

2019

**ANA MARGARIDA
BASÍLIO CAUTELA**

**THE OTHER FOOTBALL -
A PHOTOGRAPHIC REPORT ON
AMERICAN FOOTBALL IN
PORTUGAL**

2019

**ANA MARGARIDA
BASÍLIO CAUTELA**

THE OTHER FOOTBALL - A PHOTOGRAPHIC REPORT ON AMERICAN FOOTBALL IN PORTUGAL

Projeto apresentado ao IADE – Universidade Europeia, para cumprimento dos requisitos necessários à obtenção do grau de Mestre em Design & Visual Culture, realizada sob a orientação científica do Doutor Nuno Saldanha, Professor do IADE – Universidade Europeia e da Doutora Ana Marques, Professora Auxiliar do IADE – Universidade Europeia.

acknowledgment

I would like to thank my teachers Pedro Rodrigues, Nuno Saldanha, Mário Brás and Ana Marques for the guidance during this project. To my Mum, Alexander, Pedro, Andreia and Carolina, for the support and care throughout this all process.

Special thanks to all the interviewees (Rui Costa, Michael Van Epps, Craig Korthase, André Amorim and Duarte Cruz), and to the teams Lisboa Devils, Lisboa Navigators, Porto Mutts, Évora Eagles, Paredes Lumberjacks, Coruña Towers and Algarve Sharks, and specially to Cascais Crusaders, Tagus Lions and Porto Dyrns Women.

My most special thank you go to Andee, #14, who first presented me what would become one of the biggest passions of my life: American football.

palavras-chave

futebol americano; fotografia desportiva; fotojornalismo; storytelling

resumo

Ao longo da última década, o futebol americano em Portugal tem-se desenvolvido como um desporto que ocorre exclusivamente como prática amadora. Por se tratar de uma modalidade em que os jogos acontecem a um ritmo e duração muito específicos, o presente projeto fotográfico tem como objetivo principal explorar os aspectos visuais de um desporto estrangeiro; é uma abordagem americanizada da comunicação visual desportiva, como uma assimilação de valores e práticas inerentes ao futebol americano, neste seu próprio processo de aculturação.

Keywords

American football; sports photography; photojournalism; storytelling;

abstract

Over the last decade, American football in Portugal have been developing itself as a sport that occurs exclusively as an amateur practice. As a sport which games happen in a very specific pace and duration, the present photographic project has as it main goal explore the visual aspects of a foreigner sport; it's an americanised approach of sports visual communication, as an assimilation of values and practices inherent to American football, in this acculturation process of its own.

Table of Contents

Glossary	13
List of Abbreviations and Acronyms	15
List Of Figures	16
Introduction	18
Key Research Question	18
Stakeholders	19
Methodology	19
Chapter I - Literature Review	21
1. American Football Origins	21
2. Development of the sport in the USA and Current Panorama	22
3. The Game Rules and Dynamic	24
4. American Football Across the Globe	26
4.1. American Football in Australia	27
4.2. American Football in Brazil	27
4.3. American Football in Canada	27
4.4. American Football in Japan	28
4.5. American Football in Mexico	28
5. American Football in Europe	29
5.1. American Football in Germany	30
5.2. American Football in the United Kingdom	31
6. American Football in Portugal	31
7. Sports & American Football Media and Photojournalism	33
7.1. Sports Media	33
7.2. NFL Films	34
7.3. Photojournalism	35
8. Storytelling and Visual Narratives	38
8.1. Storytelling	38
8.2. Visual Narratives	40
8.3. American Football Movies	40

Chapter II - Methodology	42
1. Case Studies	42
Case A - Philadelphia Eagles	43
Case B - Notre Dame Fighting Irish Football Team	45
Case C - British Columbia Lions	47
Case D - Munich Cowboys	50
Case E - Fujitsu Frontiers	52
2. Interviews	54
Interview A - André Amorim	55
Interview B - Craig Korthase	57
Interview C - Michael Van Epps	58
Interview D - Rui Costa	60
Interview E - Duarte Cruz	61
Chapter III - The Photographic Project	64
1. Technical Data	64
2. Image Content and Narrative	64
3. The Photographic Process	68
Chapter IV - Conclusions	70
List of References	72
Sources	74
Academic Articles & Dissertations	74
Bibliography	75
Online Sources	77

Glossary

Defense - the team that does not possess the ball and has as main goals to prevent the offense team from gaining territory and recover the ball to themselves;

Down - attempt granted to the offensive team to progress ten yards in order to maintain ball possession;

DSLR (Camera) - digital single-lens reflex camera (digital SLR or DSLR), a digital camera that matches the optics and the mechanisms of a single-lens reflex camera with a digital imaging sensor;

End Zone - area located on the length extremes of the field, in which the offensive team should enter with ball possession in order to score;

Field Goal - method of scoring through a kick that will make the ball pass in the middle of the goalposts;

Flag Football - variation of the original American football sport in which, instead of performing tackles to stop the opponent, a player must catch one of the two flags attached to a belt wore by all the players. It substitutes the contact situations of the game with that ripping of the flag and, as so, not only the necessity of the protection equipment is suppressed, as it is an easier method to introduce the sport and allow younger athletes to be connected with the sport;

Hail Mary - a very long pass, performed in plays where the team does not have many options or attempts to progress, usually used as one of the last resources;

Huddle - brief meeting of the players between plays, in order to define the planning of the following play;

Offense - the team that owns the ball possession and has as main goal to progress down the field until reaching the end zone;

Quarterback - the first offensive player to receive the ball at the beginning of each play. Considered the game distributor and one of the most cerebral player positions, as he is the one to ultimately decide the kind of play to be performed;

Roster - list of personnel of the team. Mostly used when referred to players, it should also include all technical and coaching staff;

Sideline - field limits on its width. It defines the place where staff and players should stand when not inside the field;

Shoulder Pads - protection equipment that cover the area of shoulders, upper back and chest;

Super Bowl - National Football League's final championship game, defining the winner of the season;

Tackle - contact technique used to stop a player from progression;

Touchdown - the main way to score points in an American football game. It occurs when a player that has ball possession enters the end zone. It adds six points to the score marker;

Try-Out - usually a specific practice or day that allows people that are not part of the team to show their athletic skills as a way to be chosen to be a part of the roster;

List of Abbreviations and Acronyms

AFL - American Football League

CNFA - Campeonato Nacional de Futebol Americano

FPFA - Federação Portuguesa de Futebol Americano

IFAF - International Federation of American Football

ILF - International Football League

LPFA - Liga Portuguesa de Futebol Americano

NCAA - National Collegiate Athletic Association

NFL - National Football League

List Of Figures

Figure 1 - First American football game, Rutgers against Princeton

Figure 2 - NFL Teams Geographical Distribution

Figure 3 - American Football Field Representation

Figure 4 - American Football Equipment

Figure 5 - American Football Teams in Portugal integrating the LPFA

Figure 6 - (Neil Leifer ,1968) - Jerry Kramer (64) and Forrest Gregg carry Vince Lombardi off the field after Green Bays' second straight Super Bowl triumph and Lombardi's final game as the Packers' coach.

Figure 7 - (John Biever, 1994) - Barry Sanders ran circles around NFL defenses with an electrifying style unlike anything the league had seen.

Figure 8 - (John W. McDonough, 2004) - Tom Brady and the Patriots rush the field after defeating the Panthers 32-29 in Super Bowl XXXVIII.

Figure 9 - (Bob Rosato, 2002) - Dolphins tight end Randy McMichael soars over Saints defenders to score during a preseason game.

Figure 10 - Photographic Galleries available at Philadelphia Eagles Website

Figure 11 - Image Disposition on the Photographic Gallery {Philadelphia Eagles}

Figure 12 - Presentation of a single image on the Photographic Gallery

Figure 13 - Images of a game (Philadelphia Eagles @ Chicago Bears, 2019)

Figure 14 - Photographic Galleries available at Notre Dame Football Section Website

Figure 15 - Image Disposition on the Photographic Gallery {Notre Dame Fighting Irish}

Figure 16 - Images of a game (Notre Dame VS Syracuse, 2018)

Figure 17 - Photographic Galleries available at British Colombia Lions Website

Figure 18 - Photographic Gallery Cover Image {British Colombia Lions}

Figure 19 - Image Disposition on the Photographic Gallery {British Colombia Lions}

Figure 20 - Images of a game (British Columbia Lions VS Ottawa Redblacks, 2018)

Figure 21 - Photographic Galleries available at Munich Cowboys Website

Figure 22 - Image Disposition on the Photographic Gallery {Munich Cowboys}

Figure 23 - Images of a game (Munich Cowboys VS Allgau Comets, 2019)

Figure 24 - Photographic Galleries available at Fujitsu Frontiers Website

Figure 25 - Images of a game (Fujitsu Frontiers VS Obic Seagulls, 2019)

Figure 26 - Game Photograph (Coruña Towers VS Évora Eagles, 2019)

Figure 27 - Game Photograph (Cascais Crusaders VS Lisboa Devils, 2019)

Figure 28 - Sideline Photograph (Championship Game - Cascais Crusaders VS Lisboa Navigators, 2015)

Figure 29 - After Game Photograph (Championship Game - Lisboa Devils VS Porto Mutts, 2019)

Introduction

- Key Research Questions

The present project, a photographic report on American football in Portugal, intends to address an amateur sport in a visual essay that looks forward to represent it in its several strands. It has as its main goal to communicate American football in order to create more awareness about it and reach a wider national public and improve its popularity, which is fundamental to make it grow bigger.

Sports communication have been having an irreplaceable role when it comes to create impact among the current public and potential one. Sports activities have the ability to engage most of the senses, being the vision the one that has the greatest impact and is the most democratic of them all, as it reaches the most of the public in a different range of formats.

Images have been used as a device to explore and record human actions and emotions, specially when occurred in situations of achievement and failure, courage, athleticism, ritual and occasion. They are used to reproduce the mesmerising and heroic moments of sport, as well as the corporeal aspects of the people that play (Boyle and Haynes, 2000).

When visually approaching a subject as American football, with all its inherent situations such as motions, physical effort, adrenaline, expectation, unpredictability and the emotional responses related to those, with so many simultaneous and intense actions taking place on and off the field, images can be used as a very effective medium to spread it among the potential public while promoting a sport that is not yet very well known and popular in Portugal.

The current project is a visual essay and research on how photojournalism can have a great impact on 'spreading the word', as there is a great power on the photograph taken in the right moment at the right place. It also intends to experiment and understand which can be the visual results of a photojournalistic, yet authorial approach on sports photograph, as the images are presented only by themselves without the need of a written new or report along them. Specially when referred to a sport such as American football, with many untranslatable terms, and currently being played in a worldwide dimension, images are also a tool to break the language barrier and communicate in a sort of universal way among the American football context.

- Stakeholders

American football in Portugal still has a long way to go through before it becomes a stable sport. The number of teams keeps changing each season, as some of those simply have no conditions to carry on the practice of it, and others try to emerge in different areas of the country, many times to find the same fate of those that had to dissolve themselves. Financial instability and lack of infrastructures and proper administrative management makes it a hard task to have the minimum conditions for practicing and playing. American football is also a sport that requires several different elements of equipment that are very specific and expensive.

Gradually, as the sport keeps developing its public reach, the conditions for practice and play are slowly improving, reaching potential sponsors and partnerships turns out an easier task when the amount of people interested in the subject increases. As so, the present project intends to show the reasons that makes American football so appealing to those who are willing to give it a chance.

In an age where the visual components of daily life have an unprecedented importance and role, as we are turning ourselves each time more to images in order to get information or as a medium for entertainment, the photographic approach seemed to be an effective way. The increasing quantity and quality of media coverage and visual production tends to raise the public interest and credibility of the American football projects that currently exist. As so, the main stakeholders of this project and its consequent spreading of American football in Portugal would be all the people that are presently involved with it in the country, as players, coaches and leading staff.

- Methodology

As a photojournalistic project, the main method to create the present images is using digital photography (while although in some specific cases, analog images were also taken) during the games of the national competitions. The X edition of the Portuguese American Football League and the I Edition of the National American Football Championship are programmed to take place between January and May of 2019. During the same period, some friendly matches are going to be hosted by a few teams and some images of those events will be included in the photographic project.

The focus of the present photo report is to record key plays inside the field, but still enhancing the human dimension of a sport that demands a lot from a physical and mental point of view, and that holds within many emotions and reactions, such as winning and

being defeated, that are too part of what makes American football such a popular sport and, as so, should also be captured. For this achievement, the moments before and after the game, and those that occur simultaneously with the plays, but from outside the field, demanded a special attention so the report could show the overall atmosphere of a game. The viewer will have a point of view from the same place as a player that stands on the sideline during the game, to give a better notion of what it is to be a part of it.

Afterwards, the pictures will be selected and go under a post production process, to avoid some minor problems caused by the light conditions on the moment they were taken (mostly exposure problems, as all the fields where games are hosted have different light conditions and in some cases, deficient ones).

The final format of the project will be presented as a photographic book, showcasing a few dozens images of those vents.

Alongside the photographic work, the framework research focus on cases in which photographic reports were used as a medium to document and spread the sport and / or some team in particular. Interviews of people related to American football in Portugal were also held, in order to fully understand the reasons people are dedicating themselves to this amateur sport and what is exactly the importance of making it more relevant and how record it in ways, such as the photographic report, can help to improve its exponential growth.

Chapter I - Literature Review

The following literature review was conducted on two main topics. First, the American football one, following its development since it was created until it arrived to Europe and Portugal as well, and the second topic, that focus on sports media, photojournalistic approach to sports events, and visual storytelling along with those in order to tell a narrative through images.

1. American Football Origins

American football was created during the 1860s and the 1870s as a direct consequence of the increasing importance that was being given to physical training and sports practice (Collins, 2013).

It was first played following the English Rugby Football Union's rules, but after some divergences in some of those, important changes were introduced (such as the possibility of the forward passing of the ball). As so, during this first stages of football, the regulations determined that the way the ball was kicked was similar to soccer (in fact, during the first stages, before the ellipsoidal shape was adopted in order to facilitate the pass progression game, the ball was rounder and similar to the soccer one in shape but minor in size) and the possibility to carry it with the hands and to block opposing players was mirrored from rugby (Collins, 2013). These concepts remained quite unchanged, however, some alterations happened and helped to differentiate American football from rugby (such as the possibility to perform forward passes).

November 1869 witnessed the event that would be considered the first American football game in history in a way that the game can be recognised as it is played nowadays.



Figure 1. First American football game, Rutgers against Princeton

American universities of Rutgers and Princeton followed the first set of official rules that would become the norm of the game for the years to come. The game also received some media coverage, as presented in **Figure 1**.

As the game grew popular on the college universe during the next decades, there were also made significant efforts to standardise the rules (Collins, 2013).

Following the growing attendance and popularity of the game played by college students, the newly professional football league was formed in 1920, which would allow graduate students to pursue a football career (Collins, 2013).

2. Development of the sport in the USA and Current Panorama

American football in the professional context started with the origin of the American Professional Football Association, renamed National Football League two years later (Altaweel, 2013). This new league was originally founded with fourteen teams that quickly grew into twenty two.

Most of those initial teams had their origins with groups of men that played using the name of the companies they were working for, gaining extra money for the hours they spent while practicing and playing (many of the professional teams maintained for a long time or still keep the name given under those circumstances, such as the Green Bay Packers, related to a cheese packing company) (MacCambridge, 2004).

During the decade of 1930, a few alterations were made in the rules to ease the game dynamic, and some improvements were induced to professionalize the NFL, as the introduction of a championship game and the creation of the commissioner role, the executive chief of the league (Altaweel, 2013).

But it is really after the ending of the World War II that the National Football League was able to develop more teams (Altaweel, 2013). Many soldiers were coming back home from overseas, which, during the war times, used to practice American football as a way to keep in physical shape and develop interpersonal qualities; there were actually selected some of the best coaches to increase the performance of the soldiers during military relocation, as the sport grew popular to become one of the biggest subject competitions between military squads. With this, there was a lot of talent to draft from and add to the team rosters (MacCambridge, 2004).

In 1959, a new league was also created, the American Football League (AFL), directly competing with the interests of the established National Football League. The AFL

held ten teams, and eventually in 1970 would be merged with the NFL, into what would become almost all the team members of the current competition of the National Football League (a few were still added on the following decades) (MacCambridge, 2004). Since the merge was announced, a few years earlier, the final game between both leagues, previously known as the ‘AFL - NFL World Championship’, was renamed as the Super Bowl (MacCambridge, 2004).



The competition brought by the National Football League became the most popular in the United States of America, and the Super Bowl turned into the premier sporting event in the American continent. Many of those matches are among the most highly watched television programs of all time (Leibovich, 2019).

3. The Game Rules and Dynamic

American football is a field progression sport. It is played on a field 100 yards long (91.44 meters) and 160 feet wide (48.8 meters), with goalposts at each end (**Figure 3**).

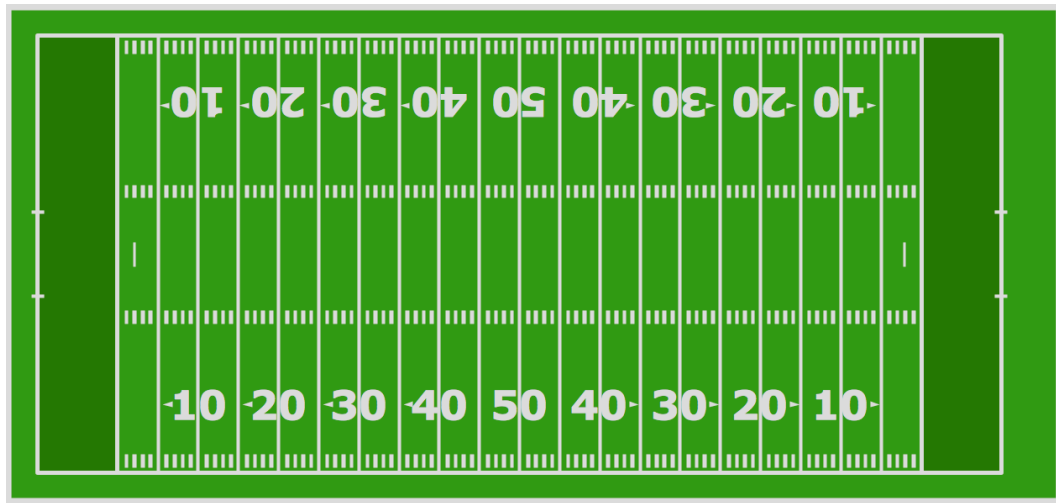


Figure 3. American Football Field Representation

The teams confront each other with eleven players each at a time inside the field.

The team who controls the football is the offense, that attempts to gain territory by advancing down the field, in plays of running or passing the ball. At the same time, the opponent team, the defense, who does not have possession of the ball, seeks to prevent the offense's advance and aims to gain control of the ball for themselves. The offense has four attempts (called Downs) to advance through ten yards, in order to maintain the ball possession (and if the opponent team does not recover it). If they succeed in advancing those yards, they are given a new set of four downs, if not, the attacking team has to give the ball to the defensive team, in a moment where attack and defense switch places; the attacking team gets their attack players to come out of the field, entering the defensive ones, and the opposite occurs with the opponent team.

Points are scored by entering the ball into the opposing team's end zone for a touchdown (six points), or by kicking the ball through the opponent's goalpost for a field goal (three points) or extra point (one point), that happens only after a touchdown has occurred.

The team with the bigger amount of points at the end of the game wins.

Each game has four quarters (with fifteen minutes each), with an halftime period after the first two. However, the game happens at a very specific pace, because in many situations, after the play is over, the clock also stops, and the attacking team has forty

seconds since the end of the play and until the beginning of the following one to put the ball back in movement, unless a time out have been called (each time has three time outs per part of the game, which are usually called when the team needs to get together with the coaching staff in order to make alterations of the strategy before the play).

The pace of the game is probably the main reason that the public is unreceptive to this sport - every time the play is over or the ball considered 'dead', there is a pause between plays that can last up to forty seconds (in some specific situations that don't occur often, this interruption can last for a longer period of time). Therefore, a game that has sixty minutes of ball playing time actually turns out to take around three hours to fully occurs before the final whistle.

But while watching a game, anyone that can basically understand the rules will easily realise that the pauses of the game are actually part of what makes it such an interesting sport. Each time the ball is stopped and the team reunite in the huddle to define the next play, there's an anticipation moment, a creation of an expectation peak in every pause for what's coming in the next movement; during sixty minutes of plays, with an average of one hundred and forty plays per game and with an average length of ten / fifteen seconds per play, there are plenty of adrenaline and expectation situations for the public to embrace. The beginning and the end of each play are well defined, so the public can always be in the expectation that the next play it's going to be a score one or a game changing situation.

American football has a series of values that needed to be assimilated in order to be able to be successfully played; as a player it's part of a roster of usually at least forty players, each one with their specific duties and plays, it is essential that each one of them understand that discipline, team spirit, sacrifice, and put the major interests of the team above of the individuals one. It's a sport that not only promotes the athletic development, as the inner one, of each ones personalities and own values.

It's also important to ensure that American football is a sport that, because of all those different games situations and specific roles inside the field, allows a very wide range of people to play; height and weight, even when not in the considered average numbers, can be used to define a player's role in the game and being used as an advantage; a running players would be taller and skinnier than a player that usually stands on the offensive or defensive line (those roles that demand more direct body contact, strength and that can be referred to as a 'wall', which function is to protect other players and avoid the opposite team to reach them).

American football is also well known for being a full contact sport, with a large amount of equipment and protections used during the practice of it. Players need to wear helmets, mouthpieces, shoulder pads, gloves, and several smaller pads both in the back, hips, arms and legs.

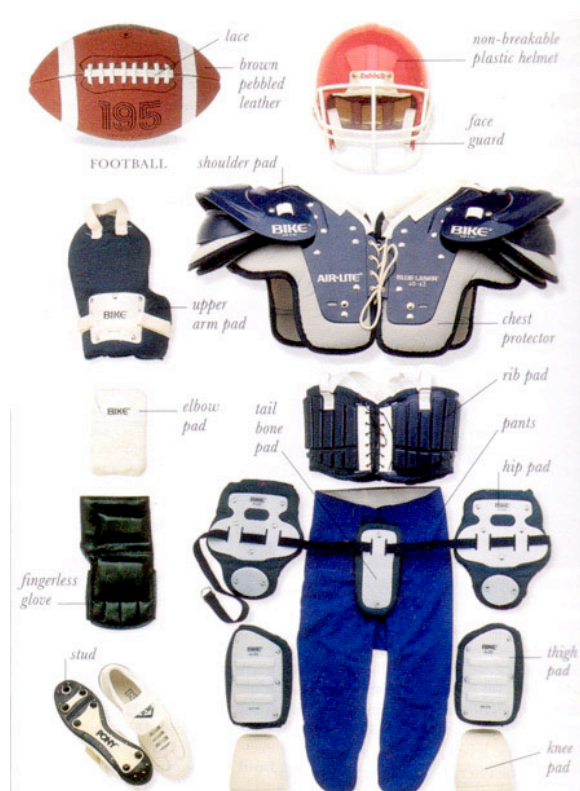


Figure 4. American Football Equipment

4. American Football Across the Globe

As technology keeps breaking barriers and information is more readily available than ever, American football is growing outside the United States of America and expanding its worldwide reach, having spread itself to all the habitable continents.

Since its expansion during the decade of 1940, American football, according to the International Federation of American Football, is present in eighty countries with organised federations regulating the game. IFAF's estimate is that there are thousands of leagues of different standards and hundreds of thousands of boys, girls, men and women playing at levels ranging from high school to soccer-like club leagues.

For the present theoretical framework, it was selected five non-European countries where American football has expanded in the most significant ways; Australia, Brazil, Canada, Japan and Mexico.

4.1. American Football in Australia

American football in Australia had its first official season in 1984, when players only had boxing head gear available to use as protections (Seifert, 2016). The Gridiron Australia was formed in 1998, marking an expansion moment of the sport that, from that year on, grew quite quickly in the country.

Currently, there are around three thousand signed athletes in the Australia Federation of American football distributed in more than seventy teams, and the sport has gained exponential popularity, as some of these players are working their way into the National Football League in the United States of America.

4.2. American Football in Brazil

Brazil has witnessed one of the biggest international expansions of American football. The sport became quite popular since cable television started broadcasting the National Football League games on the country.

The first teams to play full tackle weren't officially organised until 2008, by the time the first competition tournament was settled. From then on, American football has gained an enormous popularity, as since it has passed ten years since that first competition and the country now has more than one hundred and twenty teams (Jenner, 2015), with an overall of around five thousand tackle players all over the country. There are also already two semi professional leagues established, and some of those games are being broadcast in local television stations.

4.3. American Football in Canada

Canada American football is played with a few alterations of the rules, for example, the game is played with twelve players instead of eleven, to help to cover and fill the field, that longer and wider than the traditional American football (Seifert, 2016).

The first documented game in the country occurred in 1861, eight years before the first recorded game in the United States.

The Canadian Football League was founded in 1958 and currently nine teams play every year in this competition. However, the country has several competitions for younger and female players, both in the tackle and flag variations of the sport, counting with large numbers of people playing the game.

4.4. American Football in Japan

American Football was introduced in Japan by a missionary during the year of 1934, that, after leaving the country during World War II, returned in the decade of 1950 to promote the sport (Wade, 2018).

The sport grew popular and, according to the Japan American Football Association, there are currently around four hundred and twenty teams in the country, around two hundred of them affiliated with universities and more than one hundred related to high schools.

The highest competition level teams are supported by corporations (some examples are companies as Fujitsu, Mitsubishi and Panasonic) (Seifert, 2016).

4.5. American Football in Mexico

The first recorded organised American football game in Mexico took place in 1896, but the beginning of tournament competitions occurred in the decade of 1920 at collegiate level (Seifert, 2016).

The National Football League held several regular season games in Mexico City, attended by large crowds each. American football is already considered one of the most popular in the country, as its proximity to the native country plays a major factor in this (Martinez, 2018).

The country currently carries on a semi professional American football league, Liga Fútbol Americano, that started in 2016 (Seifert, 2016), and two of them are located just around one hundred miles from Texas, one of the biggest football aficionados locations in the United States.

It is possible to conclude, from the previous analysis, that during the twentieth century and until the current days, American football has been able to found its way into broader territory, expanding itself to several points of the world.

The beginning of the expansion in each foreign country tends to found several difficulties and obstacles, but it is clear that the progress is happening and American football is growing popular throughout the world.

5. American Football in Europe

The very first game registered in the European continent took place in France, in the town of Levallois, near Paris, in November 1897 (Foglio, 2015). The game was referred on the local newspapers, but after that, and during a long time, American football seemed to have disappeared from print.

The real growth of American football in Europe wouldn't occur until the middle of the twentieth century, and it occurred mostly during the the military presence in Europe during World War II during the decade of 1940. (Foglio, 2015).

The first great moment of American football appearance in Europe occurred with the presence of the American troops located in military bases, mostly in Italy, France and the United Kingdom (Vine, 2015).

Sailors and soldiers relocated on those military bases along Europe would play football as one of the main methods to stay in physical shape and ready for combat. However, the sport was also one of the favourites of the military forces abroad, so it started to be quite common to stage games between squads and bases, eventually turning those into tournaments (Foglio, 2015). In fact, several professional football coaches were hired to coach these military teams, also helping to maintain the motivation and moral levels during war time (Foglio, 2015).

Also according to Foglio, these games started to be available to the civilian public as well; the troops found in it a way to connect with the local people and to improve the way they perceived the American relocated militaries.

The main obstacles to get more public were, in fact, the nature of the game. The press itself was reporting the players as 'alien visitors dressed like Martians' and the violence of the game was a constant theme when American football was the subject; journalists described the game as passing the ball to an unfortunate player that later would have everyone on the field to fall on him, and the only thing that would make the ball progress would be a self-preservation instinct, as the ball carrier would run as fast as he could (Foglio, 2015). However, soon there were the cases on the press where it was possible to notice the gradual integration of the game, as a reporter in Paris would wrote about the huddle as being a truly interesting moment of the game as an express of real sportsmanship and enthusiasm.

It was in the decade of 1970 that American football becomes fully part of the European culture. The Frankfurt Lions were created in 1976, and two years later, the American Football League Germany was born, accelerating the growth of the sport along the entire continent (Holland, 2016).

During the decade on 1990, the National Football League decided to create a secondary league, that, from 1995 until its last year, 2007, was called NFL Europe and had only European based teams. Although the NFL commissioner Roger Goodell considered that the league was not delivering the expected results and so it had to be shut down, the competition had a great impact on the countries where the most successful games were hosted (Martins, 2019). The competition exposed American football to a wider public, as it opened doors to European players and coaches. Many of them, after the NFL Europe closure, used their talents and game knowledge to keep developing the sport in their home countries.

The regular season NFL games hosted in London every year had increased the popularity of the sport in Europe, and the growth is clear. Roger Goodell, the man who put an end to the NFL Europe , has declared in 2018 that a new European expansion of the National Football League is being discussed. The information that is available so far is that it could occur in two different ways: a new NFL franchise based in London (which would make it the only foreigner team competition on the American competition, bringing a big set of expenses along with it), or a whole new league in the old continent, to decrease the travel expenses and create more balanced game schedules (Martins, 2019).

Whether a new NFL European competition is in the future or not, the numbers of players in Europe kept growing, and nowadays, a few countries have become quite relevant regarding American football. Around one thousand and five hundred teams are currently spread among the European continent in forty one countries (Growth of the Game, 2016).

For this framework, a few of the most relevant were considered Germany and Great Britain, as they are two of the countries who sustain the biggest numbers of teams and players.

5.1. American Football in Germany

Germany is the most prominent European country regarding to American football. The German Football League had its first competition in 1979, where the truly European American football is considered to have its origin.

During the decade of 1990, during the competition of NFL Europe, Germany always had at least two teams competing and, during its final years, it counted with five. This was essential to increase curiosity and interest in the sport, and, in 2006, all these German teams had at least ten thousand spectators per game (Martins, 2019).

The country now counts with more than fifty four thousand registered members that are distributed along four hundred and fifty club teams (Seifert, 2016), although only sixteen teams compete on the German Football League, the top competition of this sport (American Football International, 2019).

5.2. American Football in the United Kingdom

The British American Football Federation has around twelve thousand registered members (Seifert, 2016).

The country has witnessed a growing interest from the public, influenced by the NFL International Series since 2007; the American league started to stage a few of their official competition games on the Wembley Stadium, in London, reaching out for a new audience of residents of the United Kingdom and Europe as well.

The interest about American football in the United Kingdom also grew when, in 2018, it was announced that Shahid Khan, owner of the Jacksonville Jaguars (one of the NFL franchises), made a multimillionaire offer (six hundred million pounds) to buy the Wembley Stadium in London (which led to rumours that it would become the future home of the Jaguars). Although, later in the same year, that offer was withdrawn after a few members of the English Football Association had strongly voiced against the selling of the national football stadium (Conn, 2018).

This data allows to conclude that American football has been gaining popularity in Europe along the past few decades. The sport is being played both in amateur and semi-pro levels, counting with thousands of players throughout the entire continent (a number that tends to grow with the creation of the flag competitions that allow younger and female players to also compete), and the National Football League presence in the continent is also an important factor in this spreading.

6. American Football in Portugal

In *'Touchdown in Europe'*, Foglio refers an existing team in Lisboa during 1974 and 1975, while describing one of the attempts of creating an European American football competition, the IFL (International Football League). However, the name it is not known, and the author does not make any other reference of it, as it seems to have disappeared after a very short time of its creation. No further information on this brief Portuguese team was found.

The next reference on American football in Portugal dates 2005, referring to the

creation of the oldest team in the country, Porto Renegades (that after a series of changing names and headquarters, no longer exists). They were the first Portuguese team to compete, doing so in a Spanish competition, Liga Nacional de Fútbol Americano 2, the second division of American football in Spain, as only in 2009 the Portuguese American Football League was established (Costa, 2015). By the end of that year, the competition started with four Portuguese teams (Crusaders Futebol Americano, Lisboa Navigators, Paredes Lumberjacks and Porto Renegades) and a Spanish one, Galiza Black Towers (Costa, 2015).

Along the years, the number of teams changed quite often, but a growth can be confirmed, as the 2019 competitions assembled nine Portuguese teams (Algarve Sharks, Braga Black Knights, Braga Warriors, Cascais Crusaders, Évora Eagles, Lisboa Devils, Lisboa Navigators, Paredes Lumberjacks and Porto Mutts), and a Spanish one, Coruña Towers. This year, two new football projects were also created, Porto Dyrrs and Tagus Lions, although both teams were not yet inserted in any official competition.

The 2019 season witnessed the formation of the Portuguese American Football Federation (or FPFA - Federação Portuguesa de Futebol Americano), which brought along with it a few changes on the competition model; the LPFA, the only national competition that had existed until this year, excluded a few of their teams that had presented the worst game results on the previous season and created the CNFA (Campeonato Nacional de Futebol Americano), a Division II type competition that had as its main goal to equilibrate the competitive level between opposite teams.



Figure 5. American Football Teams in Portugal integrating the LPFA

The Federation was also responsible for the creation and promotion of a few Flag Football tournaments, a variation of American football that eliminates the physical contact between players, which allowed a new range of players of different ages to get their first introduction to the sport.

On total, the 2019 season counted with around four hundred players participating in competitions and events related to both American and Flag football, from both Portugal and Spain, with ages around between five and fifty years.

More on this subject on the interviews included in the **Chapter II: Methodology, Interviews.**

7. Sports & American Football Media and Photojournalism

Media coverage has a very specific function during sports events. The audience is looking forward to be entertained with excitement and arousal, while watching the dynamics of the athletic movement and being distracted from the daily life (Serazio, 2019).

The public gets absolutely immersed in events that have no particular consequences for their lives, however, sports news and coverage are one of the main important sections in most of newspapers, news websites and television stations, that even create specific sections for it, turning the media coverage of sports events an inseparable mixture between information and entertainment (Serazio, 2019).

7.1. Sports Media

Sports media play a unique role on creating meaning related to sport itself, as it is the medium that tells the game story from a certain point of view (Kennedy and Hills, 2009). Whether that does not mean that it is not an impartial point of view, but to record a specific situation, means that any other(s) have to be left out, making sports media a type of coverage that ends up to decide what to exclude and to include in order to tell a certain narrative.

The coverage of these type of events have some particularities, as it is related to a sort of happening from which it is not possible to know the end (Serazio, 2019), and, as it happens many times in American football, last seconds could be decisive for the outcome of the game.

When watching sports events, either live or broadcast, the audience gets to feel

actual joy or sorrow towards a team or athlete that perform on an event that has no consequences on their lives (Serazio, 2019). It is also about moments of high intensity where people are really focused and immersed on the present moment, and in those situations of 'make it or break it' such as 'Hail Mary's' (long passes usually used by teams that are having an hard time to progress the ball), there is a moment of suspense of pure event (Serazio, 2019).

This type of media reports events that do not repeat themselves, as any moment of any given game is virtually impossible to recreate, and the will of reliving it or rewatch it is what makes sports media so powerful and with a large range of methods to achieve it (live replay, game highlights, photographic reports, etc.).

7.2. NFL Films

The history of NFL Films starts with Steve Sabol, an aspiring actor that had an enormous fascination about the connection between sports and drama. One of his favourite hobbies was making home movies with a camera that he had received as a wedding present, until he started a full time career on filmmaking. After a first disastrous documentary, and having heard that the filming rights of the National Football League 1962's season were being auctioned, he pursued it, even if its experience on sports filmmaking was not wider than documenting his son's high school games (Vogan, 2014).

After securing the broadcasting rights, Sabol's primary goal was to represent football as a thrilling and intense experience. It was only the beginning of the way that American football was to be documented, and the start of a legacy that still has many of its concepts present on nowadays's productions.

NFL Films introduced a series of new ideas and methods on how to record the moments of the American football games and build an efficient and engaging storyline around those. As the founder of the company said, 'I loved the competition, but more than the outcome, it was the struggle, the striving, the story of the contest that interested me. I have spent my entire life documenting and thinking about the sport of football. It's a theatre of grand passions and bold gestures' (Vogan, 2014).

Their enterprise was the first to focus, for example, on reactions of the quarterbacks after they had released the ball, showing a new sensibility to the emotional tone of the game. They also started to use low angles to improve the players' size and sense of heroism and greatness. The company started to use telephoto lenses to close ups of the game and of the sideline, highlighting some corporeal details of the athletes.

(Vogan, 2014). Documentarian and critic John Grierson defines it as 'the creative treatment of the reality', as they were not portraying the game, but an impression of it.

NFL Films followed the philosophy of building meaningful narratives despite the particularities that define their content, as stories of mean and not only of sports. According to Travis Vogan, NFL Films productions are proof that sports media representations do not only exhibit the events, but also contribute to build their meaning, as its the medium that constructs narratives concerned to sports commanding values and ideologies, as persistence, team work and leadership.

Regarding to photography directly, NFL Films photographers have discussed how to approach their jobs and left clear a series of guidelines, having special importance the duty of respecting the subject, capturing the moment, as it will not repeat itself and look for reactions and emotions, both celebration and frustration. (Schultz, 2004).

7.3. Photojournalism

Photojournalism is defined as a form of journalism that tells a story through significant images.

Initially popularised in the XX century, as a way to report war situations and social injustices and problems, photojournalism currently covers all the subjects of the news world, being sport one of them (Franklin, 2015).

Photojournalism tells a story, whether in one or several images, and it allows the viewer to see things in the same point of view as photojournalist; these images serve the purpose of a witness of a certain happening, and the photojournalist should keep an approach of being an observer (Masoner, 2018).

Pictures presented in a photographic report should be meaningful to the viewer, and it should be clear enough to need nothing more than just a small description or caption about its context, as images can be understood by anyone and are more accessible to the general public (Jacobitz).

The main function of the photojournalist is to portray the events and tell the story without interfering with it, leaving the result at its raw state in order to keep the image as reliable and representative of the reality as possible (Masoner, 2018). While still being able to maintain its subjective point of view, the photojournalist must be aware of keeping the objecting view and understand some ethics implications to not change the images; in an era when photo-manipulation tools are easily available to everyone, what is captured is what it should be presented, with only minor corrections such as sharpening the image or lighten the shadows (Masoner, 2018).

The role of the photojournalist is being redefined with the appearance of new technologies and media, that allow virtually any person who owns a camera or a cell phone to photograph and share images in any place at any time. However, investment in quality is still happening, mostly with the process of making professional images and depicting relevant moments of events of general interest (Franklin, 2015).

In 2014, Sports Illustrated published an online selection of some of the most memorable and iconic images of the National Football League games. A few of those are represented in **Figure 6, Figure 7, Figure 8** and **Figure 9**.



Figure 6. (Neil Leifer ,1968) - Jerry Kramer (64) and Forrest Gregg carry Vince Lombardi off the field after Green Bays' second straight Super Bowl triumph and Lombardi's final game as the Packers' coach.



Figure 7. (John Biever, 1994) - Barry Sanders ran circles around NFL defenses with an electrifying style unlike anything the league had seen.



Figure 8. (John W. McDonough, 2004) - Tom Brady and the Patriots rush the field after defeating the Panthers 32-29 in Super Bowl XXXVIII



Figure 9. (Bob Rosato, 2002) - Dolphins tight end Randy McMichael soars over Saints defenders to score during a preseason game.

8. Storytelling and Visual Narratives

Stories, particularly those that are told using visual mediums, are the most effective mean to transmit a message. They make the public connect with the characters and empath with their feelings and actions, turning that message into an effective one, that is retained on memory.

8.1. Storytelling

Storytelling is a method used to tell a story, adapting and developing it, with the use of specific elements (as characters, environment and plot), while describing events with a beginning, middle and ending, in order to transmit a specific message in a way that the audience will connect with and remember (Vieira, 2019).

The process of telling stories is a substantial part of the human nature. It started as long ago as humankind itself, in ancient works such as cavemen paintings, cuneiform script and Egyptian paintings and hieroglyphs. Telling a story is one of the easier ways to engage with other human beings, and it is a significant part of our daily lives (Sharara, 2018).

Stories are a powerful medium to teach behaviours, moral or values, or to just satisfy curiosity. By producing this type of content, it is possible to:

- Take the public on a journey; by structuring and exploring the chaining of events, it is possible to make the viewer part of the journey, as it is made possible to follow the narrative in a logic and time organised way, which doesn't mean that the events must be mandatory presented in a chronological way, as methods such as analepse (presenting past events regarding to the determined present moment) and ellipse (omitting parts of the story, moving it to a more advanced time) (Vieira, 2019);
- Generate identification; when the narrative makes the viewer identify with it, by he or she following the main characters as themselves and being able to empath with their emotions and experiences, the attention is kept alive and the message of the story delivered successfully (Vieira, 2019);
- Arouse emotions; stories have the power to engage with the human emotions, as it is common to the viewer to be able to relate personally to what the characters are living through. (Vieira, 2019) This emotional response is one of the main reasons stories are such a powerful way to deliver messages, as the human brains produce an hormone, oxytocin, when people connect with each other, which provokes the generation of empathy, that, as a natural element of the human mind, is the basis of the interest in stories (Politi, 2018).

According to a simplified version of the original hero's journey of Joseph Campbell in 'The Hero with a Thousand Faces', the journey traveled by the main character of a story has ten stages:

- 1. The Ordinary World - the public is presented to the hero and its world;
- 2. The Call to Adventure - the moment where the conflict is first presented to the leading character;
- 3. Cross the First Threshold - from this point on, there is no turning back, since the hero has begun his journey and must now continue it;
- 4. Trials, Friends and Foes - along his journey, the hero encounters several obstacles, and it will appear characters that will try to prevent him to reach to his final destination and others will help him;
- 5. Magical Mentor - a mentor manifests at some point of the journey to guide and counsel the hero for his quest;
- 6. Dragon's Lair - at this stage, the main character is at some situation or location that will endanger him but he must go through it to be able to continue the journey;
- 7. Moment of Despair - after some difficult obstacles, the hero has a moment of doubt and fear, that ultimately he is able to overcome with renewed hope;
- 8. Ultimate Treasure - after defeating the enemy, the hero is rewarded with the ultimate treasure. This award can be something physical, emotional or spiritual, but the real change always occurs in his inner self;
- 9. Homeward Bound - the adventure is not over, as the leading character must also fight his inner demons and any other smaller problems that may appear on the way back;
- 10. Rebirth & The Champion's Return - before returning home, there is one final threshold that solidifies the strength of the hero. He can then finally finish his journey back, fully transformed from the journey, being no longer a child and ready to face and overcome challenges.

For this project, a general simplified version was used as leading for the image organisation, including moments from most of the topics referred above. More on this on **Chapter III, Image Content and Narrative.**

8.2. Visual Narratives

A visual narrative is a method to tell a story by using visual media as video, photographs and graphics (Ron, 2016).

This method is quite effective to tell stories, as the human brain processes visual elements much faster than text (around sixty thousand times more), and it is also programmed to better assimilate information packed as a story (Ron, 2016).

The presence of a well defined story is the most essential feature on visual narratives, and the visual should be constructed with the idea of communicating it effectively to the viewer; it is a narrative with a universe of its own, and the public should be presented to it in a clear way (Pimenta and Poovaiah, 2010).

Visual narratives have some particularities of their own; the way visual elements are arranged on the space will make it easier to understand their order of importance, since there is a primary focus of attention that is the first contact of the viewer, later moving on to each subsequent points in the visual information hierarchy (Dixon, 2013). This hierarchy will dictate the narrative through the pattern of movement along the story, with visual dominant elements grabbing more attention to themselves and tending to be noticed the most (Ron, 2016).

8.3. American Football Movies

Many people that actually know what American football consists on have really never watched a game. However, the game has been growing popular throughout the world mainly by the power of media, whether from information or entertainment.

The movie industry have been producing several American football movies, telling stories of teams and players, and letting the audience connects, most of the times, with the underdog that, struggling to achieve his goal (in these cases, for example, being part of the team or winning a big game or championship), is willing to do whatever is possible to him to reach his destination.

Some of the biggest worldwide influence of the sport occurred through successful American football movies (as *Any Given Sunday*, *Friday Night Lights*, *Remember the Titans*, *When the Game Stands Tall* and *The Blind Side*), that popularised the game and its mystic of team work, discipline and sacrifice in order to achieve success (American Football Coaches Association, 2017).

The movies have a few characteristics that are common to virtually every one of them; they consist in narratives where the passion of the players and their motivation to succeed on the field and win makes them work harder than before in order to achieve it. It

is usually a story of overcoming difficulties and breaking the limits, where team spirit, perseverance, persistence, sacrifice and passion for the sport are the main values represented, even if the goals are not always achieved; as referred on the **Storytelling** section, is the transformation of the main character that holds the final value of the narrative.

The figure of the coach is also usually of great relevance, and even when this character is not the main one, his point of view is explored in a very detailed way, to show the importance of the leader figure and its role on the results. It can be compared to the Magical Mentor from Campbell's model of the journey of the hero. Friends are also present to help the hero achieve his goal (which are, in most of situations, teammates that intend to get the same reward).

Many American football movies are popular on a global scale, as its mystic and heroic tone defined a very specific collective imaginary of what this sport is really about (all the great character values and interpersonal relations while fighting to conquer their dreams), making it a very significant tool when it comes to spread the game to the worldwide public.

Chapter II - Methodology

The case studies methodology resorted to it is divided in two parts. The first focus on the photographic reports that are being created by several American football teams in different competition levels as a way to spread and register the events occurred during the games. On the second part, there were held interviews to several people related to this sport in Portugal, both coaches and players from different teams and backgrounds, in order to understand the motives that make people interest in American football and how are they paths regarding to this sport. The interviews took place after the football season of 2019 was over.

1. Case Studies

Photographic Reports Case Studies

The photographic reports case studies intend to understand and demonstrate how teams from different competition realities and both in the American and European continents are using the photojournalism as a medium to promote the American football game, all its surroundings (such as sideline moments and game practice), and to keep the public updated with frequent contents to be able to engage with their favourite team.

In the impossibility of analysing all the American football teams in all the different competition degrees, it was chosen to analyse one of each level that are the most relevant regarding to this sport; one from the National Football League, the professional football competition in the United States of America (Philadelphia Eagles) and one from the National Collegiate Athletic Association, from which players are selected to play for the professional teams (Notre Dame Fighting Irish). For the European point of view, it was also chosen the Munich Cowboys, one of the oldest in Germany, British Columbia Lions from Canada and Fujitsu Frontiers from Japan.

The variety of locations selected for the presented case studies intend to reinforce the concept that images are an universal medium to communicate, and that American football universe as widely understood it and implemented it across the globe.

Case A - Philadelphia Eagles

Philadelphia Eagles is one of the thirty two NFL franchises, based in Philadelphia, Pennsylvania. The team was established in 1933 and in 2018 won their first Super Bowl Championship title. The team is ranked consistently as one of the best in the league in live attendance of the games and it ranks on the top 10 of the league's rank of social media relevance and interaction.

Philadelphia Eagles were selected as one of the case studies for their visual consistency regarding photographic images and its regular photo reports of games and practices moments.

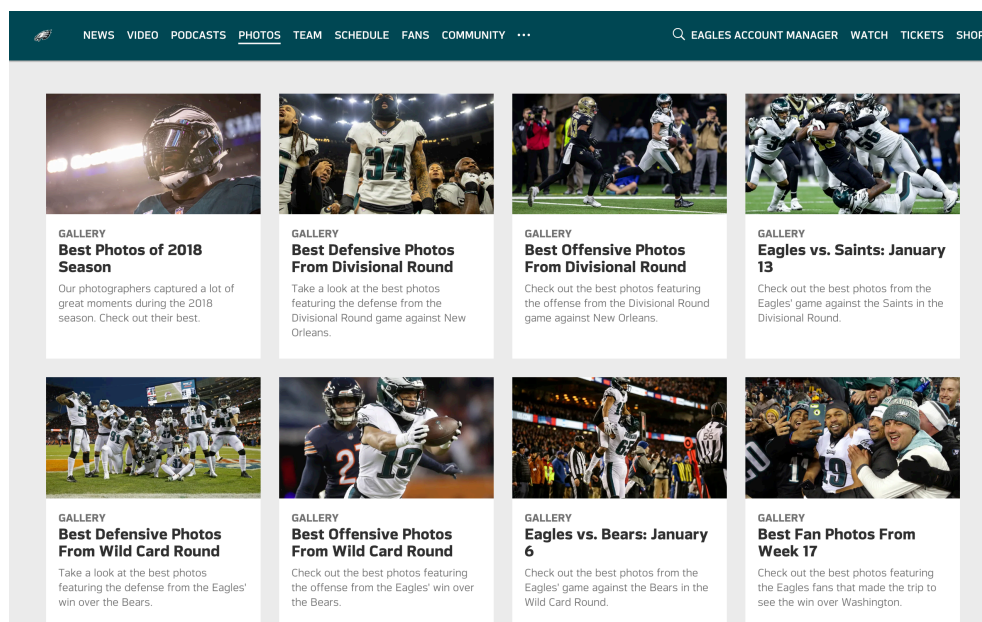


Figure 10. Photographic Galleries available at Philadelphia Eagles Website

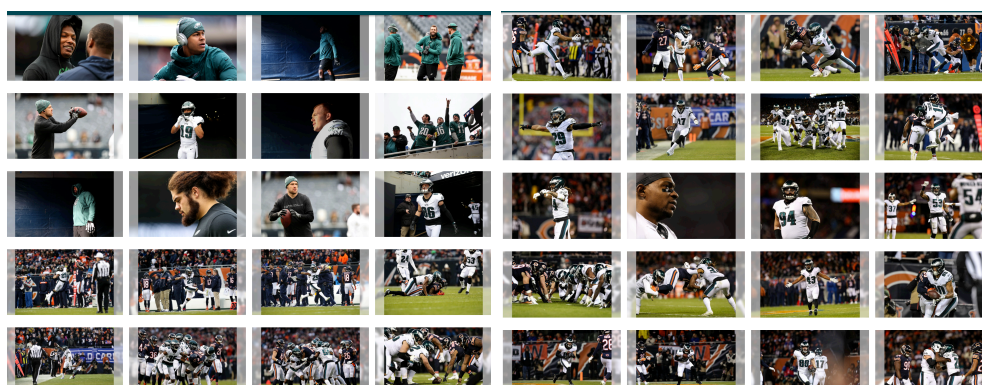


Figure 11. Image Disposition on the Photographic Gallery

Philadelphia Eagles present a section on their websites dedicated to the gallery of the photographic reports of the games. Not only, in a first moment right after the end of the game the team shares a first album with the photographic report of that respective

event, as afterwards, a selection of the best images is made and shared as well in a new album.

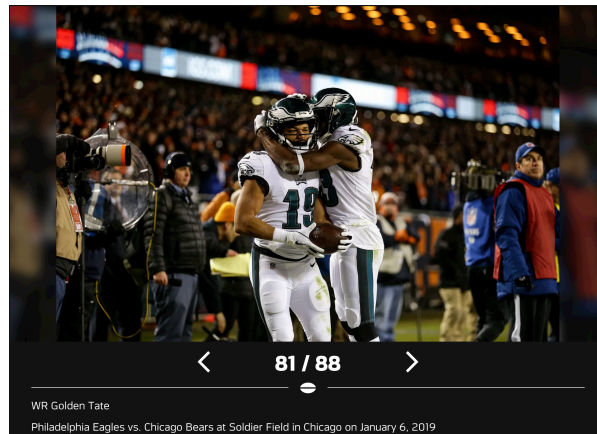


Figure 12. Presentation of a single image on the Photographic Gallery

The only text that is present close to their images is a short caption of the event registered, mentioning the teams involved in the game, the stadium name and location, and date.



Figure 13. Images of a game (Philadelphia Eagles @ Chicago Bears, 2019)

The images that compose the photographic galleries represent key moments of the game (image on the left, **Figure 13**, while a player is running while holding the ball), and portraits the human dimension of the game and the emotions of it (on the right, **Figure 13**, a portrait of a player focused on something that is out of frame). The balance between the pictures of game itself and the reactions and sideline moments is identifiable and a complete way of telling a story that many viewers may have already seen (as many fans would have watched the game lives, the photographic reports also serve the purpose of highlighting the moments with more importance and impact).

Case B - Notre Dame Fighting Irish Football Team

Notre Dame Fighting Irish is the football team of the University of Notre Dame, in Indiana. Founded in 1887, the team is one of the most successful and iconic American football college programs, having in its history eleven National Championship Titles. The team also count with around five hundred of his players that have been drafted by the NFL along the years.

The team stands on the top 20 of college football teams on social media, and regularly presents photographic galleries of their practices, gym training and other activities with the players and staff.

Notre Dame Fighting Irish were selected as a case study for its relevance among the collegiate American football universe, as well as the visual consistency of the team photographic communication.

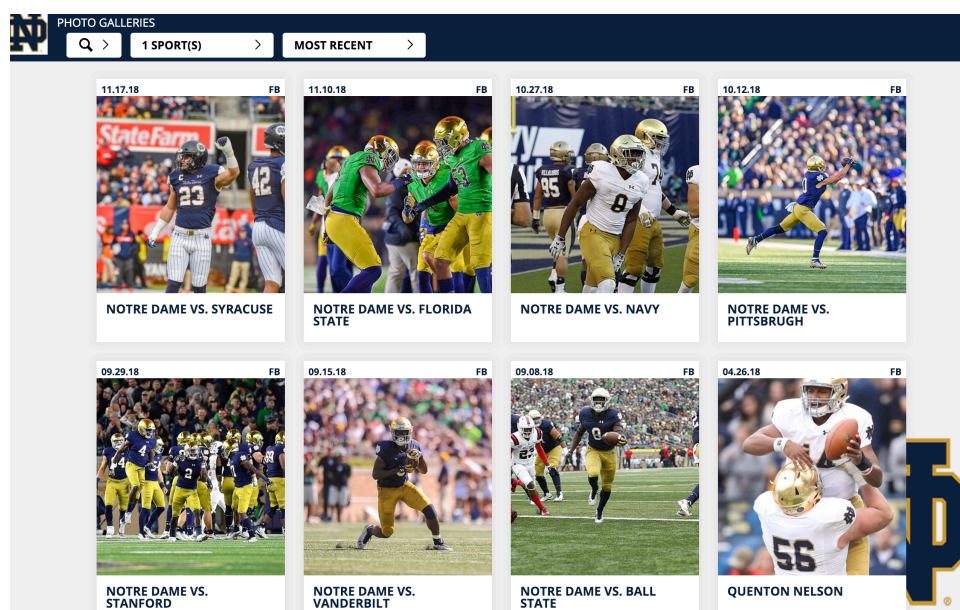


Figure 14. Photographic Galleries available at Notre Dame Football Section Website

The presentation of the photographic reports shows the name of the opponent team and the date of the game, and the cover pictures depict significant moments of the game.

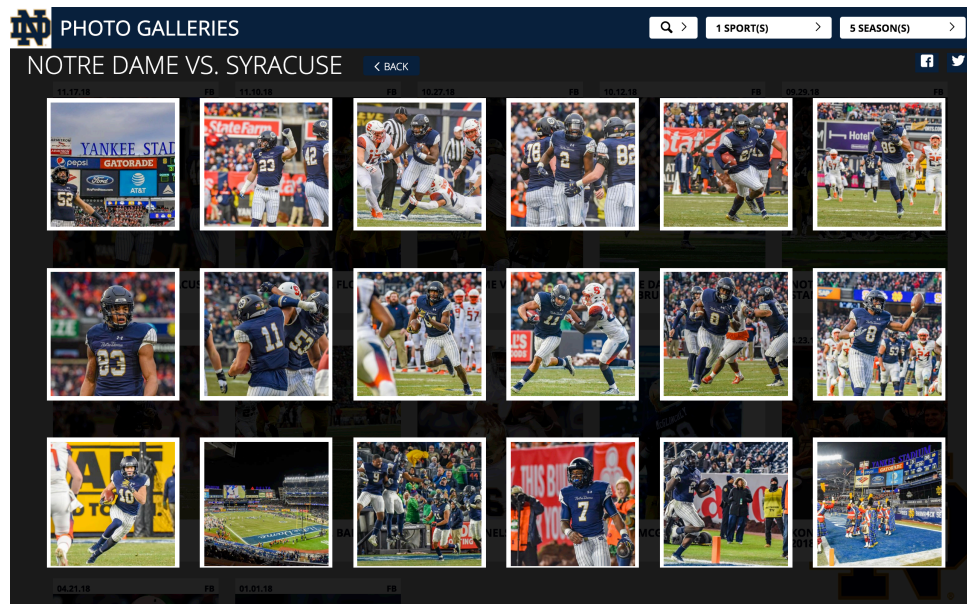


Figure 15. Image Disposition on the Photographic Gallery

Notre Dame's photographic galleries are a bit different from the previous case study (Philadelphia Eagles). The amount of images presented is quite smaller, highlighting only a few of the best moments of the game. However, even with a small amount of pictures, there is still focus on showing the players expressions and emotions after a great play, as in figure

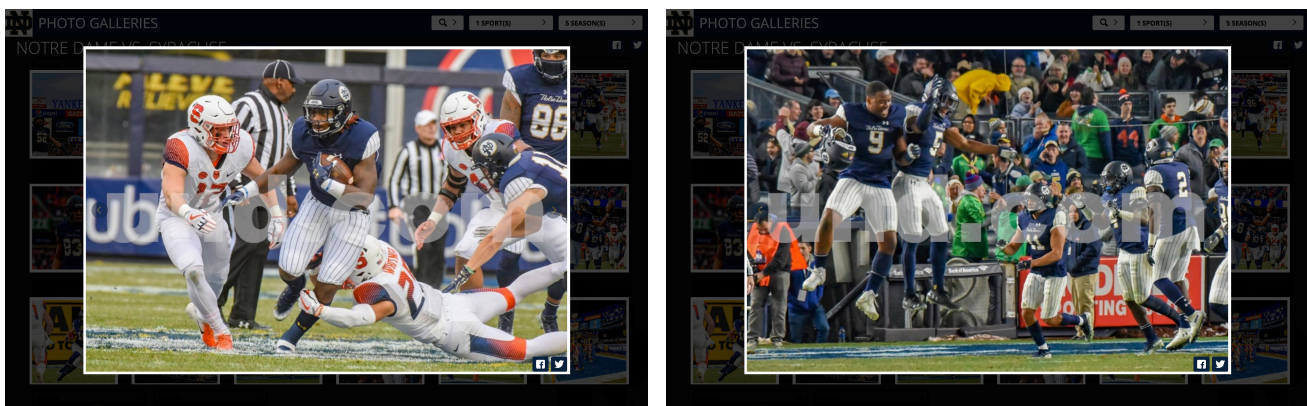


Figure 16. Images of a game (Notre Dame VS Syracuse, 2018)

Both game images and sideline reports are, once again, presented on the photographic albums, showing the importance given to the human side of the sport performance.

Case C- British Columbia Lions

For another professional team case study, however, this time, outside the United States of America, it was selected the British Columbia Lions, a team that competes at the professional level in Canada, integrating the Canadian Football League.

The team is based in Vancouver and was founded in 1953, five years before the creation of the professional league, and it is the oldest and most successful professional sports organisation in British Columbia.

British Columbia Lions have won six Championship titles in their history, the latest on in 2011.

It was selected as a showcase of one of the few cases of professional American football teams that are not based in the United States. After the related research, it can be confirmed that the Canadian League teams tend to follow the same type of communication strategy; the websites are quite similar and organised in similar ways, having as its main differences the team colours, logotypes and typography.

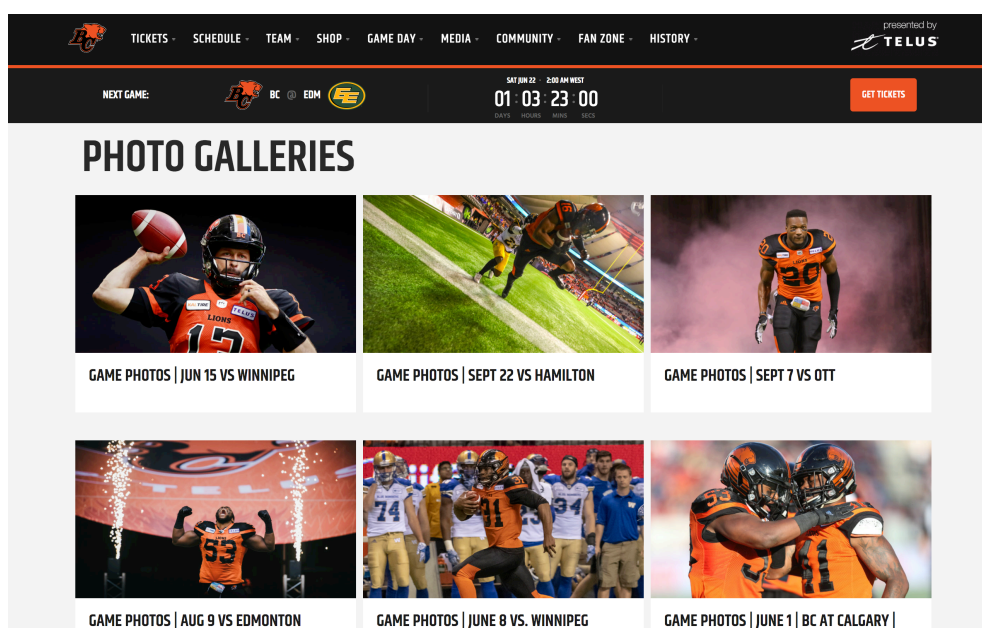


Figure 17. Photographic Galleries available at British Colombia Lions Website

The galleries are presented in a specific page, and the photographic reports appear divided by folders, having designated the date and opponent team.

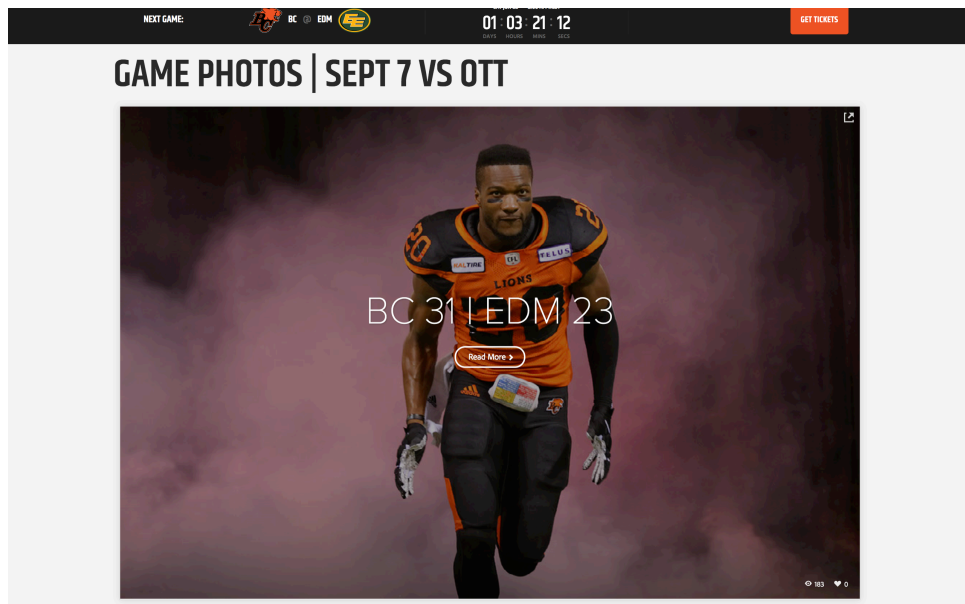


Figure 18. Photographic Gallery Cover Image

A significant image of the photographic report is used as the cover of the respective game gallery, and, as in many cases, the selected picture represents a moment that is not related to a play (players entering the field and celebrating a winning game or a successful play).

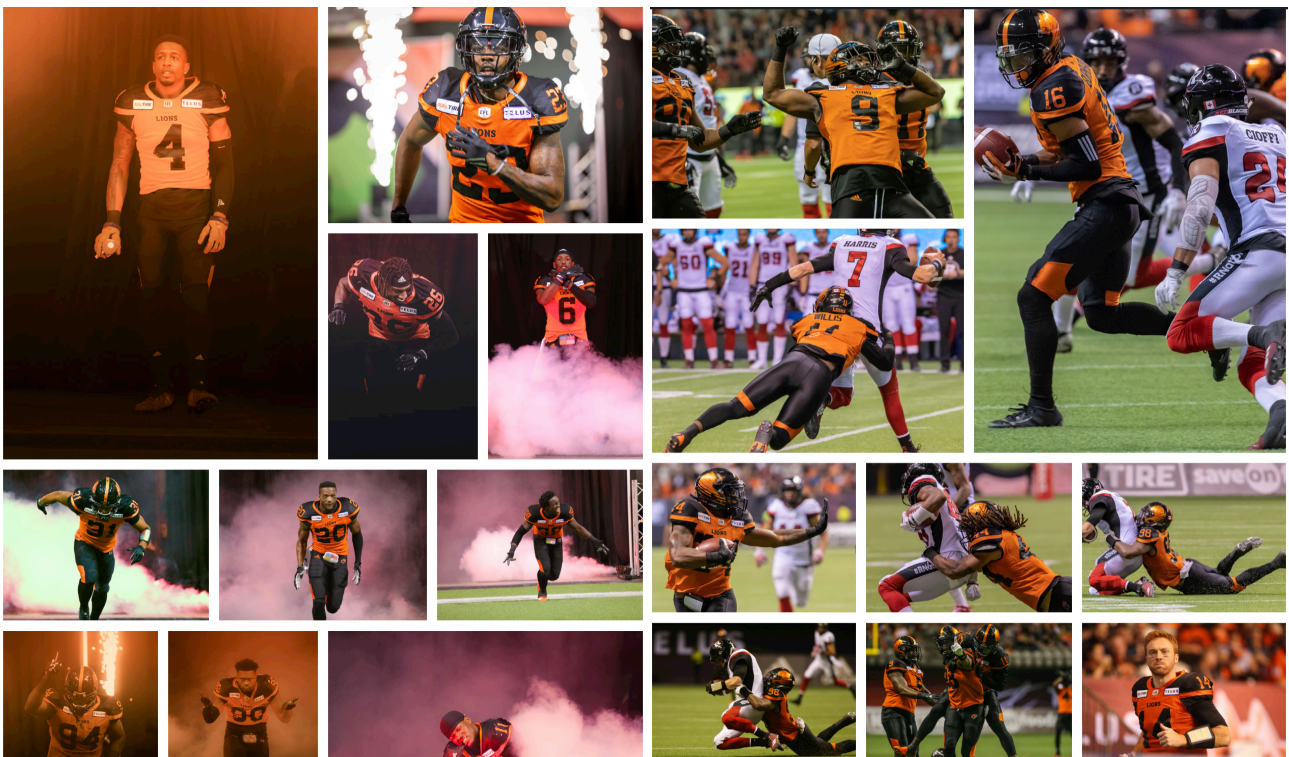


Figure 19. Image Disposition on the Photographic Gallery

The photographs within the albums of British Columbia Lions are displayed in a less neutral disposition than the previous case studies presented; placed in a non regular grid, some pictures are given more importance than the others, by increasing their size or position along with the other images. The presentation mix images from the game itself and from the players on the sideline, revealing that both actions are simultaneous. In this case, the visual narrative is more present than the others, as the viewer get a different presentation of each picture, understanding its importance to the report of the overall event.

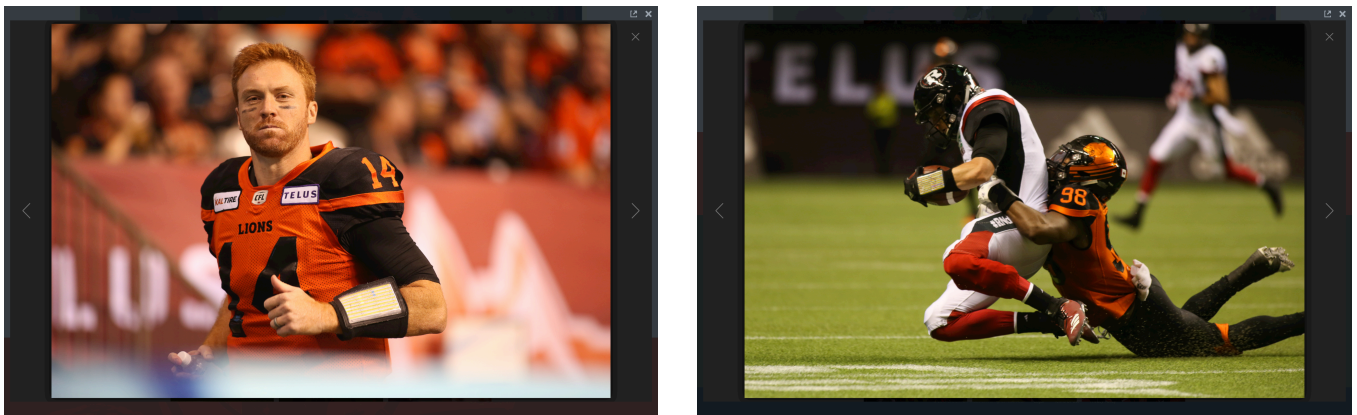


Figure 20. Images of a game (British Columbia Lions VS Ottawa Redblacks, 2018)

Case D - Munich Cowboys

Munich Cowboys, along with two more other German teams (Düsseldorf Panther and the Ansbach Grizzlies), is one of the oldest in the country, founded in 1979.

Although the team has only one Championship title in its history, conquered in 1993, it is the German team that has played for a longer time (thirty five of thirty eight possible seasons) on the highest competing level in Germany, the German Football League.

The Cowboys are also the club with more played games in the German Football League competition.

The team was selected as one of the present case studies due to its relevance and history in American football in Germany, as one of the oldest teams created that still exists and competes.



Figure 21. Photographic Galleries available at Munich Cowboys Website

The photographic report gallery page on the team website presents the albums from the entire season, organised in a chronological way.

The pictures appear as signed by Peter Roth, being one of the few cases where the name of the photographer is referred.



Figure 22. Image Disposition on the Photographic Gallery

The presentation of the images follow a regular grid disposition, giving all the images the same visual space and importance. The images appear with no caption along to them.



Figure 23. Images of a game (Munich Cowboys VS Allgau Comets, 2019)

The photographic reports focus mainly on the game itself, but as on the other case studies, there is some importance given to the players and staff that remain outside the field action.

Case E - Fujitsu Frontiers

Fujitsu Frontiers are a Japanese team located in Kawasaki. The team was founded in 1985 by the Fujitsu Group and is one of the most successful teams nowadays, having won four championship titles since 2014.

Frontiers are part of the top level American football competition in Japan, the X-League.

This particular team was chosen due to its important relation with Fujitsu Group, both sponsor the team that originally had their own employees as players and staff (these situation tends to change gradually, as the teams open try-outs for new players to fill places for backups or renew the roster). It was also chosen, as a Japanese one (at the moment of the screenshots for showcasing the photographic galleries, the website was not translated), as a way to demonstrate how images can break the language barrier and full-fill the same purpose for the public as on an anglophone presentation of the same photographic nature.



Figure 24. Photographic Galleries available at Fujitsu Frontiers Website

The photographic galleries are presented on the same page and have no cover picture. They are quite extent, giving a complete report of all the small happenings and actions during a game.



パールボウル2019 準決勝 オービックシーガルズ戦 - 23



パールボウル2019 準決勝 オービックシーガルズ戦 - 24

Figure 25. Images of a game (Fujitsu Frontiers VS Obic Seagulls, 2019)

The images showcase game and sideline moments, such as celebrations of a successful play, and there is a small caption underneath them. However, even in this case, in which the present text is written in Japanese, the pictures have the power to speak an universal language that still allows viewers from any part of the world to understand the events that occurred.

2. Interviews

The present interviews intend to acknowledge some of the people that are currently involved with American football in Portugal. They intend to demonstrate, in the first person, the motives for being a part of this sport at this amateur competition level and point of views of how the current panorama of the sport is developing itself and the ways it could be improved.

The selected individuals are both Portuguese and American residents in Portugal, with different ages and professional backgrounds, as to better express the differences between those points of views and to be possible to create a general impression of the national prospect of this sport.

For a wide variety of personalities interviewed, it was chosen three coaching staff individuals and two players. The coaches include the roles of National Team Head Coach (however, at the time of this writing, the national team project was suspended without a prediction of date to resume it), Head Coach, Defensive Coordinator and Assistant Coach. Both of the players interviewed have several years of playing experience. Both players and coaches were selected to the following testimonies to understand in which subjects opinions might differ between those that perform inside the field and those who coach on the sidelines.

The following interviews were included in the Case Studies chapter, as it is considered fundamental the personal dialogue with American football related personalities; since it is still a small environment in Portugal, and in order for it to expand, it is important to analyse the point of view of people that are currently involved with it. Since the sport is still in a precarious situation, it is clear the need to understand what are the subjects that require the most attention and efforts to make American football in Portugal easier to be participated in by players and staff elements and to raise significantly the public reach.

Interview A

Name: André Amorim

Age: 29

Professional activity: Business Consultant, Trainer.

American football role(s) – NFL Commentator at Eleven Sports, National Team Head Coach, Former Lisboa Devils Head Coach and Player

1. How did you first hear about American football in Portugal?

Was back in 2007 when I got an invitation to go practice with the Lisboa Navigators. My first contact wasn't that good because I didn't enjoyed the physical aspect of the game. However I first fall in love with the strategic side and eventually would devote many years into this sport.

2. Shortly describe your path in the sport

I started practicing and playing in 2007 until 2013. In 2013 I joined the Lisboa Devils a new project in the Lisbon region as their Head Coach. Three years later we would succeed the Lisboa Navigators as the second team to achieve that status (the Navigators won six years in a row). I coached the Devils for another two years where I would add another national championship. In 2018 I stepped down as the Head Coach of the Devils and joined the new board of the Portuguese Federation as the National Team Head Coach, a role that I intended to take forward but in a unfortunate succession of events the project had to be put on hold.

3. What attracted you to this sport?

First the strategic side, then all the ingredients that are necessary for a team to be successful in American Football. It's a sport that asks to any player to be 100% committed to their job, to the team goals and everything around it.

4. What do you get out of competing at this level?

First was self satisfaction on being part of a team. Eventually the self satisfaction of seeing others succeed. Right now it's just the love for this game.

5. What was your most memorable event(s) / moment(s) to date?

The first Devils win against the Maia Mustangs was pretty special, the first championship won in Maia against the Algarve Sharks was also memorable. Winning the first ever champions league game against a team from Turkey was also amazing, since that team was older than myself. However the most memorable events are the ones we produced in practicing, in private moments and those are the ones I will take with me moving forward.

6. In your opinion, which are the biggest obstacles and difficulties to play American football in Portugal, and what do you think it could be done in a short / medium term to improve those conditions?

Teams only looking into their belly button! This has been a constant in Portugal and I think it's the biggest issue. We lack leadership in top places and specially in the Federation no one was able to cast the confidence of everyone, or teams at least give space and opportunity for those board of people to make things happen. We lack vision also as a total. I don't know if there are solutions for these problems because history seems to be happening in a loop hole.

7. What's your opinion about the current media coverage of this sport in Portugal?

For the reality of our sport in Portugal I think it's pretty good. We always had good coverage from an amateur stand point. We lack overall media coverage from the professional media but in a country where soccer is king, I feel we are doing pretty well.

Interview B

Name - Craig Korthase

Age - 68

Professional activity - Retired. Former Graphic Arts/Print Buyer. Freelance Photographer

American football role(s) - Player (High School and club team-US), Lisbon Devils:

Volunteer coach focused on fundamental for the defensive and offensive lines, Assistant defensive coach, Defensive co-ordinator.

1. How did you first hear about American football in Portugal?

Responded to an advertisement, by the Lisbon Devils, for volunteer coaches / players with American football experience.

2. Shortly describe your path in the sport.

Playing organised High School football and club football in the US and the opportunity of volunteering here in Portugal.

3. What attracted you to this sport?

I'm an American male, and while baseball is touted as "Americas' Pastime" the popularity of football is far stronger. Like soccer in Portugal, young men, and now to some degree young women, with potential talent are encouraged and supported,

4. What do you get out of competing at this level?

Joy of the game and seeing the developing skill level of the Portuguese players.

5. What was your most memorable event(s) / moment(s) to date?

Without a doubt the most memorable event for me was the Devils playing in the Champions League game in Vienna—it threw Portuguese American Football truly onto the European stage. The moments are countless...from dreary cold wet practices. To the last minute plays that saved a games. Winning championships.

6. In your opinion, which are the biggest obstacles and difficulties to play American football in Portugal, and what do you think it could be done in a short / medium term to improve those conditions?

Cost, cost, cost. Almost every team in the league has experienced financial problem. The short term answer could be, if it does not already exist, a league wide financial management team to help control budgets and costs. Medium / long term goals should be to help all teams find and develop sponsorships.

7. What's your opinion about the current media coverage of this sport in Portugal?

Sketchy, I really miss the ease of finding and/or confirming game time and locations. Live feeds of games are pretty good, but some on-screen information either is not working (game clock) or lag a bit (scores, downs /and yardages, and field position).

Interview C

Name: Michael Van Epps

Age: 58

Professional activity: Mechanical Engineer

American football role(s) – Defensive Coordinator, Cascais Crusaders

1. How did you first hear about American football in Portugal?

In 2012, a colleague of mine, who is also my neighbour, played for the Lisboa Navigators told me there was an American Football league in Portugal.

2. Shortly describe your path in the sport

I started to go to games to take photos. The next year, I was asked if I would like to take a class to become a referee. I refereed the season and was part of the group that officiated the final between the Navigators and the Mutts. I did this for 3 seasons and in 2016 I ran into a player from the Crusaders and he asked me if I would like to be a coach. I just finished my third season as the defensive coordinator.

3. What attracted you to this sport?

I enjoy the strategy and teamwork. the whole team must perform their job to be successful. It is an emotional game, but you have to control your emotions to play it well.

4. What do you get out of competing at this level?

The satisfaction of working together as a team. Doing something that is greater than any individual on the team. In an individual sport, such as golf or tennis, you can feel the joy of winning, but you don't have anyone you can share that feeling.

5. What was your most memorable event(s) / moment(s) to date?

Refereeing in my first final with the Navigators and the Mutts. The atmosphere was very similar to a college football game. Also, ending the Devils winning streak, when we [Cascais Crusaders] beat them last year.

6. In your opinion, which are the biggest obstacles and difficulties to play American football in Portugal, and what do you think it could be done in a short / medium term to improve those conditions?

For me, the lack of a strong and stable governing body that is dedicated to promoting the sport is the major obstacle. If the league could find a major sponsor, this would bring much needed financial resources to allow the league to operate better. Also, more training for the game officials is important to make the game more enjoyable to watch.

7. What's your opinion about the current media coverage of this sport in Portugal?

For the size of the league, I believe the media coverage adequate. For the sport to grow, obviously the more press coverage, the better. The level of play and officiating needs to improve to make the game enjoyable to watch, whether in person or a broadcast.

Interview D

Name - Rui Costa

Age - 41

Professional activity - 1st Sergeant Navy Diver

American football role(s) - Player (Defensive Tackle)

1. How did you first hear about American football in Portugal?

I have a childhood friend that was playing since the first Portuguese championship and he was always trying to get me to play for his team.

2. Shortly describe your path in the sport

I started playing football in the Lisboa Navigators, I played for two seasons and won both championships, then I went to the Cascais Crusaders and played also two seasons, in the first one we went to the final but lost the game against my former team, the Navigators, and on the second we couldn't achieve the playoffs. After that I played in Lisboa Devils for three seasons, won the championship on the first one, on the second we lost in the semi finals and last season we won the championship, giving me my fourth Championship title.

3. What attracted you to this sport?

It's a very visually attractive sport, the gear, the plays, the ambience around the game. It's also a very physical and technical sport, you have to have mental acuity and great physical strength to thrive on the field.

3. What do you get out of competing at this level?

It's all about personal satisfaction and the desire to win, playing with the best at a high level is the best reward.

4. What was your most memorable event(s) / moment(s) to date?

I played for three teams (Lisboa Navigators, Cascais Crusaders and Lisboa Devils), won four championships, two with the Navigators and two with the Devils but I remember the semi final game of my first season as a Crusader, it was the most intense and the most thrilling football game I've ever played or witnessed.

Also last season will be in my memory forever because of all the hard work me and the team did to win the championship, against all odds and against everyone. It was a hard fought win that we all deserved.

5. In your opinion, which are the biggest obstacles and difficulties to play American football in Portugal, and what do you think it could be done in a short / medium term to improve those conditions?

I guess the hard part of playing American football in our country is that all the costs of playing the game come from the players pocket and its a expensive sport due to gear and insurance costs.

The only way to go is to get sponsorships and government help, otherwise it will always be a amateur sport.

6. What's your opinion about the current media coverage of this sport in Portugal?

The media coverage is almost non-existent, we rely on the goodwill of some freelance photographers that do pro bono work to show our country that we know how to play this amazing sport. Once in a while we have some major TV channels or major newspapers doing some work but only on special occasions, like the Super Bowl event.

Interview E

Name - Duarte Cruz

Age - 27

Professional activity - Flight attendant

American football role(s) - Player (Wide Receiver)

1. How did you first hear about American football in Portugal?

I discover that a guy I played computer with was playing at Crusaders and decided to try out.

2. Shortly describe your path in the sport

Started about 5 years ago on a try out at St Julian's School for the Crusaders. Always played as a receiver. In 2017 I got the opportunity to play for a team in the Czech league for one season during the Portuguese off season.

3. What attracted you to this sport?

I like the combination of strategy and aggressiveness there is in it.

4. What do you get out of competing at this level?

There's no better feeling than competing in a team sport like this one. The pleasure of playing the game and the personal and athletic growth is inevitable.

5. What was your most memorable event(s) / moment(s) to date?

In the first year I played we got to the championship game so that's got to be it. Getting the opportunity to play in another league in Europe is also one the things I'll remember the most .

6. In your opinion, which are the biggest obstacles and difficulties to play American football in Portugal, and what do you think it could be done in a short / medium term to improve those conditions?

The lack of financial support might be one of the biggest obstacles. It's a sport that isn't as known as many others in Portugal so not everyone is ready to make the commitment of buying the necessary equipment for it and to pay the dues for the field and games. Don't really know how to attract sponsors without visibility. Maybe more commercials about it and more games played in national television might make people want to search for the sport in Portugal.

7. What's your opinion about the current media coverage of this sport in Portugal?

I think it's been improving a lot. More people have found this sport because of it.

From the answers received in the present interviews, it is possible to retain some relevant information. In a first moment, the interviewees were asked to explain how they got their first contact with American football in Portugal, and the answers revealed that most of it happened with a friend or colleague as intermediary to present it; only one referred that he responded to an online advertisement. The communication and general knowledge of the sport is still very short and most of the people are not able to reach it by themselves.

From a more personal point of view, most important moments for each one of them are related to important games (semi-final, final, championship wins) and playing in American football teams abroad (as through online platforms such Hudl, where the game films are shared, it became easier to scout players to specific seasons all over Europe). The interviewees also reinforce the importance of the team spirit and sharing the process

of improvement and achievement as one of the most appealing parts of American football.

The answers revealed too that one of the main concerning and dissuasive factor of playing this sport are the costs related to it, whether for practice facilities, equipment, and several expenses during the entire season, due to the lack of sponsorships or other type of support. Once again, the lack of communication and media spread of American football in Portugal can get a very important role changing this situation, as with more people interested in it, companies will be more likely to sponsor the teams and league; with more financial support, it is easier to improve the condition for players and decrease the costs associated with the practice of this sport.

The interviewees also recognise the importance of media coverage of the games to show what it is being currently done, related to concerns and solutions referred above.

The personalities selected for the present interviews are from different ages, nationalities and professional activities, to show that American football can appeal to a very wide range of public and its potential to grow and become popular in Portugal as it already is in countries such as Germany and Great Britain.

Chapter III - The Photographic Project

The photographic project is a compilation of images taken mostly during the X edition of the Portuguese American Football League (LPFA X) and the I National American Football Championship (CNFA I), both competitions held during the 2019 season (from January to May 2019).

In some cases, a few images from previous editions of the first referred competition and friendly matches were also included, in order to better define and characterise the current reality of this sport in Portugal.

1. Technical Data

The project has images both taken with digital DSLR camera (Nikon D7000) and analog one (Nikon F50), which negatives were scanned and converted into digital images. The analog images were used only for non game situations and are present in black and white, as in the original film.

For game situations, a 70-300 mm lenses was chosen, to make it easier to get closer to the game action moments. When it was possible and appropriated (during those occasions where it was attainable to be closer to the action), the sideline moments were registered with a 18-70 mm or a 50 mm lenses (to better imitate the human eye perception), to recreate the sensation of being inside the action.

It was also chosen to mix both colour and black & white, depending on the content of the image; black & white was used for non-play situations, where the human factor is the main subject to be addressed, and so the individuals were captured in a more intimate and emotional tone, as offscreen moments that are often not perceived by the surrounding people nor the public. Colour photography composes the majority of the project, as it remains more faithful to the true in a photojournalistic approach and portrays some of the aspects of the sport (such as the uniform colours) in a more realistic way.

During the post production process, the main tools used focused mostly on cropping and adjusting exposure problems and contrast.

2. Images Content and Narrative

The present images present pure game related situations and sideline moments. It intends to present not only the physic activity, athleticism, intensity, movement and speed related directly to the game, as also to show the human and emotional part of it, as the thrill shown after scoring, the tension during a critical moment of the game, concentration

while looking to what is occurring inside the field, celebration in game victories or sorrow in defeat.

Because the team roster is composed by around forty players and only eleven of each team can be on the field at the same time, there are many team mates standing on the sideline observing what is happening when they are not playing or getting ready for their time to go play, and therefore there are many moments occurring at the same time that should be recorded in order to get a full report and allow a more complete comprehension of the sport and its own environment.

The project also intends to desmystify and make it easier for the public to understand a sport that could be somehow hard to fully understand during the first contact with it.

Although for the public the eye track of the ball might actually be a hard task before a good understanding of the game (it's a sport where there are several running plays and fake moves that are usually followed by tackles, originating a pile of men in large shoulder pads and helmets), we are considering a different kind of sport. In the practice of ball sports, the main action happens with the player that has possession of the ball. American football is no different in that; the man that carries the ball into the end zone is the one that adds points into the scoreboard. However, there are a lot of important actions during a play that actually gives enormous contributions to the success of that play. There is a lot happening and each of the eleven players on each team have a specific assignment in every moment of the game, which gives a lot more to look both on the offensive and defensive side of the ball.

The final selection of the project contains 98 images that intend to represent the game dynamics and pace (as we are seeing the image in the right order, there are several stops on the playing pictures, as the game itself occurs with several pauses), and the human strand of it, whether in the individual emotions expressed by the players as their interactions with each others and with coaching staff (as expressed in the interviews presented on the Case Studies chapter of this dissertation, several people referred that one of the things that is most enjoyed in this sport is the team spirit and, as so, there was taken a special care in order to depict it).

The project was organised with basis on Hero's Journey by Joseph Campbell. The content includes images that serve the purpose of most of the journey steps:

- 1. The Ordinary World - the public is presented to the team or players, entering the field or standing on the sideline before entering the field;

- 2. The Call to Adventure - the moment where the conflict is first presented is the

beginning of the game

-3. Cross the First Threshold - the game has started and the images present the actions of it;

-4. Trials, Friends and Foes - mostly focused on sideline moments, the players interact with each other to celebrate and support one another;

-5. Magical Mentor - the figure of the coach fulfils this character, as it is shown giving advices to the players;

-6. Dragon's Lair - it could be considered some more difficult plays where the hero does not succeed and could endanger the game result;

-7. Moment of Despair - present in sideline moment images where the players are tense and worried, also represented with moments of injury and defeat;

-8. Ultimate Treasure - the team succeed on a play or game;

-9. Rebirth & The Champion's Return - the game or championship was won, and the hero succeed after his journey, or game season.

Only Homeward Bound was removed, as since once the game is over, there is no turning back from that.

Examples



Figure 26. Game Photograph (Coruña Towers VS Évora Eagles, 2019)



Figure 27. Game Photograph (Cascais Crusaders VS Lisboa Devils, 2019)

Both Figure 26 and Figure 27 are images representative of the game itself; they depict players in action, having in special consideration aspects of the game movements (impact, strength, ball possession). In most of the cases of the integral project, the images include more than one player to make it easier to comprehend the dynamic of American football, although, in some game situations, as a player that possesses the ball and carries it for a while without being stopped, it can be presented by himself on the image, as to reinforce his individual performance in some given time.

Colour photography in these images also allow to enhance the uniform tones and makes it easier to distinguish both teams from one another.



Figure 28. Sideline Photograph (Championship Game - Cascais Crusaders VS Lisboa Navigators, 2015)



Figure 29. After Game Photograph (Championship Game - Lisboa Devils VS Porto Mutts, 2019)

Figure 28 and Figure 29 are part of the more emotional tone of the photographic report. They intend to demonstrate that is a lot more to look at besides the game itself. In **Figure 28**, this is achieved by removing colour and having a Black & White grading, in an image where the player is looking at what is happening on the field, and the spectator does not know what (for this kind of content, it is not really necessary to understand the action outside the image, as the focus settles on the emotional response of the person depicted).

On **Figure 29**, the moment captured was the celebration of the championship title. The expression of the players that is faced towards the camera intends to show pure emotion and joy, and there are other references present to demonstrate the victory, as several players are all together in a unorganised way and the presence of the cup in the image.

3. The Photographic Process

The photographic reports were done mostly during the 2019 season, having been included in the final project a few images from previous seasons back until 2014, as some of the situations registered were not possible to photograph again in different moments. The images presented were taken mostly from the teams sidelines, either focusing on the game itself and on the players and coaching staff outside the field. It was included photographs that were taken in Porto, Lisboa, Évora and Algarve, with the intent to show as much of the sport and the variety of the teams in the Portuguese competitions (both LPFA and CNFA, and a few friendly games) as possible.

The main problems occurred during the games were the deficient light conditions and weather; as it is a sport played mostly during the winter and beginning of the spring,

rain is one of the main barriers to get clear images (because of the camera settings necessary to 'freeze' the movement, so does the rain gets registered on the image, making less clear the subject that is being photographed). However, after the selection of the images, it was possible to choose from those that are the most clear to present to a non cognisant public.

The Portuguese teams also had a major impact on the content of the images, as it was always granted access to their sidelines and the proximity to the players and coaches made possible.

Chapter IV - Conclusions and Further Research

American football is a sport that was born from influences of two others, rugby and soccer, that soon created its own rules and inherent values and practices, even when regarding communication and media.

Firstly practiced by American people, mostly soldiers deployed across the globe that used this sport as a way to keep in shape, get ready for combat and have leisure moments, it grew wider and became expanding itself. This expansion started in Europe, where the sport already had a great relevance with the existence of NFL Europe (slowly regaining it, as the interest in it is reappearing and the National Football League is starting over the efforts to make the process of expansion in the European continent happen quicker and reaching the biggest amount of people), later moving on to other areas of the globe where it grew with quite relevant, as Japan, Mexico and Brazil.

Since it started to be played, American football has been recorded through media processes. NFL Films had an enormous importance on the creation of what could be considered the canons to represent the sport in images and make the viewer feel like part of the football experience, while understanding the importance that narratives and the leading characters roles had in order to engage with the public and give the people who were watching something to connect with beside the athletic side of it.

The media coverage plays a very important role in this expansion, as it is the medium that makes possible to the potential public to be aware of the existence of the sport and to the already following public to being kept updated and maintain the interest on it. Both the journalistic role as the Hollywood stories that became popular worldwide had a very strong effect in making American football associated with a common imaginary when it comes to its personal values, the overcoming of obstacles and beating the odds.

Teams in any kind of competition level had understood the importance of images (photographic ones as well) as an effective medium to create awareness and increase popularity of American football, specially when they are located outside of the United States of America.

Because it is being practiced at an amateur level in Portugal, the conditions to perform these kind of media spread actions tends to be harder, as the fields where the games are hosted have not the proper places to display cameras (for example, for live broadcasting) and the lighting options make it virtually impossible to maintain the minimum quality required to the filming or photographic report of the game action.

The sport will grow as it will attract more public attention and therefore be able to

get more sponsors, and the sponsor and partnership deals will be possible as it is growing its reach, in a process that is only possible if happens continually and in both ways.

As any amateur sporting practice in Portugal, American football had and still has a long way to go. The infrastructures need to improve, the costs related to it should be reduced as much as possible, and the media coverage and intensity of the stories that are being told should also grow to capture the attention and gain a whole new fans core.

The sport itself has been globally having several challenges to succeed, but it has shown that has the potential to keep its exponential growth as things are slowly evolving, and eventually, get to the point where it is able to reach a national wide relevant level.

The present project intend to be a visual tool to improve the general knowledge of American football in Portugal. The images were presented in a book format, as part of a large narrative that englobes several years and games and the biggest variety of football related situations that was possible to photograph. Some images were presented alone, some in pairs, as to demonstrate the several actions that take place simultaneously during the period of a game. They present pure sportive game actions, as running and throwing the ball or performing tackles, but also give an important insight about the personal and emotional parts of the game. As the coach speaks to the players, or they watch carefully what is happening inside the field, celebrate victories and mourn defeats, it is an overall representation of what happens during a game beside the game itself.

The result of the images included on the project collects a series of mostly colourful and bright photographs, that hold the attention of the viewer, some in black and white to improve the emotional tone of certain situations, and also had in consideration appealing visual composition structures. The photographs are able to be presented, narratively speaking, both alone and as a whole; when the image is present and looked at only by itself, it tells the story of a specific moment or action; when perceived as a whole, each image is part of something bigger and related to each other both in a visual and thematic way. Although the photographic process approach was mostly purely photojournalistic, the images tell their stories without the presence of any text, journalistic or not, (nor even captions), which does not prevent the viewer to fully understand its content.

For further projects and photographic approaches on American football in Portugal, it can also be made a compilation of images that takes the players and all the staff out of the anonymous status; showing, for example, side by side images of their roles on American football and of their activities on their daily lives.

The same kind of approach done in 'The Other Football' can also be translated to other amateur sports, both in Portugal and abroad, to give a greater sense of what these sports are about, what kind of people are related to them, and what's the importance in paying more attention and providing more resources to their practices.

List of References

American Football Coaches Association (2017) - '*American Football Around The World*' (<https://www.americanfootballinternational.com/american-football-around-world/>), accessed in June 6th, 2019.

American Football International (2019) - *Germany is shifting their attention to American football*, (<https://www.americanfootballinternational.com/germany-is-shifting-their-attention-to-american-football/>), accessed in June 6th, 2019.

Altaweel, Mark (2019) History Extra, The official website for BBC History Magazine and BBC World Histories Magazine - *A brief history of American football and the Super Bowl* **Boyle, Raymond, and Haynes, Richard** (2000) *Power Play - Sport, the Media & Popular Culture*, 1st Edition, Pearson Educated Limited. Harlow, England.

Campbell, Joseph (2008) *The Hero With a Thousand Faces*, 3rd Edition, New World Library. Canada.

Collins, Tony (2013) Journal of Global History - Unexceptional exceptionalism: The origins of American football in a transnational context. Retrieved from Tony Collins Website

Costa, José Guilherme Sousa Monteiro (2015) *American Football in Portugal and its Teams' Communication Strategies* (Master Dissertation). Retrieved from Repositório Institucional - Universidade Católica Portuguesa, accessed in June 1st, 2019.

Conn, David (2018, Oct.) The Guardian Official Website - Wembley will not be sold by the FA after Shahid Khan withdraws offer, (<https://www.theguardian.com/football/2018/oct/17/wembley-stadium-deal-off-fa-shahid-khan>), accessed in June 1st, 2019.

Dixon, Jon (2013) Econsultancy Website - Visual narratives: telling a story through visual design (<https://econsultancy.com/visual-narratives-telling-a-story-through-visual-design/>), accessed in June 4th, 2019.

Foglio, Massimo (2015) *Touchdown in Europe: How American Football Came to the Old Continent*, 2nd Edition, CreateSpace Independent Publishing Platform. California.

Franklin, Stuart (2015) The Guardian Official Website - *In a world of words, pictures still matter*, (<https://www.theguardian.com/commentisfree/2015/dec/05/world-words-photos-matter-photojournalism-reportage>), accessed in June 4th, 2019.

Growth of the Game Official Website (2016) *The Complete List of American Football Teams in Europe*, (<https://www.growthofagame.com/2016/03/the-complete-list-of-american-football-teams-in-europe/>), accessed in June 4th, 2019.

Holland, T. (2016) Europe Players Website - *American Football History in Europe!*

(<https://www.europlayers.com/News.aspx?NewsId=1212>), accessed in June 6th, 2019.

Jacobitz, Sebastian. Street Bounty Website - *What is photojournalism* (<https://streetbounty.com/what-is-photojournalism/>), June 8th, 2019.

Jenner, Andrew (2015) The Guardian Official Website - *American football proves a hit in Brazil*, (<https://www.theguardian.com/sport/2015/oct/27/american-football-nfl-hit-brazil>), accessed in June 4th, 2019.

Kennedy, Eileen, and Hills, Laura (2009) *Sport, Media and Society*, 1st Edition, Berg. Great Britain.

Leibovich, Mark (2018) *Big Game - The NFL in Dangerous Times*, 1st Edition, Penguin Press. Great Britain.

MacCambridge, Michael (2004) *America's Game: The Epic Story of How Pro Football Captured a Nation*, 1st Edition, Anchor Books. United States of America.

Martins, Miguel Veloso (2019) Sapo Notícias Official Website - *NFL Europe: Vida e morte de um sonho americano*, (<https://24.sapo.pt/desporto/artigos/nfl-europe-vida-e-morte-de-um-sonho-americano>), accessed in June 4th, 2019.

Martinez, Josh (2018) Cronkite News Website - *Football, not just fútbol, is taking root in Mexico, especially along the border*, (<https://cronkitenews.azpbs.org/2018/09/12/football-not-just-futbol-is-taking-root-in-mexico-especially-along-the-border/>), accessed in June 4th, 2019.

Masoner, Liz (2018) The Spruce Crafts Website - *An Introduction to Photojournalism*, (<https://www.thesprucecrafts.com/an-introduction-to-photojournalism-2688644>), accessed in June 4th, 2019.

Politi, Cassio (2018), Tracto Website - *O que é storytelling?*, (<https://www.tracto.com.br/o-que-e-storytelling/>), accessed in June 6th, 2019.

Pimenta, Sherline and Poovaiah, Ravi (2010) On Defining Visual Narratives. Retrieved from Industrial Design Center from Institute of Technology Online Resources, accessed in June 20th, 2019.

Ron, Shlomi (2016) Visual Storytelling Institute Official Website - *What is visual storytelling? And Why Marketers Should Care?*, (<https://www.visualstorytell.com/blog/what-is-visual-storytelling>), accessed in June 12th, 2019.

Schultz, Brad (2004) *Sports Media - Reporting, Producing and Planning*, 2nd Edition, Focal Press. United States of America.

Seifert, Kevin (2016) ABC News Official Website - *Planet Football: Top countries where the sport is thriving*, (<https://abcnews.go.com/Sports/planet-football-top-countries->

sport-thriving/story?id=43791082), accessed in June 1st, 2019.

Seifert, Kevin (2016) ABC News Official Website - *How American football is becoming a worldwide sport*, (<https://abcnews.go.com/Sports/american-football-worldwide-sport/story?id=39089743>), accessed in June 1st, 2019.

Serazio, Michael (2019) *The Power of Sports - Media and Spectacle in American Culture*, 1st Edition, New York University Press. United States of America.

Sharara, Yasmeen (2018) *Why We Play - The New Power of Storytelling in Sports Marketing*, 1st Edition, New Degree Press. United States of America.

Vieira, Dimitri (2019) Rock Content Comunidade Website - *O que é Storytelling? O guia completo para você dominar a arte de contar histórias e se tornar um excelente Storyteller*, (<https://comunidade.rockcontent.com/storytelling/>), accessed in June 1st, 2019.

Vine, David (2015) Politico Magazine - *Where in the World Is the U.S. Military?*, (<https://www.politico.com/magazine/story/2015/06/us-military-bases-around-the-world-119321>) accessed in June 1st, 2019.

Vogan, Travis (2014) *Keepers of the Flame: NFL Films and the Rise of Sports Media*, 1st Edition, University of Illinois Press. United States of America.

Wade, Stephen (2018) Fox News Official Website - AP Explains: American football's niche following in Japan, (<https://www.foxnews.com/world/ap-explains-american-footballs-niche-following-in-japan>) accessed in June 1st, 2019.

Sources

Academic Articles & Dissertations

Collins, Tony (2013) Journal of Global History - Unexceptional exceptionalism: The origins of American football in a transnational context. Retrieved from Tony Collins Website, (<http://tony-collins.squarespace.com/>), accessed in June 1st, 2019.

Costa, José Guilherme Sousa Monteiro (2015) *American Football in Portugal and its Teams' Communication Strategies* (Master Dissertation). Retrieved from Repositório Institucional - Universidade Católica Portuguesa, accessed in June 1st, 2019.

Fernandes, Catarina Martins (2017) *O Transmedia Storytelling e o Desporto: Estudo comparativo de seis clubes europeus de futebol* (Master Dissertation). Retrieved from Repositório Institucional - Faculdade de Letras da Universidade do Porto, accessed

in June 1st, 2019.

Pimenta, Sherline and Poovaiah, Ravi (2010) On Defining Visual Narratives. Retrieved from Industrial Design Center from Institute of Technology Online Resources, accessed in June 20th, 2019.

Santos, Marta Catarina (2015) Fotojornalismo Desportivo - Uma Batalha Pelo Espaço Noticioso (Master Dissertation). Retrieved from Repositório Científico da Universidade de Coimbra, accessed in June 2nd, 2019.

Bibliography

American Football Coaches Association (2002) *The Football Coaching Bible*, 1st Edition, Human Kinetic Publishers. United States of America.

Bissinger, H.G. (2005) *Friday Night Lights - A Town, A Team, and a Dream*, 2nd Edition, Yellow Jersey Press. United States of America.

Boyle, Raymond, and Haynes, Richard (2000) *Power Play - Sport, the Media & Popular Culture*, 1st Edition, Pearson Educated Limited. Harlow, England.

Campbell, Joseph (2008) *The Hero With a Thousand Faces*, 3rd Edition, New World Library. Canada.

Cantor, George (2008) *Paul Brown - The Man Who Invented Modern Football*, 2nd Edition, Triumph Books. United States of America.

Cohen, Rich (2013) *Monsters - The 1985 Chicago Bears and the Wild Heart of Football*, 1st Edition, Farrar, Straus and Giroux Books. United States of America.

Eisenberg, John (2018) *The League - How Five Rivals Created the NFL and Launched a Sports Empire*, 1st Edition, Basic Books. United States of America

Eisner, Will (2008) *Graphic Storytelling and Visual Narrative - Principles and Practices from the Legendary Cartoonist*, 1st Edition, Norton. United States of America

Foglio, Massimo (2015) *Touchdown in Europe: How American Football Came to the Old Continent*, 2nd Edition, CreateSpace Independent Publishing Platform. California.

Freeman, Mike (2012) *Undefeated - Inside the Miami Dolphin's Perfect Season*, 1st Edition, William Morrow Publishers. United States of America.

Gwynne, S.C. (2016) *The Perfect Pass - American Genius and the Reinvention of Football*, 1st Edition, Scribner. United States of America.

Hopkins, Gary (2010) *Star-Spangled Soccer - The Selling, Marketing and Management of Soccer in the USA*, 1st Edition, Palgrave MacMillan. Great Britain.

Jamison, Steve, and Walsh, Craig (2009) *Bill Walsh - The Score Takes Care of Itself - My Philosophy of Leadership*, 3rd Edition, Portfolio Penguin. United States of America.

Jaworski, Ron (2012) *The Games that Changed the Game - The Evolution of the NFL in Seven Sundays*, 1st Edition, Ballantine Books. United States of America.

Jr., Vince Lombardi (2001) *What it Takes to Be #1 - Vince Lombardi on Leadership*, 2nd Edition, McGraw-Hills. United States of America.

Kennedy, Eileen, and Hills, Laura (2009) *Sport, Media and Society*, 1st Edition, Berg. Great Britain.

Kirwan, Pat (2015) *Take Your Eye Off the Ball 2.0 - How to Watch Football by Knowing Where to Look*, 1st Edition, Triumph Books. Chicago, United States of America

Leibovich, Mark (2018) *Big Game - The NFL in Dangerous Times*, 1st Edition, Penguin Press. Great Britain.

Lombardi, Michael (2018) *Gridiron Genius - A Master Class in Winning Championships and Building Dynasties in the NFL*, 1st Edition, Crown Archetype. United States of America.

MacCambridge, Michael (2004) *America's Game: The Epic Story of How Pro Football Captured a Nation*, 1st Edition, Anchor Books. United States of America.

O'Connor, Ian (2018) *Belichick*, 3rd Edition, Houghton Mifflin Harcourt. United States of America.

Oriard, Michael (2007) *Brand NFL - Making & Selling America's Favorite Sport*, 2nd Edition, The University of North Carolina Press. United States of America.

Paolantonio, Sal (2018) *Philly Special - The Inside Story of How the Philadelphia eagles Won Their First Super Bowl Championship*, 1st Edition, Triumph Books. United States of America.

Pomerantz, Gary M. (2013) *Their Life's Work - The Brotherhood of the 1970s Pittsburgh Steelers*, 1st Edition, Simon and Schuster Paperbacks, United States of America.

Raney, Arthur A., and Bryant, Jennings (2005) *Handbook of Sports and Media*, 2nd Edition, Routledge. United States of America

Richmond, Peter (2010) *Badasses - The Legend of Snake, Foo, Dr. Death, and John Madden's Oakland Raiders*, 2nd Edition, Harper Collins Publishers. United States of America.

Sandler, Morgan (2018) *Visual Storytelling - How to Speak to Your Audience*

Without Saying a Word, 1st Edition, Michael Wiese Productions. United States of America

Schultz, Brad (2004) *Sports Media - Reporting, Producing and Planning*, 2nd Edition, Focal Press. United States of America.

Serazio, Michael (2019) *The Power of Sports - Media and Spectacle in American Culture*, 1st Edition, New York University Press. United States of America

Sharara, Yasmeen (2018) *Why We Play - The New Power of Storytelling in Sports Marketing*, 1st Edition, New Degree Press. United States of America.

Syed, Matthew (2017) *The Greatest - What Sport Teaches Us About Achieving Success*, 2nd Edition, John Murray Publishers. Great Britain.

Vogan, Travis (2014) *Keepers of the Flame: NFL Films and the Rise of Sports Media*, 1st Edition, University of Illinois Press. United States of America.

Walter, Ekaterina and Gioglio, Jessica (2014) *The Power of Visual Storytelling - How to Use Visuals, Videos, and Social Media to Market Your Brand*, 2nd Edition, McGraw-Hill Education. United States of America.

Online Sources

Altaweel, Mark (2019) History Extra, The official website for BBC History Magazine and BBC World Histories Magazine - *A brief history of American football and the Super Bowl* (<https://www.historyextra.com/period/20th-century/history-american-football-superbowl-facts-when-first-played-invented-sport/>), accessed in June 6th, 2019.

American Football Coaches Association (2017) - *'American Football Around The World'* (<https://www.americanfootballinternational.com/american-football-around-world/>), accessed in June 6th, 2019.

American Football International (2019) - *Germany is shifting their attention to American football*, (<https://www.americanfootballinternational.com/germany-is-shifting-their-attention-to-american-football/>), accessed in June 6th, 2019.

British Columbia Lions Official Website, (<https://www.bclions.com/photogallery/>), accessed in June 1st, 2019.

Concept Draw Website. *Football Field*. (Figure 3). Available at (<https://www.conceptdraw.com/solution-park/sport-football/>), accessed in June 1st, 2019.

Conn, David. (2018, Oct.) The Guardian Official Website - Wembley will not be sold by the FA after Shahid Khan withdraws offer, (<https://www.theguardian.com/football/2018/oct/17/wembley-stadium-deal-off-fa-shahid-khan>), accessed in June 1st, 2019.

Daily History - *How did American football develop?*, (<https://dailyhistory.org/>)

How_did_American_football_develop%3F), accessed in June 4th, 2019.

Dixon, Jon (2013) Econsultancy Website - Visual narratives: telling a story through visual design (<https://econsultancy.com/visual-narratives-telling-a-story-through-visual-design/>), accessed in June 4th, 2019.

Franklin, Stuart (2015) The Guardian Official Website - *In a world of words, pictures still matter*, (<https://www.theguardian.com/commentisfree/2015/dec/05/world-words-photos-matter-photojournalism-reportage>), accessed in June 4th, 2019.

Fujitsu Frontiers Official Website, (<http://sports.jp.fujitsu.com/frontiers/>), accessed in June 4th, 2019.

Governing Body Of American Football (Gridiron) In Australia Official Website, accessed in June 6th, 2019.

Growth of the Game Official Website (2016) *The Complete List of American Football Teams in Europe*, (<https://www.growthofagame.com/2016/03/the-complete-list-of-american-football-teams-in-europe/>), accessed in June 4th, 2019.

Holland, T. (2016) Europe Players Website - *American Football History in Europe!* (<https://www.europlayers.com/News.aspx?NewsId=1212>), accessed in June 6th, 2019.

International Federation American Football Official Website, (<https://ifaf.org/>), accessed in June 6th, 2019.

Introduction to American Football - Rules of US football Website, *American Football Equipment* (Figure 4). Available at (<https://www.fabqb.com/football/equipment.php>), accessed in June 1st, 2019.

Jacobitz, Sebastian. Street Bounty Website - *What is photojournalism* (<https://streetbounty.com/what-is-photojournalism/>), June 8th, 2019.

Jenner, Andrew (2015) The Guardian Official Website - *American football proves a hit in Brazil*, (<https://www.theguardian.com/sport/2015/oct/27/american-football-nfl-hit-brazil>), accessed in June 4th, 2019.

Martinez, Josh (2018) Cronkite News Website - *Football, not just fútbol, is taking root in Mexico, especially along the border*, (<https://cronkitenews.azpbs.org/2018/09/12/football-not-just-futbol-is-taking-root-in-mexico-especially-along-the-border/>), accessed in June 4th, 2019.

Martins, Miguel Veloso (2019) Sapo Notícias Official Website - *NFL Europe: Vida e morte de um sonho americano*, (<https://24.sapo.pt/desporto/artigos/nfl-europe-vida-e-morte-de-um-sonho-americano>), accessed in June 4th, 2019.

Masoner, Liz (2018) The Spruce Crafts Website - *An Introduction to*

Photojournalism, (<https://www.thesprucecrafts.com/an-introduction-to-photojournalism-2688644>), accessed in June 4th, 2019.

Monsanto, Jayme (2009) The Rio Times Website - *American Football in Brazil*, (<https://riotimesonline.com/brazil-news/rio-sports/american-football-in-brazil/>), June 6th, 2019.

Munich Cowboys Official Website, (<https://www.munich-cowboys.de/>), accessed in June 4th, 2019.

National Football League - Photo Essay Section, (<http://www.nfl.com/photoessays>), accessed in June 4th, 2019.

National Collegiate Athletic Association - Football Section, (<https://www.ncaa.com/sports/football/fbs>), accessed in June 4th, 2019.

New Yorker Lions Official Website, (<http://www.newyorker-lions.de>), accessed in June 6th, 2019.

NFL Films Official Website, (<https://www.nfl.com/films>), June 6th, 2019.

Official Playing Rules of the National Football League - 2018, Retrieved from, NFL Communications (<https://nflcommunications.com/Documents/2018%20Offseason/2018%20-%20Rule%20Book.pdf>), accessed in June 1st, 2019.

Philadelphia Eagles Official Website, (<https://www.philadelphiaeagles.com/>), accessed in June 6th, 2019.

Politi, Cassio (2018), Tracto Website - *O que é storytelling?*, (<https://www.tracto.com.br/o-que-e-storytelling/>), accessed in June 6th, 2019.

Ron, Shlomi (2016) Visual Storytelling Institute Official Website - *What is visual storytelling? And Why Marketers Should Care?*, (<https://www.visualstorytell.com/blog/what-is-visual-storytelling>), accessed in June 12th, 2019.

Rutgers Athletics Official Website. (1869). *Photograph of Rutgers - Princeton game, 1869*. (Figure 1). Available at (<http://www.espn.com/college-football/face/team?teamId=164>), accessed in June 1st, 2019.

Savir, Merav (2017) Sports Retriever Official Website - *Can American football become a top sport around the world?*, (<http://sportsretriever.com/football/can-american-football-become-top-sport-around-world/>), accessed in June 1st, 2019.

Seifert, Kevin (2016) ABC News Official Website - *How American football is becoming a worldwide sport*, (<https://abcnews.go.com/Sports/american-football-worldwide-sport/story?id=39089743>), accessed in June 1st, 2019.

Seifert, Kevin (2016) ABC News Official Website - *Planet Football: Top countries*

where the sport is thriving, (<https://abcnews.go.com/Sports/planet-football-top-countries-sport-thriving/story?id=43791082>), accessed in June 1st, 2019.

Seifert, Kevin (2016) ESPN Official Website - *How American football is becoming a worldwide sport*, (https://www.espn.com/nfl/story/_/id/15273529/how-american-football-becoming-worldwide-sport-europe-china-beyond), accessed in June 1st, 2019.

Sports Illustrated Official Website - *60 Greatest NFL Photos*, (<https://www.si.com/vault/nfl/photo/2014/08/22/sis-60-greatest-nfl-photos>), accessed in June 16th, 2019.

Sports Leagues Maps. (2018). *NFL Map*. (Figure 2). Available at (<https://sportleaguemaps.com/football/nfl/>), accessed in June 1st, 2019.

University of Notre Dame - Football Section, (<https://und.com/index.aspx?path=football>), accessed in June 1st, 2019.

Vieira, Dimitri (2019) Rock Content Comunidade Website - *O que é Storytelling? O guia completo para você dominar a arte de contar histórias e se tornar um excelente Storyteller*, (<https://comunidade.rockcontent.com/storytelling/>), accessed in June 1st, 2019.

Vine, David (2015) Politico Magazine - *Where in the World Is the U.S. Military?*, (<https://www.politico.com/magazine/story/2015/06/us-military-bases-around-the-world-119321>) accessed in June 1st, 2019.

Wade, Stephen (2018) Fox News Official Website - *AP Explains: American football's niche following in Japan*, (<https://www.foxnews.com/world/ap-explains-american-footballs-niche-following-in-japan>) accessed in June 1st, 2019.