails the construction of objective knowledge. At this time, can resume thought Koch (2013), which has fundamental questions regarding the process referencing.

Questions the relationship between language, knowledge and reality and the coincidence of extra-linguistic reality and the linguistic signs in addition to the form, from the use of linguistic signs, be known reality, and how far would the scope of the language on thought. It can be concluded that the subject's vision of the social situation in which it is affects the enunciation work of the subject involved in a verbal interaction. In this context, language, thought, knowledge and reality relate to building a discursive reality, which leads to the conclusion that the speech is, par excellence, the place where the world is designated discursive world and therefore socio cognitivamente produced. In this sense, it is clear that if the speech objects depend on the subject in its construction, which, within a given social group, is discursive and inter subjective, the extra-linguistic world is independent of the subject and discourse.

This is an inter actionist view of the language in which callers use language resources to establish social relationships, build public versions of a negotiated way world, where those go through the complex process of agreements and adjustments production, without assurances that occur effectively.

Thus, according to Koch (2013), "it is the dimension of perception that manufactures the respect which, although devoid of linguistic status, will condition the semantic event" (KOCH, 2013, p. 52). This perception is influenced by all social and interactional which involves complex in the subject.

In other words, a process of referencing the characteristics lies in the fact that interpretation, human perception, transforms the "real" referent. Of course, this perception is conditioned by factors such as the ideology of the social group in which the "perceiving subject" is inserted. One can thus make the case that the socially constructed representations are influenced by ideological complex of the group in question, and realimentarem it, in a constant feedback movement, making it impossible to see mind and world as prebuilt instances, that would attribute to the subject simply classificatory task.

The defense of this view takes Marcuschi (2007) to believe that one should speak in speech objects when referring to objects of knowledge, since the world is built as a discourse object from the dialogue between the components of a society in dialogue. This is due to the fact that language is not a transparent instrument and ready to be used in the world representation process. Before, is influenced by all social complex within which is set in motion, which allows to highlight there in the world and the language of a priori form stability, which takes the work of individuals interact to build a stabilization and a discretization in the discursive level.

As regards the establishment of categories, which also receives the bias of inter subjectivity, in view resumes of Mondada and Dubois (2003), Marcuschi (2007) and Koch (2013), can be noted that in that case, there is convergence of minds in the search for the best way, in relation to the real world, to draw up a proposal. It is in this sense that we can defend the character of socio-cognitive activity for the production of categories as well as the instability of linguistic categories, and point to the fact that are influenced by society culture in which they are used, which leads to the need for analyzing appointment and referral within social interaction.

4. Mineiro Athletic Club as a club of great achievements or a discursive object well-built?

Having made the notes of theoretical and historical orders, we can pass the approach itself of what is classified as catchphrases fans and journalists. The analysis took into account the following statements:

- 1) If there is a black and white shirt hanging on the line during a storm, atleticano twists into the wind. (Roberto Drummond)
- 2) Fell in the Garden, 're dead. (Club Twisted Phrase Atlético Mineiro)
- 3) I believe! (Club Twisted Phrase Atlético Mineiro)

Each set listed above has its history, or has its emergence from a response to a communication situation and leads to the onset of other utterances in response. In addition, all of these statements allow the construction of a speech object to the referent Clube Atlético Mineiro.

According to Roberto Drummond, writer of several chronic sports, the phrase first was thought at one time that today would be unusual: when the laundress Club ran to collect the clothes line the uniforms of the players before a rain passed threat to the action. Account of the author that this scene took place at the site where currently runs a shopping center, but that at that time, worked the stage of that club.

At that time, reporters were in the stadium watching the training of players and when it rained, the training sessions were suspended until the rain passed. In the specific case, to remove the clothesline uniforms, the washerwoman was unable to collect the last of the shirts that were there. The rain fell, bringing with it a storm that severely shook the lone shirt. People around began, according to the writer, booing the wind that struck the shirt and cheer stay where she was. The next day, when writing your story to a local newspaper, Roberto Drummond presented the referred phrase.

This whole story was told to contextualize the statement in question and show that, even though he was born in a given situation, its meaning was being changed as the history of the club was developing. If, at the time of its preparation, the phrase concerned the behavior of the Atlético fans before an adversity experienced by the team currently this initial sense remains, but with other garments. Just to say that part of this documentary baptizes phrase referring to the history of the conquest of the Copa Libertadores for the club: "Against the Wind". Leaving aside the footballing context, go to the approach of discursive facts. Take back up, then, the phrase:

If there is a black and white shirt hanging on the line during a storm, atleticano twists into the wind.

It is interesting to note immediately that the author constructs the phrase, language training, from the reverse order. Thus, "the Atletico Mineiro twists against the wind" is the main end of the period, while the others are its determinants. However, changing the order of the period interfere in the manner suggested by the author, causing it to give greater emphasis to the conditional passages of action "Atletico Mineiro".

The interpretation that could be reached would be: the atleticano twists against the wind (only) if there is a black and white shirt hanging on the clothesline and (only) during a storm. However, the original construction smoothes the mark of conditional and emphasizes action to root against the wind. Thus, the mere presence of a black and white shirt hanging on the line during the storm takes Atletico Mineiro to twist into the wind.

Another point worthy of analysis in relation to this phrase is its high degree of ambiguity, especially in the absence of specifications about the black and white shirt and wide semantic load of the word "twist", which can not be easily just broken the from the analysis of the text.

The absence of further specification about the black and white shirt, say that other clubs have also chosen these colors for their uniforms, among them historical adversaries Club in analysis. This lack is mitigated by the presence of "Atletico Mineiro" in the following sentence. However, it is not enough to remove all ambiguities. But the word "hope" leads immediately to the senses as "twist clothing" and "cheer for an event." You must then use external factors to the text mainly to the fact that the writer in question be declared supporter of Clube Atlético Mineiro. In relation to "twist" will be necessary to resort to the sports jargon to know that there is action taken by the subjects, called twist, consisting of desired vehemently victory of your team or your favorite athlete. This brief interpretative analysis leads to the conclusion that one of the superficial way for the text is "if there is a shirt of Atletico Mineiro club hanging on the line during a storm, the fan club that also twists against the wind." However, there are other ways that can be assigned to this text, especially in the wind against which this fan is positioned. great interpretive effort is not necessary to understand the metaphorical content of this statement, even if it was originally thought from a fact as a shirt, a clothesline and a storm. Although designed in such circumstances, the sentence was inserted in a sports-related chronic Clube Atlético Mineiro. Therefore, the semantic field is diverse. The phrase has wide popular acceptance when applied to the description of the Club crowd behavior in question. One can say that it is built there the object discursive fans of Atletico, but in parallel discursive time object of Atletico. Based on the clues left by the speaker in question, it is clear that he characterizes its object, so to speak, in view of the footballing jargon as consisting of fanaticism and loyalty traits. It can be seen as one of the possible interpretations of the statement: the fact that no matter the size of adversity, the fans of Atletico will always be present and will face opponents, regardless of their size.

In other words, the speaker uses "black and white shirt" to refer to the club in question; uses "storm" to refer to football contests held by the team; use "wind" as storm metonymy as well as characterizing the essence of the storm.

On the other hand, to say that the *atleticano* twists against the wind, against the storms that, why not defend the colors of his club, would also featuring the team. The team then is constructed as marked by determination and fighting. See who that is facing the wind and the storm is the Club. The crowd plays the role of supporting, cheering. The Club, represented by their colors in this sentence is that is on the playing field, here represented by the clothesline. That is the storm itself, ie, the football game, probably with traces of fierce competition between strong teams. This understanding is allowed by the statement, since the lexical item used is "storm", "Wind", which have the brand strength, and often, the devastation of those who stand in their way.

This phrase, as mentioned, has been immortalized over the years, but had some changes of direction, as the history of the club was being built. All the way, it is a discursive construction in which the club is presented as able to face the strongest adversity and the crowd is made up as a faithful and defender of its colors.

It is important to realize the above here, that it is set out. Historical survey about the Club and presented in the first chapter of this article allows you to check the actively responsive understanding held by the speaker of this statement.

Although there is no precise record about the date of publication of the text, the indications given on the context of their production allow inserting it in the 60s of the twentieth century. At that time, the *Clube Atlético Mineiro* and their fans were already established at the state level. On the other hand, also *Cruzeiro Esporte Clube*, founded in 1921, it was placed as a top team. Especially in the second half of this decade, the *Celeste* club montara great strength team, which became hegemonic at the state and national football?

In alluded decade, *Clube Atlético Mineiro* managed only three results, so to speak, positive: the miner championship in the years 1962 and 1963, and a victory over the Brazilian soccer team that would dispute the World Cup 1970.

In this context, the statements of Roberto Drummond were produced. Thus, it is possible to take a closer interpretation of that reality for terms like "storm", "hope" and "against the wind".

As we tried to demonstrate, the club went through moments of few achievements and via its state rival experiencing phase of great victories. The storm that faced club was therefore very strong and at any time, could bring down that black and white shirt. The choice of the lexical item "storm" in this context, in reference to the club, let's build it as object of discourse, as an organization that faces adversity, even knowing that this storm, something that you can take down.

The verb "hope" and the prepositional phrase "upwind" refer to fans of that club. It is presented as fans following the club and supports always, regardless of adversity. So no matter the opponent being faced by the club, the *Atletico Mineiro* will be present and twist against that rival.

Interestingly, this time in the history of mining soccer, *Clube Atlético Mineiro* came out of a time of great achievements, including international, and entered a phase of poor results in the field. On the other hand, *Cruzeiro Esporte Clube* got great results and important trophies. This text inserted in this environment of hegemonic struggle, build a speech object that reinforces the crowd fidelity image and determination of the club. These images have been maintained and even strengthened to the present day. The crowd is constructed as true, because even in adversity, even though the great victories without club for several years, remains the root against these adversities, remains the root against the wind.

Over time, the club managed to put together teams with diverse forces, winning major titles and also losing other important too. Therein lays the biggest came of this study: over the years, the team and the fans, as discursive objects, kept the essence of then presented construction. The *Atletico Mineiro* was always built as the fans that "twist against the wind" and the Club, even in times of great crisis, has highlighted his fighter aside from the storms that he faced.

As mentioned, this statement won time and reached the twenty-first century. Even with the creation of several other labels for club and fans, the phrase Roberto Drummond remains.

In 2013, as mentioned, to mark the conquest of the Copa Libertadores, a documentary was produced titled "Against the Wind". As with texts of this kind (sports documentary), are presented testimonials from fans, players and officials who lived through those times.

What can be seen from reading this documentary is that the team went through a quiet moment in the competition, but from a certain moment, began to live their storms. The crowd then started to cheer against that wind. The point to mention here is the presence of previous statement echoes the recovered statement, "against the wind" to give title to the video. This fragment brings with it the question: what is against the wind? It would be the team who lived moments of storm? Would the crowd, who sprained against the wind? You can tell that it is the two instances: the team and the fans, since both are the focus of the documentary, and as the story goes, both positioned themselves in coping situation of adversity that presented. The main fact is, however, a situation experienced in 2013 resumed fragment of a statement made in the 60s of the twentieth century, and even though it was presented with cutouts, allows the reader to reconstruct its echoes and redo the crowd discourse object Athletic Club Mineiro and also Clube Atlético Mineiro. Another statement which constitutes the corpus of this work is:

I believe!

It is sung by the crowd singing the aforementioned club, from one point of the Copa Libertadores dispute, in 2013. From this statement, you can check the active understanding of the responsive crowd in relation to non-verbal utterances produced the players on the field, which are constructed from the final results (scores) and the quality of the game displayed on the field during the match. As set out in this genre, it is unlikely to have been very moment it began to be said and, moreover, precisely constituted situation. What can be seen is that this statement gained momentum from the moment that the team began to show performance on the field, and final results that put at risk the path towards the title. Another fact that should be made is that, as with statements, this statement makes limits with others also used in sports chronicle of environment and football supporters.

In the context of football fans, in the year 2010, a football team in the state of Rio de Janeiro, Fluminense, experienced during the national tournament contest, in which he needed to win every game left to him not to be downgraded to what is called the second division of national football. Seeing the need to provide support to the team and especially to realize that everyone took for certain relegation of the club, the crowd started to sing the song transcribed in the table above. What should be noted is that although the practical result of that corner has been reached, or in relation to non Fluminense relegation, or in relation to the title of Clube Atlético Mineiro, the discursive situations were different. If, in the Rio case, the statement was produced to encourage players to win a delicate situation in the mining case, the production was given to boost the club not to lose hope in the conquest of the then unprecedented title.

In terms of discursive context, ie links in the communication chain, it is also possible to see that this statement is inserted in religious discourse and, more precisely, the discourse of religious faith. It is very common to have expressions like "I believe", or even as the now traditional "faith moves mountains" in religious discourse in order to lead the faithful, believing in the words, for example, the Bible (as religion), to remain firm in their purpose. In this sense, one can observe the inter discourse between religious discourse and discourse football, from the effects of meaning that can be attributed from the statement. After all, the term carries the semantic load known as faith and hope regardless of tribulations. As this is a game where luck and belief in the team are factors that help to achieve victory, the crowd shows confidence in the team at the same time conveys the idea of supporting the team.

Just as the statement under discussion came to the fans of Atletico Mineiro Club with echoes from the Rio corner, also received the aforementioned discourse of religious faith. Moreover, this statement received in its creation, the influence of another, in the mass media of the city of Belo Horizonte. Bruno Azevedo, reporter of Radio Itatiaia, radio station installed in the mining capital, which at the time held the coverage of the America Football Club, was to staff the phrase "Believe me, America!", Coined when the club was seeking access to national football.

Every positive result, or even after a negative result, the reporter ended his involvement with that statement. As is common among supporters, even among journalists, this statement was gaining ground among colleagues of the issuer, or even among supporters of various clubs. The reporter himself, while playing in matches of coverage of other teams of Minas Gerais, in given situations, also used his staff, with the change of vocative for the mining team that was in the field.

Parallel to these statements, which are built structurally similar fashion, the other was being used in the same sense as, for example, to cite just one, "The Case never lose hope" used by the speaker Mario Henry official narrator of the aforementioned broadcaster for the games of Atlético Mineiro, in situations where the team in the field, needed to get some more difficult result. In other words, in situations of "storm".

The question that arises is: how was the process of interaction between fans and players? Although it is not possible to know the exact moment when this song came to light, one can present the likely time, that is, the week passed between the first and second matches of the Club against New's Old Boys, Argentina, the Copa Libertadores 2013. The first match was held in Rosario Central, in that country, and the mining club was defeated by two goals to nil. Needed to obtain the classification to the next stage, a win by at least two goals. This result would take the decision for the penalty shootout. For football templates, as you know, it is a complex situation to achieve this result. What we found at the time is that, just as happened with the team of Fluminense, the foreign press to Minas Gerais expressed his disbelief about the success of the mining Club. This corner therefore may also have arisen as a result of this media positioning, with the crowd acting responsively.

This corner, as is known, gained more strength when the club was able to overcome that opponent. Gain more and more strength, as other results were going. Thus, just as occurred in Argentina it took place in the final of the tournament, with an initial defeat in Paraguay by the same score. The second game would take place at Mineirao Stadium. As for the linguistic structure of this statement, it can be said that contains a subject in the first person singular, represented by the corresponding personal pronoun and a verb. Regarding the lexical choices, it can be seen that although there was the possibility of using the personal pronoun case straight in the first person plural, the crowd did not. Although there was the possibility of building the expression the same way as that carried out by the radio station reporter, the fans also did not. It was decided to constitute itself as enunciating that features first person outside their action, action to believe.

As a team response in the field, it can be said that in most of the games in which the staff was heard, the team found the strength to get the desired result, in case the title seen as impossible. Whereas now, the fans and the club as a discourse object, it can be seen that in both the statement of Roberto Drummond, as the staff of the crowd, or even the aforementioned journalists, what you have is the reiteration of features such as loyalty to the wick, which is in each case constructed as one that discourse, even in the most difficult situations, still believing and supporting; as determined for the club, that even in times when a classification was seen as unlikely, fought until the end to get it. But although there is this emphasis on construction presented above, it does not always happen in practice. The club is constructed as having determination and as able to win great victories over larger opponents it. What can be verified is that, just as the other big clubs in any sport, there are moments of success and failure. Often there is more of this than that. What can change is the way that pendulum is built.

In the case of the mining club, the failure situations occurred after the conquest of that continental title since the same year 2013, on an international trip to play tournament called Club World Cup, was defeated by a team of lesser degree, when, for crowd was certain the team's participation in the final of that tournament. The following year, ie in 2014, the club went through delicate moments, having been eliminated from the Copa Libertadores this year and lost the title of the Campeonato Mineiro for your biggest rival.

The situation remained delicate at the start of the national championship. Later that year, the club won only one tournament and less relevant (called Recopa South America), and a national tournament also lower (called the Brazil Cup). It is observed, then, in numerical terms, that the years of 2013 and 2014 were balanced, after all, the Club won a very important title, a title intermediate relevance, two titles of little relevance, second, on the other hand, what would be the biggest title of his story and getting in complex situation in the national championships of the period. What it was, however, for the crowd was the discursive object of a great club achievement.

In relation to the statement which constituted the mark of winning the 2013 Copa Libertadores, say that also received sardonically. After winning this title, players began to experience low income in the field phase. This led the team to suffer losses to clubs seen as second tier. Every defeat, then the opposing fans going to sing this song. Thus, the same linguistic group, the same lexical items used by Atlético fans to encourage players in the search for international tournament now receive that tone, from the opponents. This shows that the change in social groups can lead to changes in the tone of the statement without even having occurred changes in discursive genre or the language items placed in the construction of utterances.

Another twisted corner which was widely used in the years 2012-2014 was:

He fell in Horto's dead.

The statement above has its history linked to the reform that passed the Independence Stadium, located in the city of Belo Horizonte, where the Clube Atlético Mineiro has to send their games in the championships played. This staff, at one point, joined the others discussed here and formed for this stadium a speech object that united race team, passionate fans and faith in incessant victory. Interestingly, also historically the Club, even before the mentioned reform of the stadium, even having already been built the Mineirao stadium in more delicate situations, chose to play the so-called Garden of the field. So in terms of enunciation chain, "Independence" (as it is popularly known) is already built as the place where the club tends to beat your opponents.

Nowadays, that is, in the aforementioned period, the records show that the Club was more than a year without suffering losses in games in that stadium. In addition, the team conquered wins with a difference of several goals, but also won with great difficulty, leaving often adverse situations. What was therefore discursively created is the opponent who played in that stadium against Atletico Mineiro Club amargaria defeat. This mark outstripped the times when, although there was lost, the team has not conquered victory, even over weaker rivals.

As for the linguistic construction of this statement, what we see is construction of cause and effect, the first veiculadora prayer because (fell in the Garden) and the second veiculadora effect (that's dead). The way the period, has a relationship which is formulated to cause occurring inevitably occur that purpose. However, there is ambiguity in this construction, after all, is not clear what constitutes the discursive meaning of the verb "fall."

Can be attributed to the verb mentioned the sense of "going against the ground", which would be the most likely, the purely linguistic point of view. However, there would be problems in the interpretation, therefore, to fall, the opponent should have been defeated, that is, "an opponent fell to the other." A more likely sense, given the "re dead" in the following sentence, would turn around "play on." In other words: "the opponent to play (against Atletico Mineiro Club) in the Garden is dead." This image was being built over the games and the team's victories in the new stadium. Statistics, however, show that the statement, despite being kept and the team still achieve more positive results than negative, does not produce an accurate picture of the referent, but, as expected in the referral process, an image created from the speaker's perspective. See yourself in that sense that, in 82 games played from May 2012 to November 2014; the Clube Atlético Mineiro won 58 victories, 21 draws, and 03 defeats. In this number of losses should be added that occurred in the last match of the year held by the Club. So are 04 defeats.

What is meant from the statistics is that these numbers do not allow the construction of the implacable opponent of image in their domains, ie to be dead at the end of the game, all opponents who play there. Although they were few losses, it was relatively large number of draws. If, in the early stages of the new Independence Stadium, the Clube Atlético Mineiro made great winning streaks, there were moments of draws in sequence.

What matters, however, the objectives of this work is to point precisely to the fact that the buildings analyzed here create discourse objects with force and domain characteristics when in inner reality to playing fields and championships, the concerning tend not to have the same characteristics with which it was built discourse. We understand that construction work of the club and its fans as great power entities, great strength, great passion, is related to the achievement or maintenance of hegemony in the state of Minas Gerais football, or even national.

Taking into account the notion of active understanding responsive to the notion of hegemony, we can argue that maintaining a building a passionate crowd, a crowd as the largest in the state, a twisted leading opponents to bow before the team's power this twisted leads to a return of the same attitude to fans of the club own goals, ie to maintain them. It is therefore a feedback movement: building a team with emphasis on their victories and their defeats silencing or other adverse outcomes leads to the maintenance of fans numbers or even to increase this data; maintaining the struggle for hegemony between two great force clubs tends to lead to other results, including the financial, with the largest number of fans in the field and the sale of products that club.

What was intended to demonstrate is that there is construction of discourse objects as the referent football team, in the case in question. This construction and maintenance tends to portray the goals of who performs them.

5. Conclusion

The view currently held about language is that it consists of a social activity historically motivated and should therefore be analyzed for the presence of brands such activities in produced statements.

As a result of this approach, it may be emphasized that the linguistic analysis object should become activities and processes involved in the referral. The process may be called "construction of the world" can be seen as situated, occurring from the creation of symbolic system to be put into action by the subjects. It is this symbolic world responsible for the relationship between language and the world, and it all built, as pointed out, from complex social work and maintenance tends to portray the goals of who performs them.

The representations that are built on common sense are influenced by ideological complex of the group in question, and feedback it, in a constant feedback movement, making it impossible to see mind and world as prebuilt instances. One might think, then, the social cognitive character of the construction of those worlds and defend that are organized under the speeches. This organization is the result of conditions internalized by the subjects involved in a given culture. All this must be taken into account when seeking to understand a given reality. Seeing this process of building discursive worlds as involved in referral activity, it can be argued that the analysis of this activity must be related to the processes involved there and that are remarkable from the language. They are then the subject, viewed collectively and in process of social interaction, which in complex process, stabilize the world in his speech. From the analysis it was possible to see that the fans in the stands of action results from actively responsive understanding of what happens during the football game.

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