



## Subjectivity and media production on drug addiction

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The media and their ways of representing reality play an important role in social construction. With regard to drug addiction, more commonly known as chemical dependency, society has been developing ways of understanding this reality from what is conveyed as information and news about it. It is in this sense that it is necessary that the human and social sciences establish a critique about media representation about the most varied states of psychosocial illnesses, since it is in this context that professionals will act. This research aims to identify the articles on drug addiction published in a magazine of great national circulation, namely the VEJA Magazine. In addition, compare the content of these publications with that conveyed by other sources of information that are also widely circulated, namely the Folha de São Paulo newspaper, and the Scielo Brasil website, which is most accessed by the scientific communities. A first theoretical survey will be conducted from authors who present the theme of Media Productions and social representations, more specifically the universe of the three typologies investigated in this research: magazine, newspaper and scientific platform. This theoretical survey will also include a general concept of drug addiction. After the bibliographic search, the data collection will have as a source of information the publications of Revista VEJA (online version), the virtual platform Scielo Brasil and the Folha de São Paulo newspaper (online version). For these three sources, the time criterion of five years from January 2016 to December 2020 will be used. The general criteria for Content Analysis (Bardin, 2011) will be applied, which implies three distinct phases: pre -analysis, exploration of the material and interpretation of the data. It is inferred that at the end of the research it is possible to perceive peculiarities that were initially overshadowed and disconnected. It is believed that it will be possible to identify ideological trends involved in the form of publication about addictive phenomena. As a result, it is also expected to obtain data that is relevant enough to indicate the need for further research and new ways of collecting data on the subject.

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