

GENDER AND FOOTBALL: WOMEN IN BRAZILIAN FOOTBALL MANAGEMENT

GÊNERO E FUTEBOL: AS MULHERES NA GESTÃO DO FUTEBOL BRASILEIRO

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ABSTRACT. *With the advent of sport as a mass phenomenon, football has become a hegemony as a sport social practice, highlining its organization on the global stage. Women have been inserting in this sporting scene, which is still hegemonically male, that is, visible space for gender segregation. The objective of this paper is to diagnose the barriers encountered by managers of Brazilian football clubs and to analyze the gender relations in their professional trajectories. In the study, four women who worked and act as managers will answer a semi-structured interview. This is a qualitative approach research and a descriptive character, and the reflections will be guided by the post-structural theoretical framework of gender studies.*

RESUMO. *Com o advento do esporte como fenômeno de massas, o futebol se tornou uma hegemonia enquanto prática desportiva e social, destacando suas organizações no cenário global. As mulheres vêm se inserindo neste quadro desportivo, que ainda é hegemonicamente masculino, ou seja, um espaço visível de segregação de gêneros. O objetivo do trabalho é diagnosticar as barreiras encontradas por gestoras de clubes brasileiros de futebol e analisar as relações de gênero em suas trajetórias profissionais. No estudo, quatro das cinco mulheres que atuaram e atuam como gestoras responderam a uma entrevista semiestruturada. Trata-se de uma pesquisa de abordagem qualitativa e caráter descritivo e as reflexões serão norteadas pelo referencial teórico pós-estruturalista dos estudos de gênero.*

1. Introdução

We know that gender issues are increasingly present in social discourses due to their importance in breaking with the paradigms built throughout our history. Theoretical studies show us the changes in the context of work relationships and give rise to new career models and the impact of gender in the construction of professional trajectories. The executive

spaces previously dominated by men are increasingly being pleaded by women with the interest of building and consolidating a promising professional career.

Thus, this study aims to explore the trajectory of executive women in the management of Brazilian football and to learn from these women about the construction of their careers and what difficulties they faced in this process.

The current labor scenario is also the result of the patriarchal context in which our society was built. The woman had her social identity historically constructed through her maternal role, which primarily culminated in her exclusion from the work environment, which for Safioti (1993), comes from a precise delimitation of society concerning which fields these women may or may not Act. Linked to the fact that they are responsible for domestic chores as well as the care and socialization of their children.

Still according to Safioti (1993), with the industrial revolution and the automation of processes, the overcoming of men by physical force, becomes obsolete, since physical work is no longer necessary for the performance of the usual tasks in industries. Marriages are delayed and there is a considerable decrease in fertility rates, consequently in the number of individuals per family. Women start looking for more schooling, in addition to inserting themselves not only in organizational spaces but mainly taking an important step in building a career. (BRUSCHINI; LOMBARDI, 2007)

But one of the most important changes in the condition of women and one of the most decisive factors in the transformation of this condition is, without a doubt, the increase in the access of young women to secondary and higher education, which, being related to the transformations of the productive structures (especially the development of large public or private administrations and the new social technologies for organizing cadres), led to a really important change in the position of women in the division of labor: thus, a strong increase in the representation of women in the intellectual professions is observed or on administration [...](BOURDIEU, 1998, p. 108)

This whole process of struggle was not enough to legitimize these women as professionals, according to Thiry-Cherques (2003), “[...] what allows women to compete for space in the job market is their average level of education, 35% higher than men, and their average level of compensation, 25% lower, ”that is, statistical evidence of the devaluation of women's work. According to the IBGE in 2019, women have their salaries lower than that of men by 34% in Brazil.

It is possible to affirm, according to Bruschini and Puppini (2004) apud Bruschini (2007), that the number of women on the rise in director and management positions is significant, taking into account another peculiar characteristic, which besides being younger, these women manage to reach managerial positions in less time. In other words, "more than 80% of female

directors were under 50 years old compared to 64% of female directors, but 44% of them had been in employment for less than three years". (BRUSCHINI, 2007, p, 556)

Work and women in football organizations

With the advent of sport as a mass phenomenon, Brazilian sport management organizations have also been growing and becoming organs of expression on the national and world stage.

Football has become a hegemony as a sports practice, as pointed out by several Brazilian authors, journalists, and chroniclers, being considered a national passion (BATISTA; DEVIDE 2009). Sport as a cultural manifestation is also the stage for the self-affirmation of male identity, being an environment where gender segregation is visible, with male dominance (COELHO, 2009); and in football, the main symbol of national culture, these boundaries become more visible, "a sport built by men and for men" (VAZ, 2005).

Within the sports scene, it is still a great challenge for women to win positions in the management positions and, once they get there, they have to face a series of challenges generated especially by the way gender relations were constituted in the sports world (MOURÃO, 2004). Although in a context in which man is still the one who commands most of the management organizations of Brazilian sport - federations, confederations, and secretariats acting as a leader, coach, and referee, we can find, even in small numbers, those who broke through the barriers and continue to rise in their professional careers in the Brazilian football scene.

The development of women's space in sports in the country, including football, was delayed by this history of prejudices and prohibitions, the practice of women's sports was sectioned by the government. ¹Article 54 of Decree-Law No. 3,199, of April 14, 1941, which in force until the 1970s, limited the modalities released for women, "women will not be allowed to practice sports incompatible with the conditions of their nature, and, for this purpose, the National Sports Council (NSC) should lower the necessary ones instructions to the country's sports organizations. " In the military dictatorship, the NSC delimited the participation of women in Brazilian sport: "It is not allowed [women] to engage in fights of any kind, soccer, indoor soccer, beach soccer [...]". the end of NSC in the 1980s, the legacy of prohibitions still loomed over women in football (CASTELLANI FILHO, 2012).

The 1990s were a remarkable year for sport on the world sports scene since in 1991 the Women's Football World Championship was created, considered as the FIFA Women's World Cup. Due to this event, the leaders of the Brazilian Football Confederation hurriedly

¹ BRAZIL. Decree-Law No. 3,199 of 4/14/41 - Establishes the Bases for the Organization of Sports throughout the country.

climbed the first national women's soccer team. (DARIDO, 2002), and, since then, they have brought greater visibility to the professionalization of women in the Brazilian football scene.

According to Gomes, 2006, "the structures of Brazilian sports institutions contributed to the symbolic violence of the hierarchical division of labor between genders, in the field of sport management". Gender symbolism, when occupying a position in the sportive scene, can be exemplified by the metaphor of the "glass ceiling" that, invisible, effectively prevents or at least makes it difficult for women to reach the top.

The "glass ceiling" phenomenon, used mainly in the organizational environment, refers to the invisible barrier that prevents women from reaching leadership positions and restricts them to subordinate functions, at the base of the hierarchical pyramid. In general, the term applies to careers in which women face great difficulties in rising. The figurative meaning of the expression indicates that, due to the transparency of the glass, women can visualize the highest positions above them, however, when trying to reach them, they encounter the wall (ROCHA, 2006, p. 77).

According to the Brazilian Institute of Geography and Statistics (IBGE), we have about 49 million female heads of families in Brazil. These data only demonstrate that women have long been fundamental to the country in the labor market and decision-making. (KFOURI, 2016).

Changes must be made to achieve more representation of women in leadership roles, proving that women and men do not differ in their abilities to lead, if they are in similar positions. (SOUZA OLIVEIRA, 2002 apud GOMES, 2008, p. 87).

The struggle of women for space in football has been going on for almost 40 years, and we still do not have studies on demonstrative numbers of female representation in the boards and management of clubs and regulatory bodies. Women who dare to occupy spaces that are not traditionally recognized as their own or natural, from football to politics, are treated as deviant and revolutionary and suffer the consequences of this symbolism of exclusion.

Therefore, we can conclude that the scarcity of women in football, in all its dimensions, needs to be reframed, as it still represents a distortion in today's society, placing the gender issue as a central issue to be discussed in football.

The objective of this study is to understand how the insertion of managers in the football context occurred, to know how the professionalization of these women was built to enter the market and to identify the challenges faced by women in the ascension in their professional careers.

2. Methodology

It is a qualitative research of a descriptive character in which it seeks to understand the meanings constructed in the professional trajectory of managers in Brazilian football - based on gender references.

In professional football, the main football competition in the country is the Brazilian Football Championship, also known as the Brazilian Championship and the Brasileirão. The league is played annually by 60 men's teams subdivided into series A, B, and C. The CBF (Brazilian Football Confederation) is the body that regulates football competitions in Brazil, and on its official website, it was possible to find all the clubs active by category and thus, individually on the official pages of each club, check the list of members of the technical committees and boards and identify in its history the 5 (five) women managers, which 4 (four) accept to participate in this study.

Data collection was recorded interviews and started shortly after the favorable opinion of the Ethics and Research Committee with Human Beings of the Federal University of Juiz de Fora. All participants were informed of the nature of the research and signed the Informed Consent Form (ICF). The place and time of the interviews were determined during the study, according to the availability of the participants who composed the research. During the interview, only the researcher and the interviewee remained in place. The interviews were transcribed in full, respecting all discursive forms presented by our participants.

Due to the objectives of this work, the collection instrument was elaborated based on the presuppositions of Thematic Oral History that provides objectivity in the process of creation and conducting the interviews. According to Meihy (2005):

The thematic oral history is committed to the clarification or opinion of the interviewees about a defined event. Therefore, objectivity is direct [...]. Details of the narrator's personal history are of interest as they reveal aspects useful for understanding the central theme of the study. (MEIHY, 2005, p. 162).

Oral History as a research method allows a way of doing science that complains utilizing overcoming the conformed crisis that plagues the scientific field, by valuing reason as intellectual and sensitive knowledge, as it is necessary for the researcher and the interviewee to access subjectivity both to narrate, interpret and appropriate what was narrated, heard, felt in the field of research (SALGADO, 2014).

3. Conclusion

The investigation fulfilled its stated objective, concerning the understanding of the field of management in football in Brazil practiced by women and the issues related to its underrepresentation. Despite claiming to have suffered prejudice and discrimination at work at some point in the activity, who work in a hegemonically male field, they say that they do not face gender problems on the part of the club, due to the political character that power relations are built within football clubs in Brazil. Thus, we conclude that women are underrepresented in management positions, but do not recognize gender problems in the domain and power of the field of work.

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