

ADVERTISING IN THE VISIT OF ATHLETES TO PEDIATRIC HOSPITALS¹

Maurício Fontana Filho², Amanda Aparecida Mello de Aguiar³

¹ Research work carried out during the graduation in Psychology at the Regional University of the Northwest of the State of Rio Grande do Sul, UNIJUI.

² Specialist in Social Sciences from the University of Passo Fundo, UPF. Bachelor in Law and majoring in Psychology at the Regional University of the Northwest of the State of Rio Grande do Sul, UNIJUI. E-mail: mauricio442008@hotmail.com

³ Undergraduate student in Psychology at the Regional University of the Northwest of the State of Rio Grande do Sul, UNIJUI. E-mail: amandamellodeaguiar@gmail.com

ABSTRACT

The market seeks to satisfy increasingly refined social demands. The public requires and acclaims the amplitude of the offer. The market, therefore, continuously adapts toward a more effective way for supplying society, which leads it to intervene in a moral sphere. This is an exploratory research on new forms of market propaganda surrounding the visit of athletes to pediatric hospitals as a way of promoting a brand, a product and linking the company to an idea of virtue. The scope covers the visit of fifteen clubs from ten different countries. We conclude pointing the consumer's will as determinant on the markets advances toward a moral sphere.

Keywords: Flamengo. Moral market. Player visit pediatric hospitals.

RESUME

El mercado busca satisfacer demandas sociales cada vez más refinadas. El público exige y aclama la amplitud de la oferta. El mercado, por tanto, se adapta continuamente hacia una forma más eficaz de abastecer a la sociedad, lo que la lleva a intervenir en una esfera moral. Se trata de una investigación exploratoria sobre nuevas formas de propaganda de mercado en torno a la visita de deportistas a hospitales pediátricos como forma de promocionar una marca, un producto y vincular a la empresa a una idea de virtud. El alcance abarca la visita de quince clubes de diez países diferentes. Concluimos señalando la voluntad del consumidor como determinante en el avance de los mercados hacia una esfera moral.

Palabras-clave: Flamengo. Mercado moral. Jugador visitas hospitales pediátricos.

INTRODUCTION

The creation of wealth is a worthy end, as well as necessary for human survival and technological development. It seeks to transform the condition of individual suffering into a state of comfort and satisfaction. Society demands and the market provides. However, one has to consider the social effects related to the proximity of people, and how the majesty of the market influences them.

The advances in the exchange ratio are no longer limited to the economic field, entering moral spheres in the address of human consumption. If economics and morals were

already elements identified in different contexts, more recently they gathered. Advertising is a key factor, as it creates its own meaning and language in the interaction with the consumer.

Advertising drives the satisfaction of growing purchasing needs, in addition to the individual's instinctive desire for growth, construction and self-improvement. A universe intertwines human and economic relations and, as a corollary, it forms a content of fragility in the ties between people.

The weakening of these ties is a consequence of market invasion in a moral sphere of life, but an invasion that pleases the consumer, an integral part of this system. Why is the relations between people atrophying? The focus is the symptom of the weakening of relations and its cause.

This investigation is imperative, as new forms of coexistence emerge, no longer human in the strict sense, but distant, technological and intermediated. It is necessary to reflect on the forms of this phenomenon and build alternatives to relate.

METHODOLOGY

This is a case study through exploratory approach within a qualitative method and descriptive nature. The scope covers the visit of fifteen clubs from ten different countries. We conduct it through a bibliographic review and documentary research.

In the first section, we analyze the influence of advertising on the individual consumer and the forms collective relations. In the second section, we document the empirical phenomenon (with eight images) of the dissemination of visits to hospitals by athletes from fifteen clubs from ten different nations and its impact on human relations.

The clubs are the following: From Portugal, Benfica. From Argentina, Boca Juniors. From Germany, Borussia Dortmund and Bayern Munich. From Brazil, Coritiba and Flamengo. From Italy, Inter and Milan. From England, Arsenal, Liverpool and Tottenham. From France, PSG. From Uruguay, Peñarol. From Spain, Real Madrid. While from Chile, Universidad Católica. There was the initial possibility of bringing data involving a more extended number of clubs; however, the choice based itself in diversity of countries instead of quantity.

PROPAGANDA, CONDITIONING AND CONSUMPTION

Modern advertising is based on scientific analyzes of psychology and sociology. Gradually, the propagandist builds his techniques based on the knowledge of the individual, his tendencies, desires, needs, psychic mechanisms and conditioning. Propaganda became scientific by establishing a set of strict rules as a formula (ELLUL, 1973).

The propagandist must apply this formula based on variables related to the consumer's profile, environment and purpose. The main trait that indicates the scientific nature of advertising is the growing attempt to control its use, measure its results and define its effects (ELLUL, 1973).

Jacques Ellul (1973) makes suggestions for effective advertising. Propaganda must be: a) total, being applied in a diversified way; b) continuous, filling the entire day; c) lasting, filling every day. Following these three established elements, advertising works effectively with the intention of alienating, separating the consumer from reality, creating an alternative world.

Faced with the dissatisfaction of human insatiability, advertising builds a spectacular reality that enchants. "A hyperreal. This fascinating other world is what we consume." (BARROS FILHO; LOPES; CARRASCOZA, 2006, p.109, our translation). The product the consumer acquires is not one with practical function, but loaded with meaning.

The creation of this alternate reality is slow, and requires keeping the individual within propagandistic molds in contact with imperceptible influences. Reflexes and myths slowly build up in the individual. Advertising is not a stimulus that disappears quickly; it consists of successive impulses and shocks directed at various feelings and thoughts. Continuous propaganda exceeds the individual's capacities for attention, adaptation or resistance (ELLUL, 1973).

Jean Baudrillard (1999) calls consumer society the new propagandistic era where there is universality of news in unreal content. The signs created, then, protect the consumer from reality. The image, the sign, the message represent the tranquility consecrated by the distance from the world. The content of the messages and the meanings of the signs are largely immaterial. People are not involved in them, and the media does not attract them to the world, it only offers signals for consumption.

These signs look for the resolution of tensions, a happiness by nature. Such happiness is the absolute reference of the consumer society, and it has to be measurable. Objects merely simulate social essence, status, a state of grace and excellence. The status that derives from

objects awakens a frenzy and offers world trinkets, gadgets, fetishes that seek to mark a value for all eternity (BAUDRILLARD, 1999).

Consuming becomes a symptom, a way of silencing the pain of discovering oneself without references. The promise of consumer happiness promotes an ideal of well-being and completeness. “Desire is put at the service of the consumer society; the consumption of pleasure then becomes what will free us from discomfort, a consequence of the pain of existing.” (SARAIVA, 2002, p.134, our translation).

To consume is to flee from the anguish of finitude, from the pain of not being materially singular, from the fear of not having individualities. Advertising plays a fundamental role as, through its discourse, it reaffirms the notion of individuality in its goods based on identity marks that create individuals, the Nike-individual, the Adidas-individual, the Gucci-individual (RETONDAR, 2008).

To carry out the ultimate aim of propaganda, which is to provide objectives, organize individual personality into systems and freeze them in a mold, the propagandist must be familiar with the fundamental foundations on which the whole society rests, and not contradict them (ELLUL, 1973).

As long as it is total, continuous and lasting (ELLUL, 1973), advertising does not need to make sense. It creates its own language to communicate to the consumer. It has an organized agenda, and brings a worldview, a new status of how everything could be. The TV message does not have as its content the images it transmits, but the new ways of relating and perceiving, the changes relating structures (BAUDRILLARD, 1999). This influence acts on the dispositions and patterns of behavior, including character and personality, attitudes and beliefs.

Through a game of advertising, companies compete for the favor of the consumer. The buyer takes a passive role and is encouraged to consume objects that acquire meanings beyond their use value. The consumer, then, idealizes a culture sustained by material accumulation, disposability and substitution (AMORIN, 2014).

This culture guides society to “aspire to unstable desires and insatiable needs, in an unbridled impulse to consume products that are quickly depreciated and devalued, cultivating a lasting dissatisfaction in the individual.” (AMORIN, 2014, p.149, our translation). The individual accumulates objects, while socially segregated.

The individual accumulates objects, which implicate the discarding and replacement, an immediacy in the search for instantaneous, complete and continuous satisfaction. He uses the object, discards and replaces it immediately. The consumer's insatiability is the pillar of the system, because an individual with a need that reaches satisfaction soon craves again at a higher qualitative level, and this moves the process into a continuous cycle (RETONDAR, 2008).

This wide supply of goods and ideas interferes in people's lives. As the market increases its penetration into the non-economic spheres of life, it becomes more involved in moral issues. This implies when market logic goes beyond the realm of material goods, it has to deal with morality. The market enhances the human will for the immediate, which triggers stimuli in relationships as the consumer's wishes can be satisfied with a few clicks and purchases (BAUMAN, 2003).

This immediacy becomes a rule applicable to other disputes, such as friends, family and partners. In addition, the consumption of relationships whose sole purpose is sexual satisfaction gains pace. Unlike other goods that fascinate and seduce by promising satisfaction and results without anxiety or effort, a relationship takes time (BAUMAN, 2003).

The consume propaganda creates a tendency for people not to be deep in their relations, both affective and work, as there is no certainty as to how they function and until when. If products guarantee functionality and durability, human interactions do not operate in this way (SOARES; SOUZA, 2018).

The loss of human, spontaneous, reciprocal, symbolic relationships is the fundamental fact of consumer societies. There is a systematic reinjection of relationships. The receptionist, the social worker, the public relations consultant, the advertising pin up girl, all these apostles of the social machine have as their mission the gratification, the lubrication of social relations with the institutional and pleasant physical smile (BAUDRILLARD, 1999).

The market imitates personal and intimate styles of communication. It tries to speak to the son in the language of the father; with the executive as his peers in suits; with the secretary as her colleague, it speaks to each individual as their friend or with intimate inner voice in confessional mode. Thus, it produces intimacy where there is none, whether between people or between people and products, all within an organized simulation process (BAUDRILLARD, 1999).



Consumers no longer know how to relate. It becomes strange to dialogue with a human being who does not smile all the time like in the advertisings. The expectation of perfect relationships devoid of conflict represents a utopian state of life whose real life becomes a mere uncomfortable, incomparable shadow.

Waves of false spontaneity, personalized language, orchestrated emotions and conducted personal relationships surround the individual in a world where advertising actors smile and imbue the consumer with sensations and influences. In this way, the consumer society accelerates the production of plastic relations (BAUDRILLARD, 1999).

We approach these plastic simulations of human relationships here on within the visits of athletes to pediatric hospitals as a way of promoting a brand, creating a bond with the public, and more.

ATHLETES VISIT PEDIATRIC HOSPITALS AND BRAND PROMOTION

The first two images show players (1) and coaches (2) of the Real Madrid club (2023) in a charity action for pediatric hospitals in the Spanish capital. As it shows, not a person wears the mantle of the club they represent, nor any symbol referring to the brand.

Such an attitude makes advertising more subtle and sensitive. However, because they are sports icons, there is no need for concrete symbolism or flashy garments as they are already valuable products worldwide. In addition, the media endorses the speech, naming the actors and highlighting the actions in text, image and sound effect.

Figure 1 – Real Madrid players give gifts to children at a pediatric hospital



Source: REAL MADRID, 2023.

Figure 2 – Real Madrid coaches give gifts to children at a pediatric hospital



Source: REAL MADRID, 2023.

Faced with the diversity of companies providing the same services, offering the same products, it is imperative to associate the activity with virtue, zeal and revered actions. Photographic documentation acts as a lubricant in relations with the public, by preserving the image and commenting on the practice.

The company sends their team's product stars to hospitals, with the aim of generating hope in treatment and attention to medical care, inspiring those in an adverse situation, providing support. The visits can be intrinsically benevolent, however, in concrete there are only gains in advertising and brand value. They smile, show gifts, this in an effort safely underwritten by contract. We conjecture such an agreement also determines the number of visits by the athlete per season.

As a corollary, the sports company takes the form of a charitable institution. Some clubs keep the photographs on their official pages, such as Real Madrid (2023), Inter (2022), PSG (2019) and Coritiba (2022). Still, we deduce the internal order is to send athletes capable of simulating proximity to the target audience.

Different from the case of figures 1 and 2, when the athletes from the Coritiba club visit (figures 3 and 4), the athletes dress according to the company they represent. A cruder advertising formula can be considered as, in figure 4, gift bags are lying on the ground, disordered, instead of being carried in refined packages in the hands of each athlete (figures 1

and 2). In addition, the informal clothes of the Coritiba players differ from those of Real Madrid, which are social.

Since Coritiba is a club of lesser expression and limited to the national scene, there is a need for athletes to wear the company's symbol, mainly because the media report may not be enough to propagate the idea of business commitment to laudable causes.

Figure 3 – Coritiba players visit pediatric hospital



Source: CORITIBA, 2022.

Figure 4 – Coritiba players give gifts to children at a pediatric hospital



Source: Coritiba, 2022.

In figures 5 and 6, Tottenham athletes interact with patients at the children's hospital in the city of Harlow. One can follow the brand they represent on the blouses, the curvature of the standardized photograph, eternalizing the interaction, and the position of delivering gifts in a continuous act, capturing the moment as if in natural action.

Figure 5 – Tottenham players give gifts to children at a pediatric hospital



Source: ITVX, 2022.

Figure 6 – Tottenham players visit pediatric hospital



Source: ITVX, 2022.

Players head to the hospital, interact a little with the patients, and soon disappear from their lives. The visit ends in a few minutes, while the collection of symbolism by volunteering and providing support remains constant. Be it the emblem on the shirt, or the gifts from the club's own store or the emotional stimulus spread.

Finally, figures 7 and 8 show the visit of athletes from the Flamengo club to the State Children's Hospital, in Rio de Janeiro. The aforementioned element of blouses with symbolism, curvature for photographs and a mechanized smile persists. We consider such a reaction as the outcome of a painful interaction with suffering patients, at an early age, and with serious illnesses.

Figure 7 – Flamengo players visit a pediatric hospital



Source: O DIA, 2019.

Figure 8 – Flamengo players visiting a pediatric hospital



Source: O DIA, 2019.

Arsenal athletes (ROYAL FREE, 2022), visiting the Royal Free pediatric hospital, appear in a photograph raising a banner over the bed of a sick child, with the name of the company they represent. Thus, the company creates social appreciation by sending athletes to the hospital at the same time that it objectifies the patients, who play the role of actors who value the brand, products, initiatives and structure.

In the visit of the Liverpool athletes and coach (DURKAN, 2019), there is an outpouring of feelings provided when interacting with the children. The video produced is simple and features the effusive cries of patients meeting their idols. In the visit of the Italian



team Inter (2022), there is a video on the club's page with a game of images and a sonorous crescendo, in addition to ritualistic poses in the interaction with children.

It appears that some companies are more subtle, while others are coarser, in their marketing promotion attempts. In the case of Liverpool (DURKAN, 2019), the subtlety is directly consistent with the naturalness of the action, which appears to be less symbolic and more human. However, in the case of Inter (2022), the use of image and sound devices creates a dramaturgy show in fantastic tones, and goes against the desired idea of altruistic social action.

The premise of the documented encounters between athletes and sick children is that it is not enough for business to develop good products and services. It is necessary to offer benefit through brand image, improving the social perception of the product due to integrated communication actions with society (CASTRO; OLIVEIRA, 2012).

As markets develop, companies create new advertising techniques to fill social gaps. Pediatric hospitals represent a new field of activity in brand, product and idea exposure. In direct contact with an audience in an unfavorable situation, the company creates the possibility of linking the brand to causes of relevant social value; linking the product (visiting athlete) to virtue; to pass on through the media a vision of a company that protects society (in the delivery of gifts, support, care).

The eight photographs for the sample are merely examples of a worldwide phenomenon. The practice is adopted by a wide range of sports clubs (REAL MADRID, 2023; PSG, 2019; JERIA, 2019; INTER, 2022; HOSPITAL DA LUZ, 2019; ESPN, 2017; DURKAN, 2019; BVB, 2019; CORITIBA, 2022; PADRE Y DECANO, 2012; ITVX, 2022; BURNS, 2022; O DIA, 2019; NDTV, 2008, ROYAL FREE, 2022) in ten countries, of which only fifteen companies were mentioned.

As much as sports clubs in general try to cling to the idea of passion, grit, determination and love for their object, be it soccer or football, they are companies with needs for brand advertising, appreciation of athletes and resources for financial survival.

The market advances as society offers signs that support such a disposition. If there is a growing number of opinions, comments and criticisms arising from the invention of social media (COSTA, 2014), it is up to the companies to adapt. Such is the present case.

If the public has beliefs and positions in line with a multiplicity of knowledge, companies are required to mobilize and invest time and resources in order to reflect a human



character, their own personality and proximity to the consumer. It is in the consumer's interest that companies be altruistic and promote an abstract good. Visiting sick children brings happiness to the consumer imaginary, an imaginary based on the thesis that making beautiful gestures is a revered behavior.

The market adapts to the moment, and the contemporary moment is one of diffusion of ideas. It is a period of defense of certain ideals, and rejection of so many others. It is up to the company's structure, its advertising and performance to accept such ideals, not because they are fair or adequate, but because it is convenient. At the same time, it opposes so many others because they follow the lines that society presents as venerable.

With this, the market adapts to the trends that society itself has. Accompanying a favorable corporate image and its reputation, the company seeks, through its narrative, to obtain the goodwill of the various groups of society. Current doctrines provide content for the business world to increase profitability, enhance corporate image and generate competitive advantage (CASTRO; OLIVEIRA, 2012).

A public defender of the life of dolphins stimulates the market to establish a communication governed by the protection of these mammals. This principle applies to a multitude of objects. The consumer enunciates his beliefs, and the market adapts, providing strategies accordingly. A safe field of action is the protection of sick children, according to the data presented.

It is not merely a sports company, but an icon that addresses the traumas of life in society. This vision, of a community company, altruistic and protective, starts to replace the one that identifies business activity as unfair competition, predatory capitalism, selfish markets, excessive individualism and countless vexatious terms.

In pursuit of social demands, the market adapts to the circumstances in which it operates. With this new mentality, the structure of the system requires business proactivity in protecting relevant causes collectively. However, none of this is said, nor should it, under the penalty of collapsing the idea of a world where power values vulnerability.

Changing the discourse is not enough to guarantee brand credibility. "Companies need to define their ideology – and, why not, their personality." (COVALESKI; COSTA, 2014, p.25, our translation). In this way, an ideology that varies according to the context governs the new business structure.



The purpose is to garner a greater degree of trust and sympathy. When a company associates its name with collectively acclaimed goodwill projects, it increases brand and product visibility, popularity, and longevity. Humanized institutional advertising conveys the identity of organizations and sets concepts of their way of being and doing to generate good perception (CASTRO; OLIVEIRA, 2012).

The humanization of speech is a way of adapting the company to social trends. Society constantly forces companies to look for differentiating alternatives, based on communication strategies focused on valuing the corporate image and institutional brand. “Therefore, an institution must think about its strategic communication planning, systematically aligning its entire philosophy and its global policy.” (CASTRO; OLIVEIRA, 2012, p.177, our translation).

Advertising places the company in the same instance and with the same language as the consumer. It invites him to dialogue and recognizes him as an equal. Emotive speech, then, replaces mechanized language. “It is by pretending to be someone just like him that the brand awakens his attention and identification.” (MACHADO, 2016, p.109, our translation).

Visiting pediatric hospitals weakens human relations due to the propaganda that governs the initiative and structures its practice. The company simulates organizational and individual care for human beings who are suffering, dying and helpless in the face of an uncertain future. This relationship forged by brand, product and idea visibility deteriorates the bond between people.

FINAL CONSIDERATIONS

As Ellul (1973) points out, there are three elements required for any advertisement to be effective: completeness, continuity, durability. The propaganda that invades even the pediatric hospital sphere fits into all these items. It is total because it makes use of various communicative tools (visit, photo, gift); continuous, as it occupies all spaces (even the deathbed of children); lasting, for it lasts for all time (media data, collective imagination).

With this system in place, advertising works effectively in an attempt to alienate, separate the consumer from reality, creating an alternative world of affection and love for the company and the physically and financially victorious athlete over those devoid of health, resources and hope.

The market speaks to the public in a language it understands, and therefore forges intimacy. This personalized language and organized emotions produce simulated relationships. The publicity smile, when not hidden by surgical masks, is in most documented references, lubricating relationships. Children's adherence to athletes' visits to hospitals is a positive point, as it improves their quality of life, comfort and mood, offering support, even if temporarily.

The relationship between people weakens because the consumer accepts and requires from the market products and ideas in line with his state of enjoyment, thought and belief. Business adaptation to the moral demands of an idealistic consumer builds a falsified model of interaction. Relationships weaken when trying to stage the emotion of a smile, the warmth of a hug, the affection of a compliment and the tune of the voice of a loved one.

The consumer, even if unconsciously, contributes to market advances. He aspires, while it adapts and satisfies. The decay of relationships takes effect by exalting consumption and choosing it as a substitute capable of supplying true human contact and values.

The playfulness of player visits in pediatric hospitals may help children distance themselves from thoughts of illness, treatment and death. This is not the aim of the present research, but comes up as a suggestion for future investigations.

REFERENCES

AMORIN, E. M. J. C. Consumo e cidade na era da “sociedade dos consumidores”. **Revista formação (online)**, v. 2, n. 20, 2014.

BARROS FILHO, C. de; LOPES, F.; CARRASCOZA, J. Identidade e consumo na pós-modernidade: crise e revolução no marketing. **Revista FAMECOS**, v. 13, n. 31, 2006.

BAUDRILLARD, J. **The consumer society: myths & structures**. London: Sage publications, 1999.

BAUMAN, Z. **Amor líquido: sobre a fragilidade dos laços humanos**. Rio de Janeiro: Zahar, 2003.

BURNS, E. Milan players including Saelemaekers and Tonali make visit to children's ward. **CDN** [14/12/2022]. Available at: <https://cdn.sempremilan.com/>. Access in: 17/08/2023.

BVB. Traditional visit to Dortmund Children's Hospital. **BVB** [04/12/2019]. Available at: <https://www.bvb.de/eng>. Access in: 17/08/2023.

CASTRO, G. G. da S.; OLIVEIRA, C. V. A. de. O discurso da responsabilidade social nas empresas contemporâneas: valorização da humanização das marcas nas campanhas publicitárias. **Revista Comunicação Midiática**, v. 7, n. 1, 2012.

CORITIBA. Atletas do Coritiba visitam crianças do Erastinho. **Coritiba** [21/12/2022]. Available at: <https://www.coritiba.com.br/Portal>. Access in: 17/08/2023.

COSTA, S. A. da. Empresas e consumidores on-line: a humanização do discurso como estratégia mercadológica nas mídias sociais. **Dissertação em Comunicação**. Universidade Federal de Pernambuco. Recife, 2014.

COVALESKI, R. L.; COSTA, S. A. da. A humanização do discurso das marcas diante das novas experiências de consumo. **Revista gestão e desenvolvimento**, v. 11, n. 1, 2014.

DURKAN, J. Liverpool's Christmas visit to Alder Hey Children's Hospital provides heartwarming moments. **This is anfield** [13/12/2019]. Available at: <https://www.thisisanfield.com/>. Access in: 17/08/2023.

ELLUL, J. **Propaganda**: the formation of men's attitudes. New York: Vintage books, 1973.

ESPN. Los jugadores de Boca visitaron a niños en el hospital Gutiérrez. **ESPN** [21/09/2017]. Available at: <https://www.espn.com.ar/>. Access in: 17/08/2023.

HOSPITAL DA LUZ. Futebolistas do Benfica visitam doentes no Hospital da Luz. **Hospital da luz** [28/03/2019]. Available at: <https://www.hospitaldaluz.pt/pt>. Access in: 17/08/2023.

INTER. Inter visits Milanese paediatrics. **Inter** [24/12/2022]. Available at: <https://www.inter.it/en>. Access in: 17/08/2023.

ITVX. Tottenham Hotspur players take gifts to children in Harlow hospital for Christmas. **ITVX** [14/12/2022]. Available at: <https://www.itv.com/>. Access in: 17/08/2023.

JERIA, D. Lindo gesto: la UC visita a niños que luchan contra el cáncer y llevó de regalo unas poderosas camisetas-batas. **REDGOL** [01/08/2019]. Available at: <https://redgol.cl/>. Access in: 17/08/2023.

MACHADO, V. de S. O discurso de humanização como estratégia de aproximação com o consumidor nas publicidades das mídias sociais. **Dissertação em Comunicação social**. Universidade Metodista de São Paulo. São Bernardo do Campo, 2016.

NDTV. Bayern Munich players visit hospital. **NDTV** [31/05/2008]. Available at: <https://sports.ndtv.com/>. Access in: 17/08/2023.

O DIA. Jogadores do Flamengo fazem visita ao Hospital Estadual da Criança. **O DIA** [30/07/2019]. Available at: <https://odia.ig.com.br/>. Access in: 17/08/2023.

PADRE Y DECANO. Visita de los jugadores al Hospital en Paysandú. **PADRE Y DECANO** [05/08/2012]. Available at: <https://www.padreydecano.com/cms/>. Access in: 17/08/2023.

PSG. Parisienses visitam um hospital em Shenzhen. **PSG** [25/06/2019]. Available at: <https://pt.psg.fr/>. Access in: 17/08/2023.

REAL MADRID. Treinadores e jogadores do Real Madrid visitaram crianças hospitalizadas. **Real Madrid** [05/01/2023]. Available at: <https://www.realmadrid.com/pt>. Access in: 17/08/2023.

RETONDAR, A. M. A (re)construção do indivíduo: a sociedade de consumo como “contexto social” de produção de subjetividades. **Revista sociedade e Estado**, v. 23, n. 1, 2008.

ROYAL FREE. The gunners spread festive cheer on 6 North. **Royal Free** [19/12/2022]. Available at: <https://www.royalfree.nhs.uk/>. Access in: 17/08/2023.

SARAIVA, E. M. S. Prazer do consumo ou consumo do prazer? AIDS, consumismo e mal-estar contemporâneo. **Revista mal-estar e subjetividade**, v. 2, n. 1, 2002.

SOARES, J. S.; SOUZA, M. C. da S. A. de. Sociedade de consumo e o consumismo: implicações existenciais na dimensão da sustentabilidade. **Direito e desenvolvimento**, v. 9, n. 2, 2018.

SOUZA, R. de S. Influências das relações afetivas para os atos de consumo na cibercultura. **Dissertação em Psicologia Social**. Universidade Federal de Sergipe. São Cristóvão, 2015.