Chapter 27
The Narrative of Fanaticism in Advertising

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ABSTRACT

Entertainment is an activity that emerged with capitalism. With intense working conditions and unbearable lives, people who live in the city are made amazed by entertainment techniques. In factories or on the production line, it was necessary to entertain mechanically constantly-working masses in an easy and inexpensive way. The football, which is used for this purpose, has an important role in organizing the time of leisure and leisure. The interest of the broad masses of fans has made football an interest of advertisers. Many products are marketed in color. Shaped shirts and sporty products are the most important ones every year. All the products of the team are turned into a part of the football game, which is trying to sell all the products of the team. Not just fans going to the match; old, young, child, adult, female, male - everyone is walking around on the match day like a billboard.

INTRODUCTION

Entertainment is an activity that emerged together with capitalism. Intense working conditions and unbearable life of the people who live in the city are made bearable by entertainment techniques. It became necessary to entertain the masses working continuously in a mechanical way in factories or somewhere in the production line with easy and inexpensive methods. Football, which was used for this purpose, has an important role in organizing the time of leisure and entertainment.

Simon Kuper says that football is vital in some cultures; when a man in Naples gets some money, he buys something to eat first and then goes to a football game; on the other hand in Brazil, even in the smallest village there is a church and a football field; although there are places where there is no church, there is no place where there is no football field (Kuper, 1996, p. 1). The fact that watching football and having a conversation on it does not require extra knowledge and skill is a different aspect that explains its being for the masses (Şentürk, 2007, pp. 25-41). The masses can easily and cheaply reach the feeling of getting involved to a group and getting pleasure from this situation.
It is not possible to think football separately from the fans at all its stages. This is due to the fact that the game turns into a show with the presence of the fans. As it attracts the attention of broad masses of fans, football has become a field of interest for advertisers. Today football is; the uniform we wear, scarf on our neck, plate on our table, sheet in our bed, credit card in our pocket, annual combined ticket that we pay billions, TV in our house, monthly magazine that we subscribe, a game of chance where we pin our hopes on, publishing tenders where million dollars are at stake (Akşar, 2005, p. 3).

Football games are followed by thousands of people in the stadium or on TV. Therefore, it has become an indispensable product. Football is a trade and the audiences both a customer and a valuable commodity that earns money (Erdoğan, 2008, p. 55). Many products are marketed through the colors of teams. Uniforms and sports products that change every year are the most important products of the market. All the products of the team are tried to be sold to the fans which are transformed into a part of the game by being denoted as the twelfth man of the game. Not only the fans going to the game, but also anyone old, young, child, adult, female, male walks around like a billboard during the day of the game. In today’s sense, the reflections of industrial football in daily life are expensive tickets, sponsorships, advertising, star players, professionalization and an appetizing investment area. (Aydın, MB et al., 2008, p. 294).

THE CONCEPT OF FANATICISM

Having fun means not thinking about something all the time and forgetting the pain even where it is shown. What lies behind this is weakness. This is indeed an escape (Adorno, 2007, p. 78). Mankind has been interrupting the routine in daily life with entertainment since the first ages of history and has been experiencing catharsis. Thus, people can get the energy to turn back to the daily routine with these short breaks in their lives. Entertainment has transformed into a form of professionalism with capitalism. The unbearableleness of urban life is made bearable by entertainment techniques. Fake pleasures are offered to the masses who are constantly working in a mechanic way in the factories or in some parts of the production line to restrain their perception of hopeless emptiness (Modleski, 1998, p. 198). Therefore, after industrial revolution, city centered activities were given importance for physical discharge. Football has been life-saving in this sense.

Capitalism sees organized sports, especially football, as the most obvious choice for the colonization of the entertainment and leisure time outside work (Erdoğan, 2004, p. 13). This is because football is an area of interest for millions of people. Like in the statement by Eco, however radical it may be, no revolutionary group occupies the pitch on a Sunday when there is a football match (Trifonas, 2004, pp. 68-69). The essence of purification is the discharge of tension or rage (anger) in an expressible form (Oskay, 2010, p. 372). In this sense, football games serve as a social discharge area.

One of the missions undertaken by sports competitions (especially football) is the fact that people or societies express themselves by using competitions, they can make themselves heard and turn their anger or joy into conflict (Kuru & Var, 2009, p. 144). It is said that the Catalans would be as tired as the players while turning back to their home after Barcelona vs Real Madrid game. LluisFlaquer, a Catalan sociologist, states that this is a psychological phenomenon. Just as someone who could not yell at his dad yells at someone else, he gives the example of people pouring out their feelings by shouting at the players of Real Madrid who actually could not say”killer Franko” out loud while they were walking on the streets (Kuper, 2014, p. 172).
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