

SOCIAL REPRESENTATION OF THE SEX TOURISM PHENOMENON SUBJACENT TO THE JOURNALISM MATTERS

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In studies of social representations lies the theoretical model that considers them social products formed by social conditions (context of production) associated with individuals' interpretations and reinterpretations of social agents in interaction spaces. From this perspective the development of social representations would happen in an intertextual context, in other words, it would happen in the interface of the social and historical text – context that holds the subjectivity - with the discourse established on social relationships. It is here that the media is established as a mean of interaction where its discursive voices sometimes acts as structural elements of social representations and sometimes is structured by them. According to these considerations, this study seeks to identify conceptions of sex tourism and the underlying social representations. The corpus under examination consists of reports published in the Gazeta de Alagoas, a Brazilian newspaper. The analytic and interpretive work references itself in the responsive character of enunciation, as focused on the Bakhtinian theory, in polyphony, according Ducrot; and in a discursive heterogeneity, such as meant by Authier-Revuz. Based on inferences and joints made from linguistic and discursive traces, the illegality arises as a central element in the processes of objectification and anchoring materializing the symbolic production of the social subject speakers in concerning of the phenomenon "sex tourism".

KEY WORD: *tourism, sex tourism, social representations, printed media, discourse analysis.*