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## Subjectivity and media production on drug addiction

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The present study analyzes the phenomenon of drug addiction concerning how it is affected by the media and its ways of representing reality. This study aimed to identify articles about drug addiction published in information media of great national circulation, namely VEJA online Magazine, Folha de São Paulo online newspaper and Scielo Brasil website. Leading off from the hypothesis that the influence of media in society impacts the ways of coping with the issue studied. A theoretical survey was then carried out on media productions and social representations, as well as a general concept on drug addiction. The selected time criterion was of five years from January 2016 to December 2020. The research data were treated using the Content Analysis method proposed by Bardin (2011). It was possible to perceive a profile in these publications with regard to their vulnerabilities, such as the use of stigmatizing terms to refer to the drug addict. A great disproportionality between the total number of publications and the number of productions that addressed the topic of drug addiction could be observed in all three information vehicles. All three platforms demonstrated a limited view on the importance of the emotional aspects linked to drug addiction, and on the urgency of attention to the addict's support network. The power of influence that the information media has on social action could be verified. It is recommended that information sources in Brazil make better use of this provision, in addition to the knowledge acquired in Psychology for a better basis and greater range of the required problematizations

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