

**MASTER'S DEGREE  
DISSERTATION  
ABSTRACT****ALCOHOLIC, YES; DRUNK, NO: SOCIAL REPRESENTATIONS  
OF ABSTEMIOUS ALCOHOLICS ON ALCOHOLISM**

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This research deals with the social representations of abstemious alcoholics on alcoholism. The approach was of the qualitative/descriptive type, having as theoretical support the knowledge concepts consensual and reified of the Theory of the Social Representations, according to Moscovici<sup>1</sup> and Jodelet<sup>2</sup>. For obtainment of information the technique of free association of words was used and the half-structuralized interview that had been applied in seventeen alcoholics that frequent the meetings of the Alcoholics Anonymous (A.A.) in Belém - Pará - Brazil. To proceed the analysis it was opted to the technique of Bardin's<sup>3</sup> Thematic Analysis, having as result three thematic units, such called: The wakening by the pain - the feeling as possibility of attitude change; Alcoholism - a gradual, incurable illness and with fatal terminations and Alcoholic, yes; drunk, not. The results had pointed the painful feelings lived deeply because of the dependence of the alcohol as detonators agents for the rehabilitation, since the reactions and the sufferings caused for the alcoholic beverage in their lives, had allowed the citizens of the study to understand that their drink way was different of the other members of the social environment and brought problems in the biological, psychological, emotional and spiritual scope, for themselves and their social group. For such reason, they decide to search for help for an illness, still not inserted in their cognitive. The philosophy of the A.A. favored the emergency of a new representation of alcoholism that became to be understood as an illness, and not as a social pleasure. This new social representation emerged because of three systems: the diffusion, the propagation and the advertising, that had contributed for the construction of a new behaviors of the group, related respectively to: the opinion, the attitude and to stereotype. In the meetings of A.A. occurs diffusion of alcoholism as illness among the integrants of the group, what was important for the formation of a new opinion against the use of the alcohol, therefore the same was responsible for all malefaction caused to its user. In the propagation phase the emergency of the consensual knowledge of the alcohol as causing agent of alcoholism contributed for a change of attitude that culminated in the end of the behavior of to drink in an excessive way. Already in the advertising this new way of communication spread out in the A.A. favored the formation of new stereotype - the Abstemious Alcoholic in substitution of the drunk, therefore they were considered alcoholics because they had alcoholism, however as they no longer make use of the alcohol they not perceived themselves as drunk any more. The formation of this new paradigm contributes for obtainment and maintenance of the abstinence.

Keywords: Nursing. Alcoholism. Alcoholics Anonymous. Alcoholic Drinks.

## Referências

### References/Referencias

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## Nota

### Note/Nota

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